

THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

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

MAY 23 1916

\$2.00 a Year LIBRARY

NEW YORK, SATURDAY, MAY 20, 1916

10 Cents a Copy

The Finest Advertising Illustrations

you can secure—whether photographs or the work of master artists—are transferred direct to a copper cylinder and reproduced in *The Chicago Sunday Tribune's Rotogravure Section* with a lifelike realism and fidelity to detail such as the Rotogravure process alone can give.

There are no half-tones, no electros, no mats. Your illustrations are printed direct from the *original etching* on the copper cylinder.

In this eight-page Rotogravure Section, with a circulation of over 600,000 every Sunday, there are only two pages available for advertising—the back cover and the inside back cover—both "*preferred positions*" in a

"preferred section" of The Chicago Sunday Tribune.

And the rate for these two pages is only \$700 each—about *one-third the rate per line per thousand circulation charged for INSIDE PAGES in weekly or monthly magazines.*

These Rotogravure pages are 9 $\frac{3}{4}$ inches wide by 15 $\frac{3}{4}$ inches deep, giving you liberal space for large and striking photographs or drawings and imposing type display.

The many advantages of these two pages for advertising purposes—coupled with their *low cost* and their *enormous, concentrated circulation*—will be readily apparent to every careful buyer of advertising space. Make your reservations early.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Circulation over $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

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



Non-Distribution in the Busy Season

Production Stops when Distribution Begins

In the Busy Season—

When you are rushed—when the work piles in—when you want every ounce of physical and mechanical energy—

That's the time you need *every man* on Productive Work *every hour* of the day.

Did you ever stop to think—

In the Busy Season—*when you can least afford to distribute*—is the very time you *must distribute the most*.

Your stop-to-distribute office can't be run efficiently in the Busy Season, because—

You need your men on composition all the time, but this is impossible—your men must stop composition to distribute, to hunt, to pick.

You must pay for Non-Productive Work (distribution, hunting, picking) as well as for Productive Work (composition): therefore, you pay your men a full day's pay for five hours and twenty minutes' Productive Work.

Get this fixed in your mind: *Distribution is Non-Productive Work*—unskilled work.

When distribution begins, production stops.

One-third of the skilled compositor's time is used up in unskilled work—Distribution—to provide material with which to apply his skill the other two-thirds of the time.

That system is wrong—any way you figure it!

That's why it is rapidly passing, with no one to mourn—except the type founder, the brass man.

Non-Distribution is welcomed by Employer and Employee alike.

The Employer, because his work is produced faster, better, cheaper.

The Employee, because the unnecessary foot-work is eliminated, the hunting, the picking. He has plenty of new, clean material. He can work better with less exertion—his working life is lengthened.

The Monotype System of Non-Distribution gives you new type, quads, spaces, borders, rules, leads, slugs—when you need them. It stops the foot-work. It gives you Productive Work *all the time* instead of *two-thirds of the time*.

“The Monotype System of Non-Distribution is more than an Innovation—It is a Revolution”

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

Creators of NON-DISTRIBUTION

Chicago, June 7
St. Louis, June 14

Convention Announcement

The New York Evening Post invites inquiries from afternoon newspapers interested in getting the general viewpoint of trained newspaper special writers, during the Democratic and Republican Conventions. The high standing of The Evening Post and the conclusions of its special writers will amplify the general news dispatches from the news gathering associations. Evening Post service by direct wire from Convention headquarters.

Address Syndicate Department
The Evening Post, New York City



The Plain Dealer First In Cleveland

FIRST IN DISPLAY ADVERTISING

In the first four months of 1916 the Plain Dealer has printed 2,582,100 lines of Display Advertising and 20,069 Display Advertisements—a gain of 280,575 lines and 1,773 advertisements over the same period last year.

Over 53,000 more lines and over 5,000 more advertisements than Cleveland's second newspaper (Evening);

Over 950,000 more lines and over 9,000 more advertisements than Cleveland's third newspaper (Evening);

Over 1,100,000 more lines and over 9,000 more advertisements than Cleveland's fourth newspaper (Morning and Sunday);

FIRST IN CLASSIFIED ADVERTISING

In the first four months of 1916 the Plain Dealer has printed 1,082,550 lines of Classified Advertising and 177,306 Classified Advertisements—a gain of 119,925 lines and 7,696 advertisements over the same period last year.

Over 400,000 more lines and over 56,000 more advertisements than Cleveland's second newspaper (Evening);

Over 730,000 more lines and over 125,000 more advertisements than Cleveland's third newspaper (Evening);

Over 560,000 more lines and over 109,000 more advertisements than Cleveland's fourth newspaper (Morning and Sunday).

FIRST IN HOME INFLUENCE

Cause precedes effect—three generations of Plain Dealer reading have established the Plain Dealer first in the confidence and regard of substantially every worthwhile, English-reading, Cleveland home.

CIRCULATION

in Excess of

140,000

DAILY

185,000

SUNDAY

Net-Paid-For-In-Cash

FIRST IN TOTAL PAID ADVERTISING

In the first four months of 1916 the Plain Dealer printed 3,664,650 lines of Total Paid Advertising (Display and Classified) and 197,375 Advertisements—a gain of 400,500 lines and 9,469 advertisements over the same period last year.

Over 453,000 more lines and over 61,000 more advertisements than Cleveland's second newspaper (Evening);

Over 1,680,000 more lines and over 134,000 more advertisements than Cleveland's third newspaper (Evening);

Over 1,660,000 more lines and over 118,000 more advertisements than Cleveland's fourth newspaper (Morning and Sunday).

THE EDITOR & PUBLISHER

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

Vol. 48

NEW YORK, SATURDAY, MAY 20, 1916

No. 50

S. S. McCLURE ON THE TRUTH ABOUT THE WAR

An Interview with the Editor of the New York Evening Mail.

By G. W. HARRIS

THAT the German people believe that their army will break through at Verdun capture Paris, and win the war; that they adore their Government and have absolute faith in its integrity and ability; that their rulers, including both the Kaiser and the Crown Prince, are supremely popular; that the Reichstag is all-powerful and has the confidence of all classes and parties, including the Socialists; that the masses do not want war with the United States; that they think the torpedoing of the Sussex was an unfortunate but wholly accidental mistake; that they are tired of the war and long for peace and a return to their normal pursuits, believing that further prolongation of the conflict means only greater ruin, devastation and losses for all concerned; that the people of Germany are not now suffering from lack of food; that German babies are healthier than at any previous time in German history; that the Belgians also are well fed, and that the implacable determination of France and England to see the struggle through and punish Germany for her crimes is the great stumbling-block in the way of any peace negotiations—these are some of the ideas, impressions, and convictions brought home by Samuel Sidney McClure after journeying and sojourning for five months in the Teutonic empires.

The originator of the newspaper syndicate, founder of McClure's Magazine and other publishing ventures, and present editor of the New York Evening Mail, long ago listed travel as his only recreation, and he has travelled much. The extended European trip from which he has just returned has given him a unique experience among American newspaper editors.

He went to Europe with Henry Ford in the lamentably discredited "Peace Ship" chartered by that ill-advised philanthropist last December. He had intended to conduct Mr. Ford, for the compelling power of whose personality he has a lively regard, through some of the countries at war. That plan was frustrated at its very beginning. A severe attack of grip necessitated Mr. Ford's precipitate return to America, and on his abandonment of the project Mr. McClure proceeded on his travels alone.

I asked Mr. McClure if he had remained abroad all this time for his paper, the Evening Mail.

"Yes," he answered. "I wanted to ascertain the truth and to let the American public know the truth through this newspaper. I wanted to find out the truth about the Central Empires particularly, not only as to present conditions and prospects, but also the truth about the reasons for the war. We in America have not known the truth. Very few of us are interested in the truth. People generally, not only here, but the world around, do not want the truth. But I do.

"So I went over there to get the truth. And I have come home now to publish the truth. That is my only interest. And I have a great mass of enlightening material. I believe I know the truth about this war. I have had exceptional facilities for digging it out.

"In the five months I was gone I crossed and recrossed Germany and Austria-Hungary by almost every possible route. I went all over Germany, visited all the great cities, visited army headquarters and battle fronts. I went down the Danube to Vienna and Budapest, traversed Serbia and Bulgaria, and spent a week in Constantinople. I saw all that part of Belgium which the Germans occupy. I have been under fire, both bullet fire and shell fire, before the Russian lines on the 'eastern front.' The obstacles set before the foreigner who seeks to enter Germany in these days are formidable. It is difficult enough to enter only once. But I entered Germany six times."

The battered and be-stamped passport which he showed me had something of the appearance of a war map that had met with hard usage in the field. He continued:



S. S. McCLURE,
EDITOR OF THE NEW YORK EVENING MAIL.

Germany are censored, of course, just as are those of every country at war. But governmental interference with them is surprisingly slight. They give the official reports from the governments of enemy countries, but nobody believes those reports.

"While I was visiting at the home of Dr. Eucken mention happened to be made of the report that in the Dogger Bank engagement the Germans had sunk the British ships Lion and Tiger. I brought forward the fact that since that engagement Frederick Palmer, a witness not to be distrusted, had seen those ships afloat. Dr. Eucken's daughter assured me that that could not be possible. The German officers never lied. They had reported sinking the Lion and the Tiger. The ships had been sunk. It was the habit of the English to name other ships after those that they lost. So, while she did not question that Mr. Palmer had seen British ships bearing the names Lion and Tiger, Miss Eucken was not to be shaken in her belief that they were new or renamed vessels and not those that had been reported sunk.

"The German newspapers, of course, have no correspondents in enemy countries, but they get the foreign papers. In Berlin I had no difficulty in getting regularly London and Paris as well as New York newspapers. These can be bought in all the leading German cities.

"This willingness to believe only what we wish to believe—this rejection of the truth—is exemplified strikingly in the inconsistencies over the food situation in Germany. There is no scarcity of food in Germany. There has been some discontent over food regulations. The main cause of that is that food regulations were made by the local authorities. Each of the twenty-five states made its own laws, and each state might retain supplies greatly needed elsewhere.

"That passport tells the story of my wanderings. And I met and talked with the leading men everywhere in the Germanic countries—spent hours with some of them—with von Bethmann-Hollweg, a great peace man; Herr Zimmermann, the most vigorous and energetic man in the German Government, the Roosevelt of Germany; Dr. Karl Helfferich, the German Finance Minister; Count Berchtold, the Prime Minister of Austria at the outbreak of the war; Baron Stephan Burian, the Austro-Hungarian Minister of Foreign Affairs; Count Tisza, the great Hungarian Premier and peace advocate. I met the leaders of German thought, the scholars, philosophers, and scientists, men like Dr. Rudolf Eucken, and many others.

"And everywhere it was borne in upon me that we had not had the truth, we do not know the truth. The newspapers are full of mistakes and misstatements every day. Take the cable dispatches of only a day or so ago about the resignation of Dr. Delbrueck, German Secretary of the Interior, giving as reason popular dissatisfaction with the way the Government is handling the food question. Absolutely false. Dr. Delbrueck is a sick man, and he resigned solely because of poor health. Furthermore, he did not have charge of the question of food supply at all. Baron von Stein, Under-Secretary of State, is the man who had charge of that question.

"Again, the idea that Austria-Hungary is dominated by Germany is not true. Austria-Hungary is the proudest nation in Europe to-day. She is as jealous as any of her independence and her rights. Even Turkey resents the imputation of dominance by Germany."

The interview had begun with mention of the German newspapers, what news they are getting and from what sources, and what they are giving their readers. Mr. McClure said:

"The German newspapers are edited by very able men, scholarly men, men who are thinkers. And they have pretty full freedom, too. The newspapers of

(Continued on Page 1592.)

PUTTING CONNOLLY'S ACROSS

AN ADVERTISING STORY

By WILLIAM H. McMASTERS

(Synopsis of last week's instalment by the author.)

MCWILLIAMS, of the advertising staff of the Bolton Evening Star has been beefing for a chance to show his speed as a solicitor. At last, the chance came. A new clothing store had been opened in Bolton by Felix Connolly, and for several weeks business had been dead. Two weeks before Easter, his advertising man had decided to leave his regular copy out of the "Star," but to continue it in the other papers, even though the Star had a larger circulation than all the other evening papers in the city combined. Naturally, the advertising manager of the "Star" was compelled to resort to extraordinary measures. So he called McWilliams to his desk and put him onto the Connolly account with instructions to "go the limit and get him back into the paper."

Filled with zeal over the assignment and a chance to make good, McWilliams hustled to Connolly's store, bailed him out for being crazy, and promised to write some real live copy for the following day's paper, the same being the third Friday before Easter.

With the enthusiasm of an artist McWilliams went at his task and framed up a five-column advertisement that he thought would knock 'em dead. Late in the afternoon, with the revised proofs in his hand and a deep conviction that he had doped out the copy that would put Connolly's across, he rushed to the store where he knew Connolly would be in waiting.

(If interested, you can get the end of the story in the following instalment.)

HE found Connolly seated in a chair in the centre of a vacant floor space in front of the office—with his new manager, assistant manager, and two salesmen, standing about in an attitude of respectful attention.

From his air, McWilliams judged that Connolly had just finished reading the advertisement that he held in his hand. He also deduced for himself—from the downcast looks of Connolly's auditors—that the reading of the advertisement had made no particularly favorable or vivid impression upon them.

"I was just reading to-morrow's ad to the boys," said Connolly.

"Well! don't include me in any of it," answered McWilliams. "I have heard all I care to hear of the Greenwood School of Advertising. I will now introduce you to the new dope—the Connolly stuff—the famous McWilliams allied shows—three rings and two elevated stages—and one yellow ticket admits to all."

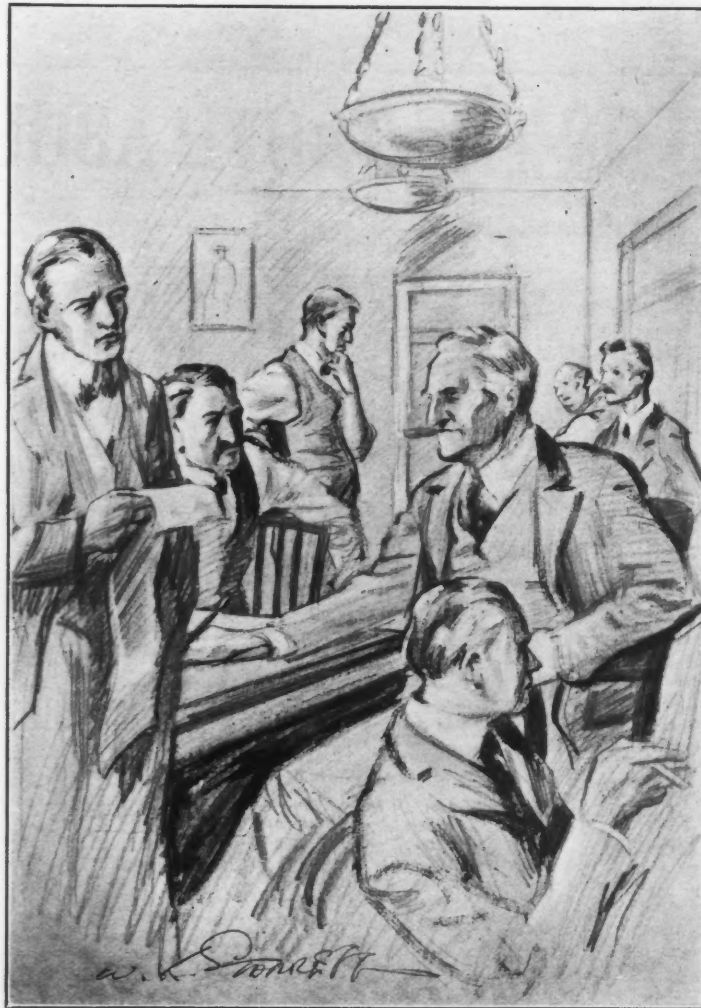
Suited the action to the word—as the old Munroe's Fourth Reader would put it, McWilliams found a post that would fit the indentation of his back, and, unwinding the roll of proofs in his hand, looked his audience over carefully to get proper effect, cleared his throat, and—

"Just a minute, McWilliams," said Connolly. "Slip me one of those proofs."

"Without so much as looking at Connolly to indicate that he had heard his request, McWilliams drew a deep breath and read the heading of his advertisement:

HERE IS ONE CLOTHING STORY THAT YOU NEVER HEARD BEFORE—CONNOLLY

He paused for effect—incidentally noting that Connolly had sprawled out his long legs to their fullest reach and closed one eye as though in a profoundly receptive mood.



DRIVING THE AD ARGUMENT HOME.

The four members of the Connolly selling force also took on a more expectant air.

In a voice that emphasized every sentence where emphasis would do the most good, McWilliams continued his advertisement.

"When I read some of my rival's clothing and tailoring advertising, I often let a smile come over my face," read McWilliams.

"As Dan Daly used to say, 'It's the same old story—nothing new.' The same old talk about 'distinctive styles,' 'excellence of design,' 'exclusive materials,' 'perfection of fit,' and then that oldest one in the whole bunch about 'satisfaction guaranteed or money refunded.'

"It all listens great—looks well in type—but, take it from me, it is nothing more or less than a fine line of bunk, and you know it.

"I want to be fair. I can make more money by being fair and square. That is reason enough for any sane man. I don't want any other square clothing man in Bolton to feel that I am criticizing him. My victories in the clothing business have been won by honest competition—by getting right down to cases—by talking facts.

"To every man who is getting just what he wants from his tailor or his clothing dealer, I extend my heartiest congratulations. I don't want his trade—I don't need it. The other man is entitled to it—and should get it.

"The men I want—the trade I'm af-

ter—are those men who have been putting out good money for bad clothes. I want the men who have tried to get their money back from one of those 'satisfaction guaranteed' flim-flam artists and been double-crossed.

"I want the man who knows a 'square deal' when he gets one, to come here, before Easter, and buy a suit of clothes. If he doesn't get a 'square deal' on the suit, or if by any accident of dyestuffs—wear—or workmanship, it should prove in any way unsatisfactory and he doesn't get his money back 'at once,' I want him to go out and call Connolly 'a faker.'

"I would rather sell ONE MAN a GOOD suit of clothes every season for 10 SEASONS, than sell 10 BAD suits to 10 DIFFERENT MEN in one season and have them organize a knockers' club and roast me all the rest of their days.

"I'm not playing this game alone. I have my choice of all the leading and best manufacturers. I have only chosen Gildenstern's because I think they make the very best clothes—most stylish—clean-fitting suits and overcoats—from the best woollens—that are made ON EARTH TO-DAY. They guarantee them to me. I pass it along to you. I wouldn't handle their clothes if they didn't stand behind them to the limit. They wouldn't let me handle GILDENSTERN'S if I didn't faithfully represent them. And there is the story—the best I can dictate to my secretary—as strong and clear as I can make it. If you want

to do business with me this season or next, it will be on the above basis.

"For an extra inducement—a special reason for giving my store a chance at your patronage this Easter—I have had the GILDENSTERN people build me 300 Top-coats from the newest cheviot twills—in gray, brown, tan, and the standard black—deep dyed—the entire lot silk-lined, guaranteed by me to be worth \$25 of any man's money. One of these Top-coats will cost you just \$20.

"The demand upon my six big stores for a suit or overcoat priced just below the cost of making the highest grade clothing—a suit (or overcoat) that is good enough to carry the highest guarantee, has made it possible for me to put over the very finest \$15 suit (or overcoat) in America. Pick them out and save \$5 in money.....\$15.00

"Some men with big expenses and young men of small means feel inclined to stay away from the big stores, because they think the big clothiers are seeking only the high-priced trade. In all my stores I want the spirit of humanity to prevail. The low-priced man of to-day is the high-priced man of to-morrow. I have 2,000 suits and overcoats for the man of moderate means at\$12.50

With a flourish, McWilliams read the little ears at the side of the signature, one to the effect that Connolly was operating stores in "Bolton, Belmont, Windham, Holyoke, Millville, and Lyndonville," and the other that Connolly's was "the store with a policy behind it," and then shouted the signature:

"CONNOLLY'S, 300 Sumner Street, Bolton," and wound up his demonstration with the magic trade information, "Open Saturday evenings until ten o'clock."

To say that he had held his auditors spellbound would not be the truth.

While the manager, assistant manager, window dresser, and head salesman had behaved in a quiet and orderly manner, it was evident that Connolly was nervous and under a strain.

As though trying not to show the intensity of his interest in McWilliams's reading, he waited a few seconds after the finish—without commenting.

"Is that the finish?" asked Connolly, with a suggestion of sarcasm in his voice.

"You know damn well it is," answered McWilliams, not trying to hide his irony.

"Do you want me to tell you what I think of that advertisement, McWilliams?" asked the clothing magnate.

"If it pains you to talk, you needn't express an opinion," replied McWilliams. "I know it is a good ad, I know it will sell goods even in this garage that you are trying to disguise into a clothing store. All I want you to do is say 'shoot' and it will go into the Star to-morrow."

Connolly stood up. "Well, shoot it!" he said, decisively, "and it not only goes into the Star, but also into the three other Bolton papers. It is the only piece of clothing copy that has been written in Bolton for years.

"It is the best piece of advertising I ever heard, and it is going into every paper in this town, to-morrow."

"Oh, no? It isn't going into every paper in Bolton to-morrow—not by any manner of means, my dear Connolly," said McWilliams, slowly shaking his head from side to side.

"This little gem of purest ray serene is going to shed its light in one paper only, and that paper is the Bolton Evening Star."

"Wh-wh-wh," spluttered Connolly.

(Continued on page 1590)

ADVERTISING VALUES IN THE FORD BUSINESS

By CLAYTON SEDGWICK COOPER

A FEW years ago a sales department head was reported to have said to Henry Ford that if there could be added to the Model T Ford car some of the new elements of grace and beauty revealed in other cars in recent years, there would be an instant increase of advertising value. Mr. Ford replied: "I presume when people saw hoop skirts everywhere, they looked good to them. If you will wait just a few years, we will have a million Model T's in use in this country, and you will have one to look at on every street corner; and then it also will look beautiful to you."

This prophecy of the automobile manufacturer of Detroit has now become history, for on the 16th day of last October the mark "the one millionth Model T" was placed on a Ford car, and this idea of advertising a product by the process of "familiarity," which Mr. C. A. Brownell, of the Ford Company, calls the greatest and most successful method, has become a policy in this firm. Indeed, this same manager of advertising informed me that there was a prospect of his working himself out of a job by this method of getting people to look at the product on all sides, rather than depending on diverse means of advertising display. "Last year," said Mr. Brownell, "our display advertising amounted to a comparatively small sum (less than \$6,000), but we sold 500,000 cars, and our ideal for the coming season is one million motors."

"Where do you place your advertising?" we asked.

"In the newspapers, almost entirely in the newspapers," was the prompt reply; "this is what I call 'trip-hammer advertising,'" said the manager. "It is the daily constant reminder that counts. The magazines are too slow for us, and furthermore I will show you the advantage of the newspapers in the size of their audience." He then took a piece of paper and wrote down the names of the papers in which he was inserting their advertisement that day, placing opposite each the circulation of the paper, then drawing a comparison with the circulation of weekly and monthly periodicals. "The newspaper is the great medium for reaching the people in this country," continued Mr. Brownell; "it is rapid-fire advertising, the modern machine-gun as compared with the old-fashioned slower rifle. We are believers in the daily papers for such advertising as we do along display lines."

ADVERTISING VALUES IN KEY WORDS.

One does not remain long in the Ford plant without realizing that great emphasis is placed upon key words and trenchant phrases as means of advertising value. In the year 1908 the word "Utility" became a watchword in the Ford camp. The sign that is placed over the philanthropic or sociological work is "Help the Other Fellow," and the present slogan that is everywhere heard is "service" to the Ford owners of cars. It represents the fact that all parts of the Ford car must be kept on hand with which to serve the buyers of this car. "We insist on that above any other one thing," said the manager of the advertising department. "Lack of service on the part of an agent to a Ford car cancels a contract at once."

"We have stock that aggregates values of \$14,000,000 in the hands of our agents at present. In fact, we could shut down the factory, and our agents could go on assembling and turning out cars for a year or more to supply the trade."

"Furthermore, there is real advertising value in the inexpensive parts of



HENRY FORD.

this car; more than 50 per cent. of all the pieces that go to make up the Ford motor sell for 10 cents a piece or less."

The advertising department is in line with the initial ideal of Mr. Ford, who told me that one of the chief elements in his success was in keeping in very close touch with the things that the majority of people of medium means want and were able to buy, and being able to supply that in a thoroughly tested good article, everywhere obtainable. "There is great advertising value," said Henry Ford, "in any product that has proved itself to possess permanent excellent quality; in other words, if you have a really good thing, it will advertise itself."

The permanency of a single model of car is also considered a large advertising asset in the Ford Company quite at variance with the general customs of other manufacturers of changing the model, like clothes, each season. During my interview with the head of this company, Mr. Ford, in his "confession of guiding principles," said: "I have tried to know one thing, to know it thoroughly, and to focus my whole thought and the thought of my men upon it."

The permanent advertising value of this policy has been apparent in this enterprise. "If we stick to one model," said Ford, "we can make it still cheaper and more quickly, and we can each year cut the price a little, which, by the way, is a piece of advertising news that carries far. That price reduction will sell tens of thousands additional cars, and we get more business and still have only one thing to think of."

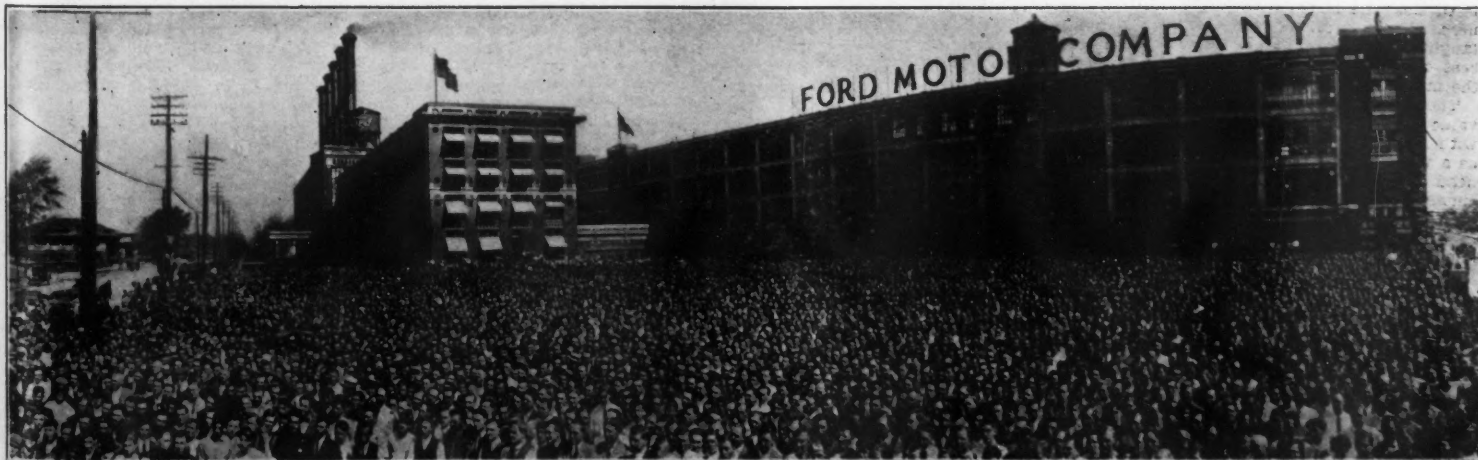
TAKING ADVANTAGE OF THE MOVIES.

This ideal of getting the news to the masses is further emphasized in the mind of a visitor to the Ford works as he is shown through a department given up to making picture films for the theatres. The theatre as well as the newspaper has been fixed upon by these astute business men as a method for getting the attention of vast portions of the population. "Assembling a Ford car on the stage in five minutes" has proved a drawing card for theatrical managers, while at present 110 different pictures are being displayed in moving-picture houses, and the Ford Company has estimated that these pictures of life at Ford's are being witnessed weekly by four million people in all parts of the land.

There is real human as well as large industrial interest in seeing on the screen the methods by which this unique concern, employing 30,000 men and women in one plant turn out more than 1,200 motor cars daily, and as the reel carries you around this vast assembling and manufacturing room, embracing forty-five acres under one roof, showing 6,000 machines in actual operation, or when it reminds you of the fifty-one branch institutions in fifty-one different cities, where the buildings alone aggregate a value in excess of \$13,000,000, the visitor is being entertained so interestingly that he forgets that he is witnessing one of the cleverest advertising plans of these times.

The modern photographic studio in the Ford factory employs a staff of eighteen skilled operators, and the Ford Animated Weekly includes a wide range of current events, from the launching of a battleship to the Panama Exposition or the latest patriotic parade, and these pictures are not only being shown simultaneously all the way from Maine to California, but they are also being exhibited in many foreign countries, where the Ford cars have become almost as well known as in the United States.

(Continued on page 1592)



SOME OF THE THIRTY THOUSAND FORD EMPLOYEES AT THE DETROIT FACTORY.

It is frequently stated that the Ford Company gets more free advertising than any other concern in the land, through every kind of avenue, from the Ford jokes to the latest novel scheme of paying or caring for its employees.

Few industrial experiments have brought to their originators greater attention from the general public than did the announcement a couple of years ago that the Ford Motor Company was about to present to its workmen \$10,000,000 in the form of profit-sharing. There was wide discussion of the idea, and many predictions of failure of the plan as well as the prophecy that it would disrupt business conditions and become a menace to the industrial world generally. Certain manufacturers in Detroit will tell you of some harmful effects this unusual raise to a \$5 uniform wage has wrought, but the baneful effects predicted have not been, as a rule, evident.

SCRIPTURAL INJUNCTION PROVES TRUE.

On the other hand, the idea has evidently reacted upon the Ford Company along the line of the Scriptural injunction, "Give and it shall be given unto you, good measure pressed down and heaped together, shall men give into your bosom." In the first six weeks after the plan was put into operation, the figures of February, 1914, and February, 1913, were contrasted. According to these statistics, in February, 1913, with 16,000 men, working ten hours a day, 16,000 cars were made and shipped. A year later, when the new profit-sharing plan was under way, with the eight-hour day, the company, with 15,800 men—200 less men, working eight hours instead of ten—built and shipped 28,000 automobiles. The Ford Company attributes this tremendous advance which has been maintained and increased later, not so much to advanced manufacturing methods, as to the new esprit de corps brought into being by this new policy.

To quote the Ford explanation: "Fear and worry are the greatest factors that work against a large output and a good one, and by lightening the load of livelihood among the men, these elements have been reduced to a minimum."

It is also due the plan to state that among its far-reaching benefits is the sacredness that is thrown about a man's job. No foreman has the power to discharge a workman, and a man found to be unfitted for one piece of work is changed to another; sometimes half a dozen different places are tried before the employee finds his niche in the Ford scheme. I was told that only two men had been discharged in six months, and when the huge working force is considered, this fact stands out as a notable one.

An editorial writer in the Detroit Evening News has thus described this power "to hire and to fire":

"The Ford idea is that when a man's job is a man's living there is something of the elemental sacredness of life about it. A man is not to be thrown out like an old wheel. If he is careless, he is to be taught carefulness. If he is clumsy, he is to be taught skill. . . . It is making the best of the producing factor—which is the man."

There is little doubt that the human-value note struck in this policy to treat with greater care the workman, both as a worker and also as the responsible head of the home, has carried with it a current of popular approval that has been of advantage to the Ford business far beyond the reach of usual advertising.

MAKING MEN OF EX-CONVICTS.

This tendency to promote about this manufacturing plant a kind of common-sense philanthropy came out in the somewhat picturesque plan of hiring ex-convicts and giving them equal advantages and pay with other workmen, in fact setting them at work among the others in such a way that no one knew them as convicts, thereby giving the man who had served sentence in a penal institution every chance to regain his own self-respect.

"We make it a point," said Mr. Ford, "to take a man as he stands. I tell these men that I do not want to hear about their past. It is my belief that men the world over are very much alike, and they respond to confidence placed in them if there is a spark of manhood left in them. People make it hard for these men to reform by branding them with the Cain mark, and keeping them conscious all the time of some past mistake."

Mr. Ford may not have realized that by opening his industrial ranks to ex-criminals, he was associating his company with another large department of human interest and present-day discussion, certain to bring in its train a vast amount of advertisement to the business. Yet the fact that the knowledge that this concern has more than 500 people in its employ who have been behind prison bars, and that rarely have these men proved themselves to be other than creditable workmen, has formed another link in the chain of worldwide publicity afforded to the motor manufacturer.

The reality of this kind of work is brought home to the visitor by such stories as the following, which we heard from one of the heads of a department:

A man came to his house asking for a job.

"I am the worst man in Detroit," said the applicant. "I am fifty-four years old, and thirty-two of these fifty-four years I have spent in Jackson Prison. Everybody knows me as a bad one, and I can't get a job. If I can't get one with the Ford Company, I am going back to Jackson."

He told how the "bulls" had been following him and watching him, putting the employers "wise" regarding his prison record.

"There is one man especially," said the ex-convict, "I'm going to get, and I'm going to get him with this," and he pulled out a dangerous-looking blackjack.

"The only person that ever played me fair," continued the man, "is my wife, and I'm not going to have her wear her hands off doing washing to support me."

EFFECT OF A KIND LETTER.

This man was given a job, and after a month and a half of somewhat meagre work, the chief of the department wrote him a letter telling him to take a brace, for he was sure that there was stuff in him. The next morning he came to the chief's office and was so broken up he could hardly speak. "You know, Chief," he said, "you are the first man who ever wrote me a letter like that, and when I took it home and read it to Mary last night, we couldn't eat any supper. That was the first decent thing, outside of what my wife has done, that I've ever had happen to me, and I'm going to serve and stick. I want you to show me how I can work better."

The head of this department tells how a few months later this man came in with a pay envelope in one hand and a roll of bills in the other, and said:

"Say, Pal, will ye tell me how I can get into a bank and leave this? I am perfectly wise how to get in," said he, with a grin, "and take it out after they are closed up."

To-day they will show you the old ex-convict's home, which he is paying for by instalments, and the chief adds, "That man is living as good and as clean a life as any man in Detroit to-day."

You will be told also that there are at least seventy more men in the company from that same institution at Jackson—and they are all making good.

There is no doubt that there is good advertising value in this sort of thing, but in our opinion there is also a good straight brand of religion in it also, the kind that is free from millinery and rituals, and wastes no time and effort in professions of piety.

HENRY FORD—HIS BEST ADVERTISEMENT.

After a somewhat thorough investigation of the various departments of the Ford Motor Company, in which I was particularly impressed with the peculiar

progressive efficiency that seemed to run down to every smallest detail, even to men's clothing which saves five acres of floor space, I greatly enjoyed a talk of an hour or more with the man who has been largely responsible for the advertising policy of this company. He told me of the immense pay-roll, amounting to \$150,000 daily, each day, indeed, being a pay day in the Ford Company for a certain number of employees; of the ideal of cleanliness, not simply for sanitation, but in order to save the men's time and attention in not having to walk over or around rubbish; he told of the educational work in which 4,800 men who are unable to speak English are learning that language and the fundamental principles of citizenship, and also gave many instances of the way in which the efficiency of the Ford plant was proving in itself to be a veritable philanthropy.

PERVASIVENESS OF THE FORD SPIRIT.

At the close of the conversation, as I was about to go for an interview with Mr. Ford himself, the advertising manager paused and said, "And behind all these things I have been telling you, permeating everything that has happened in this place since the Ford Motor Company was officially born to the commercial life of the world on June 16, 1903, is the brain and the spirit of Henry Ford. Of course, he is unable to keep in touch now with all the details of this vast business. But, through the various men who are at the head of the departments, he is kept constantly in touch with the entire sweep of the progress, and his thorough knowledge of mechanical science enables him to grasp in a moment the kernel of the situation."

This testimony of one of the strong men Henry Ford's foresight has gathered into the management and direction of the business, was found to be the conviction lying in the minds of virtually every officer with whom I had the privilege of speaking. When, therefore, I met the head of this manufacturing concern, I was prepared to believe that beyond all these other notable agencies which have assisted so materially in bringing this enterprise to the attention of virtually the whole world was the personality of Henry Ford himself. My interview corroborated this impression, for there is an atmosphere of mingled simplicity and strength, a conjoining of the talent of the mechanic with the vision of the seer in this man Ford, that rivets the attention of all those who have the privilege of any considerable conversation with him.

THE KIND OF A MAN HE IS.

An Englishman who had recently landed in New York said to me the other night, "Who is this man Ford? I hear such conflicting accounts concerning him. There must be some unusual power locked away in him, but if he is really a great man how could he have been induced to enter upon such an expedition as the peace-ship business. What kind of a man is he, anyway?"

These are the kind of questions that many a person here in the United States has been asking recently, especially since two States at least have shown an inclination to give him the majority vote for the highest office which this country has in its power to offer one of its citizens.

If Henry Ford is to be judged by the success of the Ford car, which he has been chiefly instrumental in manufacturing and marketing, he certainly is worthy of a place among the chief captains of industry of the present day. But is he more than an automobile manufacturer? That was the question I found myself asking as I talked for several hours with this perfectly natural man, who had about him very little of that abrupt, keen, rushing, business-like manner which we are accustomed to associate with the successful "big man" of American business.

When we mentioned peace matters and the war, Mr. Ford said: "In all

this great matter I have striven simply to ask one question, viz.: 'Is Peace a right thing to work for?' I have always found it was necessary for me to make sure that the thing I was working at was absolutely right, then I am ready to go ahead, staking money and everything upon the results. It seems to me," said Mr. Ford, "that if this principle of peace, and the enmity to warfare is not right, the whole groundwork of our American civilization falls. To have a part, therefore, in this endeavor to bring in Peace should be the privilege, as well as the duty, of every American citizen."

He went on to state in relation to the condition of his peace conference in Europe: "We are no quitters. Our conference has been organized at The Hague. Six nations are already represented in it. We believe that its influence is farther reaching than many suppose."

HIS NEW TRACTOR.

In answer to my question in relation to his engagement in politics, he said: "This is no business of mine. In fact, I only heard day before yesterday that my name was to be voted upon in Nebraska. I am chiefly interested just now in my new tractor, upon which I have been working for eight years. In fact, I have been working upon it two hours this very day, and have purchased between three and four thousand acres of land just outside of Detroit where we are planning in the near future to build a large plant where we shall manufacture these tractors on a vast scale. We hope to be able to sell them for \$200 apiece, and they will do the work of two team of horses."

As I left the presence of Henry Ford I realized, as one must do in conversing with any man, his limitations. He makes little profession of a knowledge historic or of that kind which is put forward in our higher institutions of learning. I felt, however, that intangible force which is in part a product of a genius of imagination along mechanical lines, and in part the reflection of a great love for humanity and a desire to serve it—a combination as rare as it is beautiful in these hard, utilitarian days. That the great masses, so quick to discern reality, have discovered something of this latter characteristic of Henry Ford is a further proof of the fact that, when great-heartedness joins with unusual ability along any line of commercial or industrial endeavor, the result is a greater man. It is our belief furthermore, that multitudes of people who now know him only through hearsay would receive a far different, a much larger impression of Henry Ford, could they see him as we beheld him, a personality wrought out through a great achievement.

TECHNICAL PUBLICITY DINNER

Efficiency in Distribution of Printed Matter Discussed by Hoyt and Phillips.

The Technical Publicity Association held its last meeting of the season on Thursday evening, May 11, at the Advertising Club, 47 East 25th Street. Dinner was served at 6:30 o'clock, and was attended by about forty members of the Association and guests.

The speakers and their topics were: Burdette Phillips, of the McGraw-Phillips Company, "Efficiency in the Mailing List"; and Charles W. Hoyt, of Hoyt's Service, Inc., "Eliminating Waste in Distributing Dealer Literature." Dr. Elliott Reid, the new president of the Association, presided.

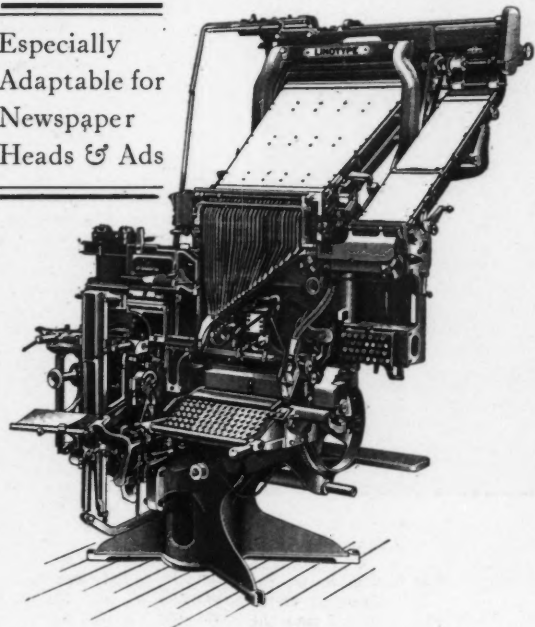
Mr. Hoyt suggested that the technical advertisers get out a coöperative catalogue, instead of individual catalogues, as is now the practice. This, he thought, would make the cost of such a publication very much cheaper, and also greatly increase the value of the catalogue.

The new officers of the Association, elected at the April meeting, will take their stations at the October meeting.

The Most Important Composing-Machine Improvement in Recent Years

Continuous Composition

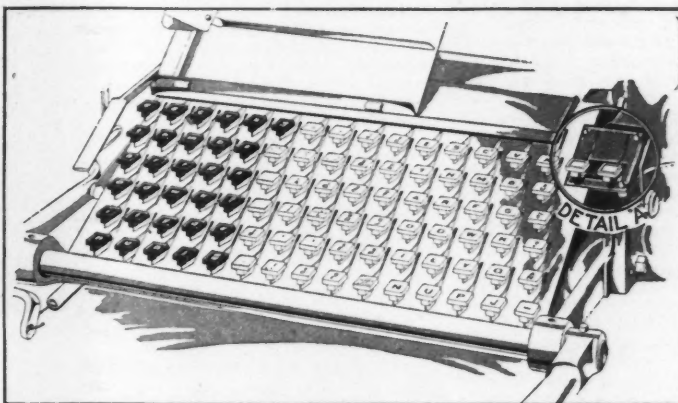
Especially
Adaptable for
Newspaper
Heads & Ads



MODEL 17 LINOTYPE
Double Magazine with Auxiliary, Price \$3,000

From *All* Magazines

Insuring More Ems per Hour
—at Less Cost per Thousand



INSTANTANEOUS-CHANGE KEYS

Detail A shows the two new Instantaneous-Change Keys. Touching either key brings the magazine required into instant operative connection with the keyboard.

MERELY TOUCHING A KEY (*See Detail A*) on the new Model 16 and Model 17 Linotype brings either magazine into *instant* operative connection with the keyboard. This means that the operator can mix at will in the same line matrices from all magazines without removing his hands from the keyboard—absolutely insuring *continuous composition* while the copy lasts.

EACH NEW LINOTYPE embodies advantages that permit greater achievement in machine composition. Throughout the whole history of Linotype advancement may be clearly seen the outstanding feature of *Service to the Printer*; of giving him a composing machine worthy of his craftsmanship and the traditions of the art.

IN THE NEW - MODEL LINOTYPES, with their Double, Multiple and Auxiliary Magazines, Matrix-Mixing Possibilities, Instantaneous Magazine-Shifting Features, etc., there are combined advantages which make them superior to any other composing machines. It will pay you to let us tell you why.

Send for Linotype Literature Today

We have a Linotype for every office at a price and upon terms within easy reach of every printer. Tell us the kind of work you do and we will send you descriptive matter of the Linotypes best suited to your particular composition requirements. Do this today—because if you need a Linotype you are paying for it whether you own one or not.

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street
TORONTO: CANADIAN LINOTYPE, LIMITED

NEW ORLEANS
549 Baronne Street

WILSON TALKS FRANKLY WITH CORRESPONDENTS

President Tells National Press Club That He Is Carrying a Burden Which Newspaper Men Can Make Heavier or Lighter, According to the Way They Handle News and Rumors.

WASHINGTON, D. C., May 17.—In a second memorable address delivered before the National Press Club last Monday, President Wilson gave the personal side of the Presidency. This speech was made in confidence, and was so regarded until he felt that he should make it public. The part referring especially to newspapers and newspaper men follows:

"I am both glad and sorry to be here; glad because I am always happy to be with you, and know and like so many of you, and sorry because I have to make a speech. One of the leading faults of you gentlemen of the press is your inordinate desire to hear other men talk, to draw them out upon all occasions, whether they wish to be drawn out or not. I remember being in this Press Club once before, making many unpremeditated disclosures of myself, and then having you, with your singular instinct for publicity, insist that I should give it away to everybody else.

"I was thinking as I was looking forward to coming here this evening of that other occasion when I stood very nearly at the threshold of the duties that I have since been called upon to perform, and I was going over in my mind the impressions that I then had by way of forecast of the duties of President, and comparing them with the experiences that have followed. I must say that the forecast has been very largely verified, and that the impressions I had then have been deepened rather than weakened."

"The people of the United States are not asking anybody's leave to do their own thinking, and are not asking anybody to tip them off what they ought to think. They are thinking for themselves, every man for himself; and you do not know, and, the worst of it is, since the responsibility is mine, I do not know what they are thinking about.

PRESIDENT'S BURDEN SERIOUS.

"I have the most imperfect means of finding out, and yet I have got to act as if I knew. That is the burden of it, and I tell you, gentlemen, it is a pretty serious burden, particularly if you look upon the office as I do, that I am not put there to do what I please. If I were, it would have been very much more interesting than it has been. I am put here to interpret, to register, to suggest, and, more than that, and much greater than that, to be suggested to.

"Now, that is where the experience that I forecast has been different from the experience that I have had. In domestic matters I think I can, in most cases, come pretty near a guess where the thought of America is going, but in foreign affairs the chief element is where action is going on in other quarters of the world and not where thought is going in the United States. Therefore, I have several times taken the liberty of urging upon you, gentlemen, not yourselves to know more than the State Department knows of foreign affairs.

"Some of you have shown singular range of omniscience, and certain things have been reported and understood in Administrative circles which I never heard of until I read the newspapers. I am constantly taken by surprise in regard to decisions, which are said to be my own, and this gives me an uncomfortable feeling that some providence is at work with which I have no communication at all.

THE DANGER OF REMARKS.

"Now, that is pretty dangerous, gentlemen, because it happens that remarks start fires. There is tinder lying everywhere, not only on the other side of the water, but on this side of the water, and

a man that spreads sparks may be responsible for something a great deal worse than burning a town on the Mexican border. Thoughts may be bandits. Thoughts may be raiders. Thoughts may be invaders. Thoughts may be disturbers of international peace, and when you reflect upon the importance of this country keeping out of the present war you will know what tremendous elements we are all dealing with.

"We are all in the same boat. If somebody does not keep their passions disengaged, by what impartial judgment and suggestion is the world to be aided to a solution when the whole thing is over? If you are in a conference in which you know nobody is disinterested, how are you going to make a plan? I tell you this, gentlemen, the only thing that saves the world is the little handful of disinterested men that are in it.

"So I have come willing to make this narrative of experience to you. I have come through the fire since I talked to you last. Whether the metal is purer than it was, God only knows; but the fire has been there, the fire has penetrated every part of it, and, if I may believe my own thoughts, I have less partisan feeling, more impatience of party manœuvre, more enthusiasm for the right thing, no matter whom it hurts, than I ever had before in my life.

"And I have something that is no doubt dangerous to have, but I cannot help having. I have a profound intellectual contempt for men who cannot see the signs of the times. They are hopelessly blind, and the worst of it is I have to spend hours of my time talking to them, when I know before I start, as much as after I have finished, that it is absolutely useless to talk to them. I am talking in *vacuo*.

"The business of every one of us, gentlemen, is to realize that, if we are correspondents of papers who have not yet heard of modern times, we ought to send them as many intimations of modern movements as they are willing to print."

SWANN FIGHTS FAKE ADS

New York District Attorney Tells of Conviction of a Fifth Avenue Merchant.

In a talk before the Arkwright Club at 320 Broadway a few days ago, District Attorney Swann, of New York County, announced that the campaign he has started against fake advertising would probably hit "some men who hold their heads pretty high."

"I have already got one man on Fifth Avenue," said the District Attorney. "He is now the most contrite person imaginable. He did not know about the decision in the United States Court against the New South Farm & Home Company, and, though he gave value to purchasers, he misrepresented his goods in making sales. He was promptly convicted, and was allowed to go on suspended sentence. I am sure we will have a very honest business man up on Fifth Avenue hereafter, and I am confident that the goods you buy of him will be as represented."

The District Attorney discussed at length the "fake ad" law, which went into effect September 1, 1915, and which makes it a crime to use "untrue, misleading, and deceptive representations in advertising merchandise." According to the District Attorney, this law was strengthened by the new Federal decision, which holds that even where a purchaser has received good value for his money, he has been defrauded when he has been misled by the representations of the seller.

Billboards Used in N. G. Campaign

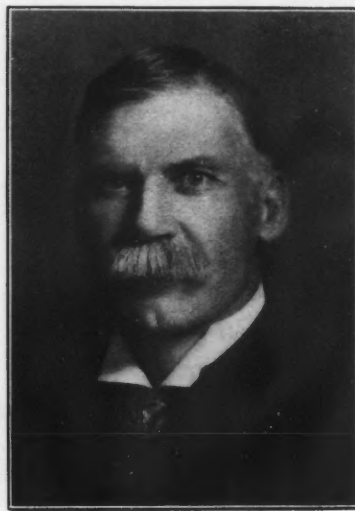
The billboards of New York city have been covered with hundreds of large posters calling upon citizens to enlist in the National Guard before May 31. It is hoped that the city will be able on that day to add 3,000 men to the State Militia as its part of 5,000 men needed. A thirty-day campaign to get the 3,000 new guardsmen began on May 1.

THE GREENSBORO RECORD SOLD

Taken Over by A. B. Fairbrother, and George B. Crater, the Manager.

Col. Al Fairbrother and George B. Crater have bought the Greensboro Evening Record, of Greensboro, N. C., and taken over the paper. Col. Fairbrother will be the editor-in-chief and Mr. Crater will be the business manager.

Col. Fairbrother is one of the best-known writers in the South. He has been connected with papers in Omaha and Boston, and established afternoon papers in Danville, Va., and Durham,



COL. AL FAIRBROTHER.

N. C. Of later years he has published a journal called Everything, and his writings have been widely copied. He is an editor of the old school—one of the very few left. He is a strong, forceful writer, and his reputation for saying things in an unusual way has made for him a wonderful name as a writer. His advent on the Record will mean great things for that newspaper.

George B. Crater started life on the Charlotte Observer a quarter of a century ago, beginning as office boy and working his way up to the position of business manager. From the Observer, he went to the Atlanta Georgian, where he remained on the advertising staff for two years, a part of the time being advertising manager. From the Georgian Mr. Crater went to the Greensboro Daily News, resurrecting that paper after it had died a couple of times, and after it had failed to show progress in the hands of the Republican party of North Carolina. He has to his credit the selling of more advertising space and writing more advertisements than any other living man in North Carolina. One paper has been kind enough to say that Mr. Crater taught the people of North Carolina how to advertise.

Fairbrother and Crater will make a strong team. They expect to make the Record one of the liveliest afternoon dailies in the South. It is twenty-five years old. Greensboro is located in the midst of a nest of cotton mills now running day and night, and the afternoon paper reaches them at a time when they have the time to read it.

To Legalize Uniform Prices

WASHINGTON, May 17.—Senator Borah, of Idaho, has introduced a bill to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public. The bill provides: "That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer, or owner thereof, under trade-mark or special brand, it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several States or with foreign nations, to prescribe the sole, uniform price at which each article covered by such contract may be resold."

HEADLESS PHOTO CASE TO U. S. SUPREME COURT

Highest Tribunal Asked to Decide Whether Boston Post's Scheme to Boost Its Circulation Violates Anti-Lottery Section of the Criminal Code —Newspaper Won in Lower Court.

WASHINGTON, May 17.—The United States, through John W. Davis, Solicitor-General, has petitioned the Supreme Court to review the case of William F. Murray, Postmaster, petitioner, against the Boston Post Publishing Company. The question presented is whether the scheme set forth in an advertisement published in the newspaper of the respondent is a "lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance," within the meaning of section 213 of the Criminal Code of the United States. This was the advertisement:

ATTENTION, LADIES.

During this week Post photographers will take snap-shots in the busy Boston shopping district of 50 women shoppers.

These pictures will be developed and illustrations made in the usual way, and then their heads will be cut off.

The headless pictures will be published, 25 in next Saturday's Post and 25 in next Sunday's Post, numbered, but without names. The names will not be known to the Post photographers.

The ladies photographed are invited to identify the headless photos.

A reward was given to those identifying their own pictures.

The case will be far reaching, as the petition says "The decision legalizes a scheme that just as truly appeals to the cupidity of the public as any purely lottery or gambling scheme, and will doubtless result in other newspaper concerns promoting similar schemes for the purpose, as in this case, of increasing their circulation. Indeed respondent asserts its purpose of continuing the scheme."

Section 213 of the Statute, so far as pertinent, reads as follows:

... and no newspaper, circular, pamphlet, or publication of any kind, containing any advertisements of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance ... shall be deposited in or carried by the mails of the United States."

In summary, the petition states as follows:

The trial court found that while the element of consideration necessary to constitute a lottery was absent from the present scheme, such element was not essential under that portion of section 213 aimed at schemes of "any kind offering prizes dependent in whole or in part upon lot or chance," the statute in this respect being broader than its predecessor, old section 3,894, R. S., as amended in 1890.

But if it be contended that consideration is an essential element, such consideration may be found in the purchase price of the newspaper or in the services to be performed by participants either in attempting to have themselves photographed or in presenting themselves for final identification. *Brooklyn Daily Eagle v. Voorhes*, 181 Fed. 579.

While it is true that a person might participate without actually purchasing a paper, the plan according to respondent, contemplates the purchase of its papers, and was put forth solely upon that basis.

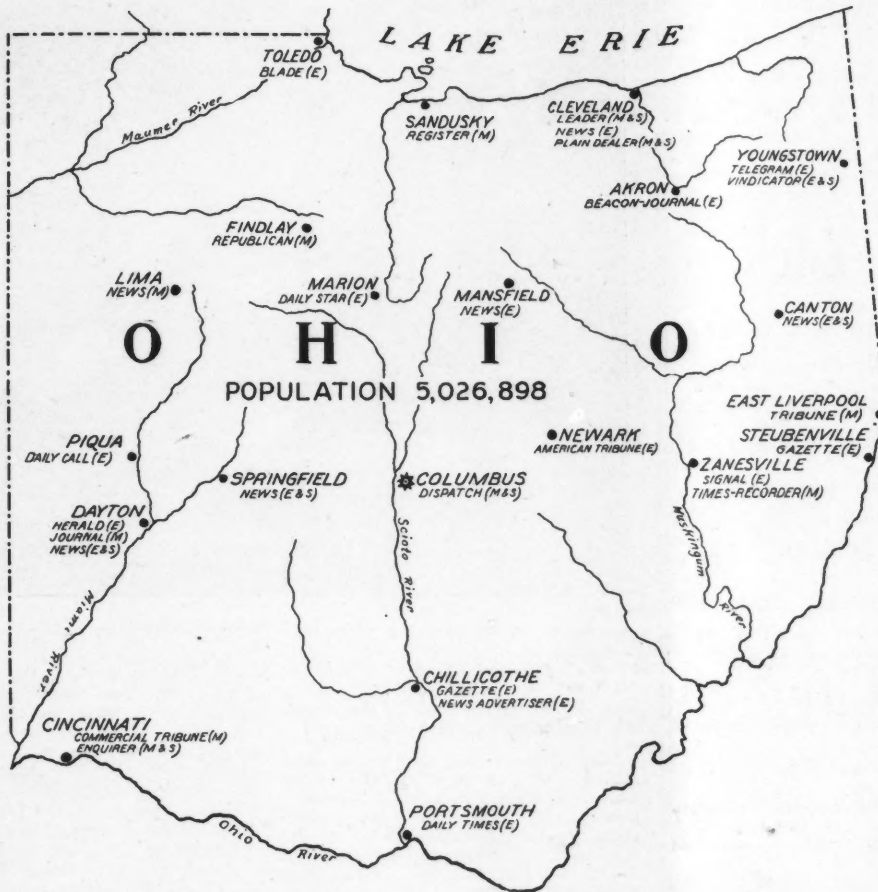
That the five-dollar gold piece offered for each identification is a prize seems so obvious as to forbid discussion.

Daily's Junior for Young Folk

The Richmond (Ind.) Palladium is making a hit with the youngsters by issuing each Saturday as a supplement The Junior Palladium. The latter is a clean, instructive paper for juniors, to which all boys and girls of Richmond and vicinity are invited to contribute. Some general news is run with educational intent. The Palladium claims to be one of the very few small city dailies in the country which get out a children's section in newspaper form instead of using syndicated material.

"OHIO FIRST"

To Enterprising Manufacturers and Merchants—To Business Men in all Sections of the Country who Prize Results, Efficiency and Sanity in Advertising, these Ohio Newspapers Rank FIRST in Importance in the Affluent Middle West.



OHIO NEWSPAPERS
Working for the Benefit of the Advertiser

	Net Paid	2,500—10,000	
	Circulation	Lines	
Akron Beacon-Journal (E)	24,837	.035	.035
Canton News (E&E)	12,446	.015	.015
Chillicothe Scioto Gazette (E)	2,310	.0057	.0057
Chillicothe News Advertiser (M)	2,449	.0085	.0072
Cincinnati Commercial Tribune (M)	†60,723	.11	.09
Cincinnati Commercial Tribune (S)	†26,339	.14	.12
Cincinnati Enquirer (M & S)	53,000	.14	.12
Cleveland Leader (M)	75,550	.13	.13
Cleveland Leader (S)	106,593	.17	.15
Cleveland News (E)	112,888	.18	.16
Cleveland Plain Dealer (M)	131,430	.18	.16
Cleveland Plain Dealer (S)	174,867	.21	.19
Columbus Dispatch (E)	75,077	.10	.09
Columbus Dispatch (S)	71,832	.10	.09
Dayton Herald (E)	22,114	.05	.035
Dayton Journal (S)	22,430	.05	.035
Dayton Journal (MS)	22,430	1.07	.045
Combination rate, both papers, 6c. per line			
Dayton News (E)	32,014	.045	.045
Dayton News (S)	18,443	.03	.03
East Liverpool Tribune (M)	*5,666	.0115	.01
Findlay Republican (M)	5,496	.0093	.0093
Lima News (E)	9,322	.02	.0157
Mansfield News (E)	7,631	.019	.019
Marion Daily Star (E)	7,089	.0129	.0129
Newark American-Tribune (E)	5,560	.0085	.0085
Piqua Daily Call (E)	4,119	.0072	.0072
Portsmouth Daily Times (E)	8,377	.015	.015
Sandusky Register (M)	4,721	.0093	.0093
Springfield News (E & S)	12,224	.02	.02
Steubenville Gazette (E)	3,570	.10	.10
Toledo Blade (E)	50,182	.11	.09
Youngstown Telegram (E)	*15,728	.03	.03
Youngstown Vindicator (E)	18,014	.03	.03
Youngstown Vindicator (S)	15,034	.03	.03
Zanesville Signal (E)	*6,173	.0128	.0128
Zanesville Times-Recorder (M)	*15,281	.02	.02
	1,220,529	2.3547	1.9926

† Publishers' statement.
* A. B. C. statement.
Other ratings, April, 1916.

What Ohio Approximately Produces Each Year

Corn, 146,715,000 bushels. Wheat, 36,538,000 bushels.
Oats, 50,325,000 bushels. Potatoes, 14,250,000 bushels.
Onions, 2,866,000 bushels. Apples, 13,300,000 bushels.
Tobacco, 78,120,000 pounds. Sheep, 3,000,263.

Wool Clip, 16,396,000 pounds. Beef Cattle, 389,000.
Dairy Cattle, 989,000. Bituminous Coal, 36,200,527 tons.

Ohio has given to the United States Five Presidents, which is indicative of its priority in supplying National Leaders.

In Pottery Ohio leads all other states.

Ohio makes the Best Fire Bricks in the U. S.

OHIO has a population of 5,026,898. This population is one of the most industrious and productive in the United States.

In the cities, town and rural districts, there is abundance of money.

This means that advertisers who make the right appeal, are virtually certain of getting results which will yield a paying profit. Merchandise which finds favor in New York, Boston, Philadelphia, and along the Atlantic slope, can be advertised to advantage in Ohio.

The people in Ohio have the same tastes, the same ideals and the same discriminating intelligence, as the people in other progressive sections of the country.

To every advertiser, the only valuable circulation is that which goes where there is money to spend.

That is where THE OHIO NEWSPAPERS GO. Those who at various times have "tried out" the Ohio Field, have found that the NEWSPAPERS HERE LISTED PAY BEST.

Experience has proved this time and time again.

Advertisers who have not yet touched the Ohio Field, need not experiment—need not plow ground whose producing qualities they know nothing about—as the producing qualities have already been demonstrated.

Those who have gone before have blazed the way to success which the NEWSPAPERS ON THIS PAGE PRACTICALLY ASSURE.

Each Newspaper stands ready and willing to co-operate with the experimental or permanent advertiser, and help him in any way that is possible.

(To be continued.)

Advertisers who want information on the condition of this profitable market and the co-operative service afforded by Ohio's Leading Newspapers are invited to communicate with The Editor and Publisher, World Building, New York.

NOTICE

Be sure to obtain a copy of this week's PUCK, May 20th issue. Examine it carefully, note the beautiful results obtained on the illustrations, and also on the type matter on rough paper stock by the Offset method of printing. This work was printed on Walter Scott & Co.'s Rotary Offset Perfecting Press at a speed of 5000 per hour by

G. Schirmer, New York

This concern also prints a weekly supplement for the SPRINGFIELD REPUBLICAN, Springfield, Mass., and several other publications, besides their own music books, and other work. G. Schirmer's work has increased so rapidly that they are about to install another large Scott Offset Web Perfecting Printing and Folding Machine, which is about completed at the works.

In Every Large City

there are newspaper and magazine publishers looking for either a better or more economical method of producing their work, mail order houses are tired of the same old thin calendered stock, and want something softer in its effect. This Offset Press provides the pleasing results desired.

Grant us an Opportunity

of placing all the facts before you about this line of machinery—do it NOW before the other man, and reap the harvest.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory, PLAINFIELD, NEW JERSEY

NEW YORK: 1457 Broadway, Brokaw Building

CHICAGO: Monadnock Block



MRS. W. R. HEARST AND AND PRIZE WINNER JOHN RYAN.
BABY WEEK IN NEW YORK

Mrs. W. R. Hearst Presents the American's Gold Cup to John Ryan.

Baby Week in New York was a great success, owing to the efforts of the New York American and other newspapers that took special interest in its exploitation. The baby parade attracted the attention of thousands of mothers and fathers, who took pleasure in comparing those participating in the event with their own babies at home.

The New York American's gold cup and gold and silver medals were awarded with fine discrimination on the part of the committee having the matter in charge. Thousands of babies were inspected, and 111 were declared the best.

The winner of the gold cup, and the champion of all the babies, was John Ryan, who, on receiving the prize from Mrs. William R. Hearst, manifested his delight by several expressive "goo goos" and then tried to bite a piece out of the cup.

Mrs. Hearst, herself a mother of several sturdy youngsters, was indefatigable in her efforts to make the occasion one long to be remembered.

SECOND IN AMERICA CONTEST

Milwaukee Artist Wins First Prize for Detroit News Illustration.

The "Second In America" contest of the Detroit News and Sunday News-Tribune, which offered \$100 in prizes for the three best illustrations typifying the idea of "Second In America," was closed recently with Clarence C. Vollmer, of Milwaukee; Roy Lego and Otto Roessner, of Detroit, as the winners.

The idea was prompted by the fact that the News and Tribune claim to have carried the second largest volume of paid advertising among all the newspapers of the United States during 1915.

Mr. Vollmer received the first prize of \$60; Mr. Lego the second prize of \$25, and Mr. Roessner the third prize of \$15. The work of the three winners is the more remarkable when it is considered that they had very slight, if any, previous familiarity with their subject. They were simply given the facts: Detroit's wonderful growth and prosperity and the great productiveness of the Detroit News and Sunday News-Tribune as advertising mediums.

One Thousand Dollars for a Trade-Mark

The Washington Life Insurance Co. of Spokane, Wash., offers \$1,000 in gold for the best original trade-mark suitable for intensive, extensive, and continuous advertising, submitted before October 15. There are no strings of any kind—no entrance fee, nothing to buy, nothing to subscribe for in any manner. More than one sketch, in pencil, crayon, water color, or oil, may be submitted by the same person.

Circulation Managers' Convention

J. N. Chevrier, of Le Devoir, Montreal, president of the International Circulation Managers Association, writes that all indications are to the effect that next month's convention, to be held at Grand Rapids, Mich., promises to be the most successful one held by the organization. The city is easy of access from all parts of the country and is the home of the secretary, Joseph Taylor, both of which facts will contribute to a large attendance.

Egburt S. Turner and Mrs. Turner, of Albany, N. Y., have a brand new daughter. Mr. Turner is night city editor of the Knickerbocker Press, of Albany. Before her marriage to Mr. Turner, Mrs. Turner was Miss Marjorie Lake, society editor and special writer for the Knickerbocker Press.

ENGRAVERS AND TRADE PRESS MAKE CONTRACT

Agreement Reached in Office of District Attorney Swann Apparently Averts Danger of Future Conflict Over Rates, After Subpoenas for Grand Jury Had Been Served—Text of the Agreement.

A satisfactory conclusion of the dispute between the New York Trade Press Association and the Photo-Engravers' Board of Trade, of New York, was brought about by District Attorney Swann, on Tuesday, when the officers and directors of the Board of Trade entered into an agreement with the District Attorney to abrogate the "standard scale of prices" of the Board of Trade, and to restore free and open competition among the photo-engravers of New York.

It was the contention of the Trade Press that by the adoption of the "standard scale of prices" and its enforcement upon its members, the Board of Trade violated the Donnelly Anti-Trust law of New York State, and on these grounds the matter was presented to Judge Swann, with the request from the Trade Press that he lay the case before the New York County grand jury for the purpose of securing the indictment of the Board of Trade.

Several hearings were held by Judge Swann, at which the Trade Press presented verbal and written testimony in support of their allegations, and showing that the Board of Trade had entered into an agreement whereby a stipulated scale of prices for photo-engravings was to be charged by all photo-engravers of New York. The increase in prices, according to this scale, it was shown, ranged from 20 to 200 per cent.

That this "standard scale of prices" was arbitrary among all the members of the Board of Trade, was shown by several letters submitted by the Trade Press to Judge Swann, in which the writers explained that it would be impossible for them to make contracts with the Trade Press for photo-engravings other than on the basis of the "standard scale of prices" agreed upon by the Board of Trade.

In presenting their facts to Judge Swann, the Trade Press made it clear that they had no objection to a fair increase of prices, nor did they have any quarrel with the Board of Trade for organizing for mutual benefit, but they did object to the illegal enforcement upon the photo-engravers of any rule of the Board that would destroy full and free competition among the engravers in violation of the Anti-Trust law.

For the Board of Trade, George Gordon Battle, counsel for the Board, and his associates, Abram I. Elkus and Charles Brodek, denied the contentions of the Trade Press, setting forth that the "standard scale of prices," upon which the controversy was based, was not a "standard scale" in the sense that it was intended by the Board to be obligatory upon every photo-engraver, but rather as a better business method to be used by each engraver in increasing the cost of his engravings in consonance with the increased cost of production in his individual establishment.

The last hearing in the matter was given by Judge Swann on Monday, and on Tuesday subpoenas were sent to the officers and directors of the Board of Trade for their appearance before the grand jury on Wednesday to show cause why they should not be indicted for violating the Donnelly Anti-Trust law. As soon as these subpoenas were served, most of the officers and directors of the Board of Trade hurried to the office of Judge Swann, with their counsel, and the following agreement was entered into with the District Attorney:

"NEW YORK, May 16, 1916.

"Hon Edward Swann,
"District Attorney, New York County,
"32 Franklin Street, New York
City.

"Dear Sir:

"We, the undersigned officers and di-

rectors of the Photo-Engravers' Board of Trade, of New York city, without in any way admitting that we, or any of us, have violated any provision of the Donnelly Anti-Trust act, or any other law, (but, on the contrary, entirely denying that we have done so), wish to say to you, without prejudice, that from this time on there will be open and free competition between each and every manufacturer of photo-engravings, and that each and every member of the Photo-Engravers' Board of Trade agrees (with the complete sanction of the Photo-Engravers' Board of Trade itself, and so far as the Board of Trade can bind its members) that he will neither in letter, nor in spirit, violate the Donnelly law or any portion thereof.

"We will give notice to our customers that the recent paper entitled 'Standard Scale of Prices' is immediately withdrawn.

"Very truly yours,

"A. W. Morley, president.

"Chas. E. Sherman, vice-president.

"H. L. Walker, treasurer.

"Courtland Smith.

"William Jay Coigan.

"Directors—Adolph Schuetz, Geo. M. Gill, Theodore Stendel."

In accepting the agreement, Judge Swann addressed Mr. Battle as follows:

"I accept the assurance of yourself and these gentlemen that they, and all the members of the Board of Trade, intend in good faith to carry out the letter and the spirit of the Donnelly act, which, as you know, is the most comprehensive of any of the State Anti-Trust acts.

"I receive in good faith the assurance of yourself, and your clients, that there will be no subterfuge by them in attempting to violate or evade the law. I am glad I have been able to give the matter this disposition."

The "standard scale of prices," which brought about the controversy, was put into effect by the Board of Trade on April 3. By the above agreement this scale is now abrogated, and every photo-engraver is free to make whatever arrangements he sees fit, with customers, as to the prices that shall be charged for photo-engraving.

A phase of the question which has not heretofore been made public, was the fact that the Trade Press had arrangements under way, should they be unable to prove their claim, to establish an independent photo-engraving establishment and thus fight the engravers' combination on its own ground. With the amicable settlement of the matter arrived at by the District Attorney, this idea has now been aban-

doned, unless future developments warrant its conclusion.

The victory of the Trade Press in their New York case has given them confidence that the adoption of the "standard scale of prices" by the engravers of some fifty other cities of the United States is also illegal, and on that opinion they have authorized their officers to call the matter to the attention of the Federal Trade Commission for prosecution on the basis of the Sherman Anti-Trust law.

Dean Williams at Hartford

BRIDGEPORT, Conn., May 16.—"A little army of 40,000 of you men hold the population of one hundred million persons in the United States under your sway," said Dr. Talcott Williams, dean of the Pulitzer School of Journalism, at the first annual banquet of the Hartford (Conn.) Press Club last Monday night. Dr. Williams said the United States should develop a military and naval force sufficient to insure world peace. He declared the United States should be the leader in the movement for universal peace, and pointed to the power of the press to bring this about. Newspapermen were present from nearly every large city in the State

The Evening Sun

NEW YORK

from January 1st, 1916 to April 30th, inclusive,
gained **202,521** agate lines of advertising.

Circulation GAIN during the same period, 30,261.

Since 1912, The Evening Sun has steadily GAINED in ADVERTISING year after year.

From a daily CIRCULATION of 99,170 in 1912, the CIRCULATION of The Evening Sun has constantly advanced, until, in April, 1916, it reached

170,464

(Sworn Statement to the Federal Government.)

The volume of advertising in any newspaper, is the expression of thousands of people who believe in the newspaper's value.

The increase in circulation, is the approval by the people of the policy and the character of the newspaper which they prefer to read.

The newspaper which can win success for itself, can do so for its advertisers.

The Evening Sun, as an ADVERTISING MEDIUM of the higher class, holds a HIGH PLACE in the New York field.

HOW McWILLIAMS PUT CONNOLLY'S ACROSS

(Continued from page 1582)

"Can the indignant stuff!" said McWilliams; "can it! and lis-ten to little Mac, the boy advertising scout!

"When I hurled my way up your carpeted but lonesome aisle this morning, you were all made up in your mind to cut out the Star.

"So if I run just one little piece of copy in the Star, on the gladsome tomorrow, it will not affect the campaign that you and your cover-up man had planned for the other papers.

"If this is a bad piece of copy, it will not hurt you much if it appears on Friday evening in a paper that you didn't think on Thursday was worth using at all.

"On the other hand—if the Bolton Evening Star is as good as I think it is and this piece of copy is as good as YOU think it is, then you will fire your advertising paralytic on Saturday night, because I will prove to your entire satisfaction, on Saturday, that live advertising copy in the Star is worth more to you than just ordinary copy appearing in all the other papers in Bolton."

Connolly had tried about six times to interrupt the fast-talking McWilliams, but without success.

He finally managed to say, "Well, if you put it that way—" when McWilliams took up the cue and said:

"That is just the way I put it, Connolly—Captain of the Clothing Industry. "It is the only fair way to get a line on the Star, get a line on the rest of the papers, and get a line on your trained-seal advertising man.

"Take it from me—you will hear something doing around this art gallery on Saturday, and if you will klick in and hear what the people are talking about, you will learn that it is the ad they saw in the Bolton Evening Star on Friday.

"Good night! gentlemen, and be ready for your first day's business since you hit the town, day after to-morrow." Amid a subdued confusion of adieus McWilliams took his departure on the hurry-up—it having already been noted in this chronicle that he wasted very little time in places where he had no specific reason for being present.

On Friday morning, the Bolton Post had a five-column advertisement of Connolly's, which advertisement also appeared in the Bulletin, Herald, and Enterprise. The Post and Bulletin printed morning editions only, while the Herald and Enterprise issued both morning and evening editions, the advertisements running in all editions for the entire day.

As McWilliams, of the Star, passed the Connolly establishment at 8:30 on Friday morning, he took a hurried and stealthy look at the store and smilingly continued on the way to his office.

The first afternoon edition of the Star left the presses about nine o'clock, but the real bulk of the paper began to get to the public at one o'clock in the afternoon.

This edition, known as the Home edition, was the real basis of the afternoon's hourly editions until the "Final 10 P. M.," printed at five o'clock, in time to catch the big office crowds on their exodus to the suburbs.

The fundamental claim of the Star's advertising men for patronage rested on the fact that the Star was issued as a "home paper," and the real results from a paper that reached the home came on the day following the appearance of the advertisement.

McWilliams, therefore, showed no hesitancy in dropping into Connolly's about twelve o'clock that noon. If business was dull he could promise it for the next day. With a copy of the Star in his hand, he two-stepped up the aisle. As he neared the private office of Connolly he heard voices evidently engaged in rather a heated discussion.

"I tell you, Mr. Connolly," he heard, "advertising of that kind will cheapen your store. It will not pull."

"And you can take it from me, Jackson," he heard Connolly say, "that is

just the kind of dope I'm going to hand 'em and hand it to 'em good. And, furthermore, if you don't want to run it in the Post, you can leave out all the Connolly copy."

"Oh! we will take the copy," replied the other, recognized by the listening McWilliams as the advertising manager of the Post. "I was just offering a suggestion."

"Well! keep your suggestions to yourself. And hereafter I'll send my copy down to the Post, without any further help from you or your staff."

It was evident to McWilliams that Bolton's newest clothing merchant was in a most fiery frame of mind.

Jackson's exit from the private office was quick and to the point. He scarcely spoke to McWilliams in passing. The latter opened the private office door and stuck his head inside.

"Is the storm over?" he asked.

Connolly was seated at his desk enjoying a dry smoke. He grunted an invitation to McWilliams to step inside.

"Anything yet?" asked the man from the Star.

"Only ten telephone calls from friends of mine in the trade telling me that the ad in the Star was the best they ever read, and a visit from the advertising managers of every paper in Bolton trying to get me to quit on your style of copy. That's all!" said Connolly, snapping his defenceless cigar right through the middle.

"'Tis enough," said McWilliams, softly, "and finding you in evident good health, I take my departure up the line."

He reached for the door-knob, and bowed low.

Connolly arose. "Here, Mac," he said, "don't go! Tell me, as man to man, is that ad in the Star too strong? Is it so raw that it will frighten 'em?"

Before McWilliams could answer, the phone rang and Connolly leaned over and picked up the receiver.

"Yes! this is Connolly." Pause. "Oh! hello, Anderson." Pause. A wide smile crept into Connolly's face. It gradually broadened until McWilliams thought the clothing dealer would unhinge his jaws.

"All right, Joe," said Connolly, into the phone. "Much obliged for calling me up." He placed the receiver on the hook and turned to McWilliams.

"Joe Anderson," he remarked. "Joe said he had a copy of the Star in his hand when he went out to lunch, and saw the ad. Read it right through to the signature, and couldn't resist calling me up and telling me how much he liked it."

McWilliams was looking out of the door.

"Don't forget, Connolly, that the ad they are all talking about is in the Star and we have only printed about 10 per cent. of our edition. The real results come on the day after your ad appears."

During the afternoon McWilliams heard the Connolly Star ad commented upon, on all sides.

Not knowing who wrote it, the comments in McWilliams's presence among the merchants on whom he called were free and untrammelled.

He noticed that merchants or store men not in competition with Connolly, were generally favorable in their criticism, but that the clothing men all had something harsh to say about the tone of the advertisement.

At five o'clock in the afternoon, McWilliams returned to the office of the Star. He knew that he had made a hit with one live piece of advertising—sandwiched in between many other pieces of copy over the signature of the same firm. He had written a piece of copy that was the talk of commercial Bolton. McWilliams was feeling first rate, in case anybody inquired.

He found a note on his desk telling him to see the advertising manager at once.

"Ah!" he thought, "a word of praise from the Chief."

But when he saw the clouded face of the advertising manager, he knew that his surmise was incorrect.

"What's trouble, Chief?" he asked.

"The Connolly ad is playing merrie Hell among the other clothing advertisers," answered the advertising manager.

"I know it," said McWilliams, "but what kick have they got coming? I knew that Connolly wanted some business, and I wrote an ad to get it for him. Nothing wrong in that, is there?"

"My dear McWilliams," said the advertising manager, "you made the serious blunder of writing a good ad. Most of the copy in the town has been punk."

"The minute you put over a good piece of copy, you get yourself in wrong with all the advertising writers in Bolton. They can't write anything but the same old stuff, so they must find fault with your copy or the men who hire them will ask them to write the kind of copy that you have shown can be written."

"So they fall back on the stereotyped story about 'cheapening our store,' and all that old rot. In order to crimp you, they think they can get the Star to refrain from letting one of our solicitors write advertising."

"I have been requested by the Bunker Hill Co. and the Maltby Co. to refuse to let you write any more copy for Connolly."

McWilliams's face had been falling like a barometer the day before an equatorial cyclone. Pulling himself together—with some effort, mind you—he managed to say:

"And what did you tell them?"

"I told them," said the advertising manager, "that I had sent you over to the Connolly store to get the advertising of that store for the Star. I told them that in order to get the business you had found it necessary to write the advertising."

"I also told them that I was perfectly satisfied with the way you had handled the account, and that any time when they felt that the Star wasn't bringing good results that we would gladly send a solicitor over to their place who would not only write their ad, but if necessary would sell clothes for them, the day after the copy appeared in the paper."

"With the exception of that, Mac, I don't like the way you have handled Connolly's business, because you didn't hand it out half strong enough to suit me."

"I will remedy that slight defect, next week," said McWilliams, with a grin, "if I can keep the harness on Connolly."

As this story is not intended as a boost for the Bolton Evening Star, but merely records the facts in the case of getting Connolly over the line, it is necessary to state that, although the Connolly store was crowded on the day after McWilliams's first ad appeared in the Star, the same thing was true on every day of the following week, when advertisements written by McWilliams appeared not only in the Star, but in all the other Bolton papers.

It was about the middle of the week that Connolly suspended his regular advertising man and made a year's contract with McWilliams to look after the store's advertising at a weekly salary of \$50. It was understood that the service would not be allowed to interfere with McWilliams's position on the Star.

And how McWilliams did turn out the copy! Never repeating, but always with crisp, new stuff, he sent Connolly's store along until the week before Easter, when he put in that famous epigrammatic remark, that still stands in Bolton as the most psychological and characteristic piece of small copy that ever appeared.

It seems that when Connolly had opened the big vacant store at 300 Sumner Street, he was contending with a hoodoo of four years of idleness for the store.

Sumner Street was supposed to be all in. Without consulting Connolly, or anybody else, McWilliams, as advertising director of the store, wrote and inserted an advertisement that made the people of Bolton sit right up straight.

I HAVE PUT SUMNER STREET BACK ON THE MAP —CONNOLLY

If anything had been lacking in the Connolly copy for the week, this little ad filled all the lacks.

Going into the week before Easter, like a race-horse rounding the three-quarter pole, everything looked rosy for the Connolly store.

Every day saw the sales jumping, store crowded, and things booming. McWilliams played for an overwhelming business on the Saturday before Easter, and on Friday put out six solid columns of copy in every paper in Bolton.

It was his masterpiece—the best that was in him—he worked on it as he had never worked before—and when Connolly OK'd the copy on Thursday evening, McWilliams had remarked that it was the final pull that would put the store across.

He thought he detected a suggestion of coldness in Connolly. The wild enthusiasm of the two weeks previous seemed to have simmered down considerably. But he ordered the copy into the papers and awaited the results.

It was on Saturday—about two o'clock that he pushed his way into the store. Crowds of people were standing in the aisles, patiently waiting for the salesmen to get to them.

As a composer sits and listens to a big orchestra rendering the music that his brain has created and set on paper, McWilliams listened to the blur and whirr of an enormous business.

At the end of the store, where the bundle-boys were busy wrapping up the orders for delivery, and where the tubes were shooting the cash and sales-slips into the busy hands of the cashier, he found Connolly.

He waved to him through the crowd, and Connolly was soon with him.

"Well!" said McWilliams, indicating the turmoil in the store, "I guess I've put it across for you, Connolly."

Connolly avoided his gaze.

"Put what across?" he asked.

"Why!" said McWilliams, taken by surprise, "I've put Connolly's across. I've filled your store full of people. Look at 'em! They can't get waited on."

"Oh! that's easily accounted for," said Connolly. "I had a big reputation as a clothing man before I came to Bolton. Don't forget that!

"Your advertising may have helped out a little bit, but nothing could have stopped my success, when you consider what I had to give them."

"By the way, the cashier has a check for \$100 for you for your two weeks' work. I don't think we will keep up this line of advertising any more after to-day. The advertising men on the other newspapers tell me it isn't helping my store at all."

"How about your contract with me of \$50 a week for a year?" asked McWilliams, his face white with anger.

Connolly edged away from him, as though in bodily fear.

"Oh! we didn't put it in writing, so you couldn't collect on it. Besides, the Star wouldn't let you sue a big advertiser."

McWilliams clenched his fists until the nails cut into the flesh of his hands.

He walked up to Connolly as though to strike him. The latter was backed up against a counter and couldn't move.

"Connolly," he said, with just the trace of a tremor in his voice, "I've got your number at last. You are a welcher."

"You are a welcher, Mr. Connolly, you boob clothier from the suburbs, and a cly like Bolton is no place for a man who will welch on his word."

"Some day, you welcher, I'll take one good swing at you in the advertising game, and when I do, I'll put you on the rocks."

And McWilliams, of the Star, advertising man in extremis to merchants in distress, walked over to the cashier's window and called for his check of \$100, tucked it carelessly into his trousers' pocket, pushed his way through the crowd that had responded to his carefully worded appeals, and went down Sumner Street, with a lump in his throat and his heart beating heavy within him.

THE MIGHTY FORCE OF ADVERTISING HAS MADE



The Detroit News carried the Second largest volume of paid advertising, amongst all the week day newspapers of America during 1915. The News and Sunday News Tribune likewise were second in America amongst the seven day a week publications. Week days the Detroit News carried 11,325,742 lines, while with the Sunday News Tribune included the total was 15,615,108. Prizes were offered for the three best illustrations typifying the idea "Second In America," and the above by C. C. Vollmer, of Klein Von Pietersom Dunlap Advertising Agency of Milwaukee, took first prize. Second and third prize illustrations to be reproduced in later issues were won by Roy Lego, and Otto Roessner of Detroit.

McCLURE TELLS TRUTH ABOUT WAR

(Continued from Page 1581.)

"Up to now the German people have not suffered from lack of food. Great suffering would come if this year's crops should fail. Ordinarily the failure of crops in a country means hard times, but starvation is prevented by importing food. Germany has no such resource in case of the failure of this year's crops. So the only serious cause of anxiety in Germany to-day is the possible failure of the coming harvest. Of course, no man can predict what a harvest will be, but the outlook for this year's harvest is good.

"I was in the Foreign Office in Berlin when a man brought in a copy of an American paper containing statements that babies were starving in Germany. I had just finished my investigations, and showed him that the German babies, according to the official figures, were healthier than ever before in the history of Germany. The bearer of the American paper got angry at that.

"Well, anyhow, England is trying to starve our babies," he said.

"One might as well claim that the German soldiers were suffering for lack of food.

"Up to this time, the babies, children, and adults of Germany have not suffered in health. In the case of adults there has been an improvement in health since the war started. Instead of only 50 per cent. of the men being fit for military service, 90 per cent. are able to return to the army. The facts in regard to babies are that while there are fewer babies born than before the war, the percentage of deaths among infants less than one year old has decreased by twenty-five. The reason for the improved health of German babies is that, irrespective of the poverty or ignorance of the mother, every baby has its proper regimen.

"This truth that the babies of Germany are healthy and flourishing is not relished by some German sympathizers in this country who have been raising funds to buy milk for German babies. Some of them have even pleaded with me not to publish the truth, because it would injure their propaganda.

"The reason for the general improvement in the health of the people is that Germany has made a tremendous advance in the science of dietetics.

"Associated with Herr von Stein, the Under-Secretary of State, dealing with the food problem, is a group of able and active young men in coöperation with the various governments of Germany, and with local, city, or county governments, and with innumerable voluntary organizations dealing with the proper distribution of food. From studying their work, I could find fault with only one detail, namely, the method of retailing food. The householder or servant must stand in line sometimes for hours for a chance to secure the allotted portion of butter, potatoes, or other article of food. This one sees in Belgium and Austria as well as in Germany.

"Food riots in Germany are practically impossible. I know of no actual case.

"Besides using every scrap of land in the suburbs of cities and parts of the ordinary yards around homes that were heretofore devoted to flowers, Germany is cultivating the western sections of Russia now in her military possession. In peace times, Germany was able to produce on her own lands over 85 per cent. of her own food.

"Careful management and economics have enabled the German people to bridge the deficit, even with the reduced wheat crop, with improved health and a lowered death-rate.

"What I say of food and health in Germany is also true of Belgium. In 97 per cent. of the communes of Belgium the death-rate of infants is lower than ever before in the history of Belgium, although the Belgian infant death-rate was lower than in Germany before the war. And the improvement

in Belgium has come, not because there is more milk in Belgium, for there is not, but because the supply of milk is allotted just as in Germany.

"In Belgium a doctor told me that they begin with the baby two months before it is born, and they look after all babies and children up to twelve years.

"If all the babies and little children of New York city were as well looked after as all the babies and little children of Germany and Belgium, it would mark a new era in our civilization."

Asked about the mental condition of the Belgian people, Mr. McClure said:

"The Belgians are in the condition of a man who sees all his last remaining property gradually ebbing away—a condition of worry and anxiety for the future, of course. About fifty per cent. of the population are at work. All are fed. There is no starvation or even suffering for lack of food. And they are not as dependent on charity as is supposed. The Belgian Government is borrowing a thousand pounds a month from England for their sustenance."

I asked Mr. McClure whether he had found anywhere in Germany any indications of popular distrust or of dissatisfaction with the German Government. He answered:

"There is none. Instead, there is everywhere throughout the country a complete and astonishing unanimity of perfect confidence in the German Government. The German people know that their armies have been victorious. They see those armies to-day far within the territories of their enemies, in full possession of what they have won. They see the battle lines alter very little from week to week and from month to month. And they are ready to support their Government to the uttermost. They believe that it is only owing to the wisdom, the foresight, and the energy of their Government that Germany was not overrun and annihilated.

"And they entertain no doubt of ultimate victory. The mass of the people believe that the German army will surely break through at Verdun, capture Paris, and win the war.

"The members of the Imperial family and the high officers of the Government are all extremely popular. The Kaiser and all his family—yes, including the Crown Prince—are more popular than ever before. Crowds will wait for hours to see either of them pass on the street or enter or leave a building.

"At the same time, the German people are sick and tired of this war, and they long for it to end. They don't want war with the United States on any account. They don't want to add to the number and power of their enemies. They really hope for the early end of the war. They believe that further prolongation of the struggle can only mean greater misery, heavier losses, more destruction, devastation and ruin for all concerned, without any appreciable gain to any.

"And they would be willing to make what they consider to be liberal concessions and sacrifices to end the conflict. Germany would be willing, I believe, to give up Belgium—restore all of that country to its former rulers, with the exception possibly of retaining certain port privileges in Antwerp. She would evacuate northern France. She does not want Serbia—and neither does Austria. There would be no difficulty about Serbia. Undoubtedly it would be reestablished as an independent Kingdom, with slightly different boundaries, perhaps.

"Germany does not want new territory in Europe, except to the eastward—a part of the Russian border-land. She does not want another Alsace-Lorraine case on her hands. She would insist on setting up a new Kingdom of Poland. For the future, the only power in Europe that she fears is Russia—and she would strengthen her frontiers and set up a barrier state between her own domains and Russia.

"It was the menace of the Russian mobilization that forced Germany into

the war at the start. That is the truth about the beginning of his war. Germany did not want war. The Kaiser did not want war. The Kaiser is a man of peace, a lover of peace, and a sincere worker for peace. He was forced into this war against his will.

"What I saw and learned during my five months in Europe convinced me that this war was a horrible accident, and Germany is as much to be pitied as England and France.

"In the spring of 1914 France and Germany were more friendly, were in closer accord, than they ever had been before. Neither country dreamed of or wanted war with the other.

"In June, 1914, England and Germany negotiated a new treaty of alliance—I brought a copy of that document back with me—which was to have gone into effect in August, and would have made such a war as this utterly impossible."

"What, then," I asked, "are the chances for success, in your opinion, of any possible negotiations for peace?"

"The uncompromising and implacable determination of France, and equally of England, to fight on until Germany shall have been punished for her crimes against humanity and civilization—for her devastation of Belgium, the atrocities, brutalities, barbarous inhumanities of her armies, the campaign of murder by submarine boats—that stern and rigid purpose of meting out retribution to Germany is the great obstacle in the way of peace," said Mr. McClure. "As long as the Entente holds to its present uncompromising attitude, just so long Europe will continue to bleed.

"The terms which the Entente would impose upon Germany, namely, the restoration of Belgium, with full restitution for all the damages suffered by the Belgian people because of German military operations; the rehabilitation of Serbia, and the abandonment of 'militarism'—which means disarmament—these terms differ in no respect from those which an undisputed victor might impose upon an enemy who has been beaten to his knees. But Germany is not in that position, by any means. That she is far from being in any position even approaching defeat at the hands of the Entente Allies can easily be seen by anybody who will study for one moment the map of Europe.

"No peace is in sight; and from my study and investigation on the ground for the last five months, I cannot see any chances for the success of any peace negotiations so long as the Allies remain firm in their present determination.

"But I am confident that this will be the last big war. In ten years such a war will be impossible. This war would have been impossible if the accidental starting of it had been delayed only two months—until the newly negotiated treaty between Germany and England had been ratified.

"Inside of the next ten years such a war will have been made impossible by the growth of nationalities and the increase in the size of units that formerly might have gone to war. Our world is very young, yet. The development of nationalities in the modern sense is a very recent thing. There are only a few great nations or nationalities in the world. To-day a war between England and the United States is unthinkable, or between France and America, North or South, or between France and England, or England and the Scandinavian countries, any more than between those countries and the United States. And in the next ten years war between the United States and Germany, or Germany and England, or France, will become just as impossible."

Congressmen Guests of American

Fifty Congressmen were guests of the New York American at the Preparedness parade held in New York last Saturday, and occupied a special box in the reviewing stand in Madison Square. In the evening they took in the Hippodrome and Ziegfeld's "Midnight Follies" before returning to Washington.

NEW INCORPORATIONS

CHERRY VALLEY, N. Y.—The D. M. Green Company, Inc.; capital stock, \$20,000; publish newspaper or other periodicals; directors, Abraham B. Cox, Isaac E. Cole, and Daniel M. Green, all of Cherry Valley.

NEW YORK CITY.—De Luxe Manufacturing and Advertisers' Agents, Inc.; capital stock, \$10,000; general advertising business; directors, Louis Estes, of New York city; Edith Wardell, of The Bronx; Travis A. Gilbert, of New York city.

NEW YORK CITY.—Circulation Bureau, Inc.; capital stock, \$3,000; general subscription and advertising business, general selling agents; directors, William F. Boettiger, Woodhaven Junction, L. I.; Isidor A. Rabinow, of New York city, and Max Abrashkin, of Brooklyn.

BUFFALO, N. Y.—The Quality Press, of Buffalo, N. Y., Inc.; capital stock, \$15,000; job printers and proprietors and publishers of newspapers, magazines; directors, Frank H. Zesch, George H. Hapke, and Herman C. Rossdeutscher, all of Buffalo.

BROWNWOOD, Tex.—Herald Printing Company; capital stock, \$10,000; incorporators, G. A. Lackey, W. R. Whitehead, and E. A. Robason.

BUFFALO, N. Y.—Landsheft, Richards & Cant, Inc.; capital stock, \$10,000; advertising business; directors, A. William Landsheft, Harold R. H. Richards, and Perry R. Cant, all of Buffalo.

WATERBURY, Conn.—Mail Publishing Company; capital stock, \$10,000; incorporators, Charles E. Gradwell, Charles E. Brodie, and Alice Maude Brodie.

NEW PUBLICATIONS

NEW ROCKFORD, N. D.—The organization meeting of the New Rockford Publishing Company was held here May 10 and the following officers were elected: President, W. H. Roberts; vice-president, L. J. Stickney; secretary, F. E. Black; treasurer and general manager, J. N. Southard; directors, C. E. McLaughlin, W. H. Carson, and the officers. The company is building a home for its plant, and the publication of a daily newspaper, with Mr. Southard in charge, will be commenced early in June.

CHANGES IN INTEREST

Ed E. Talmage, who recently sold one-half interest in the Marshall (Tex.) Messenger to W. A. Adair, for \$12,500, has purchased the McGregor (Tex.) Mirror from Edward L. Manson, and will continue publication of that paper. Mr. Talmage served for several years as night editor of the Galveston News, before going to Marshall about seven years ago.

BOSCOBEL, Wis.—Fred A. Feare and William F. Leath, of Cincinnati, Ohio, have purchased the stock of the Daily Beacon Publishing Company. Both gentlemen are experts in the newspaper business and will no doubt make a success of their new undertaking.

Horace McPhee, who recently disposed of the Santa Ana (Cal.) Blade, has purchased the Santa Paula Chronicle.

Thomas Morton Promoted

Thomas Morton has been appointed foreman of the Toronto (Can.) Mail and Empire's mailing-room to succeed the late J. E. Braund. Mr. Morton has been with this paper for over twenty years, and is well known throughout Canada and the United States on account of his connection with No. 5 Toronto branch of the International Mailers' Union. He has been president for the last three years of the local union, and this year has been elected delegate to attend the International Typographical Union Convention, which is to be held at Baltimore in August.

The Medicine Hat (Alta.) Times has ceased publication as a daily, and will for the immediate future or until conditions improve, be published as a weekly.

PULITZER TROPHY FOR AIRMEN

New York World's Publisher Shows Interest in National Aerial Derby.

Ralph Pulitzer, publisher of the New York World, who devised the plan for a national aerial derby to annually stimulate the development of aeronautics in America, has offered to the Aero Club of America a silver trophy as first prize, which has been supplemented by a \$20,000 cash prize set aside from the National Aeroplane Fund.

This year's contest, which will take the form of a transcontinental aeroplane race from New York to the Pacific Coast, starting from New York on September 2, probably will be worth more than \$100,000 because of additional cash prizes contemplated by the authorities of the Aero Club. It is expected to be the greatest aeronautical event in the history of the United States.

Mr. Pulitzer's trophy, not yet designed, will be in keeping with the importance of the race. His purposes in offering it are: To quicken America's re-awakening interest in the science which Americans first developed and gave to mankind; to induce equipment and training of military and civilian aviators for national defence; to demonstrate the practical uses of aeroplanes for transportation of passengers and mail; to open the first transcontinental aerial highway.

Mr. Pulitzer's long personal interest in aeronautics was intensified by his recent thrilling flights over European battlefields.

President Alan R. Hawley, of the Aero Club, in a letter to Mr. Pulitzer expressing thanks for the trophy, wrote, after mentioning the several prizes which the World has donated to aeronautical contests: "This is a remarkable record, of which the World can be very proud. Few newspapers

and, likewise, few individuals and organizations had faith in aeronautics in those days. Those men who cooperate in making this competition a success will feel as gratified in a few years as we feel when we look back to only a few years ago."

KOREAN ON THE INTERTYPE

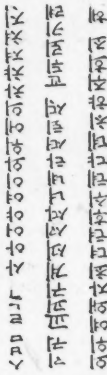
First Time Korean Alphabet Has Been Used on a Typecutting Machine.

For the first time in the history of typesetting machines a Korean face has been manufactured and a few specimen lines are here shown. The matter reads from top to bottom with the succeeding lines at the left instead of at the bottom. Try it.

A full specimen of this Korean face is found in the new face supplement just issued by the Intertype Corporation to its Matrix Specimen Book.

Owing to the number of new faces, borders, slides, and head-letter fonts produced in the past eighteen months, it was necessary to make the supplement practically as large as the original book. It contains 85 pages, 26 of which illustrate borders and matrix slides. Thirty-six new faces are shown, including a 12-point Outline Gothic, a handsome face for various kinds of job work. Two entirely new German faces, known as 14-point Gotisch & Schwabacher, have been combined on a two-letter matrix.

The supplement is printed on high-grade paper, and copies will be supplied to all offices using composing machines.



MUST PAY THE SHORT RATE

Important Decision Against a General Advertiser in Ad Agency Case.

The Matos-Menz Advertising Company recently brought an action in the Camden New Jersey City District Court against the Fitzgerald Company, whose advertising it was handling to recover money due on the short-rate basis, for advertising printed in the Cincinnati Times-Star, the Cleveland Plain Dealer, and the St. Louis Post-Dispatch.

The decision of Judge W. C. French in favor of the plaintiff, which recites the facts in the case, is important and of interest to advertising men generally. Here it is:

The above suit seeks to recover a specified sum of money due the plaintiff, as an Advertising Company, for business notices inserted in newspapers throughout the United States.

The plaintiff was retained by the defendant for the above purpose, by an authority in writing, to assume certain advertising contracts which had originally been handled for the defendant by the Wylie B. Jones Advertising Agency, of Binghamton, N. Y. Upon the receipt of the authority for the assumption of such contracts, the plaintiff formally notified the several newspapers of its assumption of such contracts, according to the rules of the American Newspaper Publishers' Association. The assumption of these contracts under the above rules included full responsibility for the completion thereof or an acceptance of the penalty of short rates in case of their nonfulfillment.

The defendant fully understands the character of these contracts, and for some time subsequent thereto recognized and entrusted the plaintiff with the handling of such contracts. He was also familiar with the fact that a lower rate attached for advertising for a certain minimum, or a specified minimum of space during a period of one year from the date of contract.

Defendant failed to accept the number of insertions for which he had originally contracted, so that the penalty of short rates, which, in effect, means a greater charge for

the same space, automatically applied, the amount of which was thirty-eight dollars and ninety-three cents.

A great mass of documentary evidence was presented, all of which has been carefully considered and weighed.

I am convinced that defendant seeks to escape payment upon a contract which he thoroughly understood, and the advantages of which were well known to him at the time of his original undertaking; and I am further satisfied that the contract is not only legal, but imposes no hardship upon the advertiser. The terms of the same being clearly expressed, not only in the correspondence, but in the printed schedule of rates which have been adopted by the several newspapers. As the result of the authorization by the defendant, and the acceptance thereof by the plaintiff, and its notification to the several newspapers involved, the plaintiff has made itself liable for the amount which it now seeks in turn to collect from the defendant; the benefit of which, be that what it may, the defendant has enjoyed.

In the light of the above, my conclusions inevitably lead to a verdict for the plaintiff for the full amount.

Paper Industry Booming

ALBANY, May 19.—The paper-making industry in New York State is booming, according to the findings of the Bureau of Statistics and Information of the State Industrial Commission, just announced. The Bureau analyzed reports from more than 1,300 representative manufacturers, with nearly 500,000 employees throughout the State. A record volume of business was done generally by the factories in the State during April, the number of employees being 21 per cent greater, and wages paid being 37 per cent greater than a year ago, and the April pay-rolls carrying 3 per cent more operatives and 5 per cent more wages than during March. The paper-making industry is now paying a fourth more in wages than last year, the reports indicate.

THE INTERTYPE
FAIR PLAY - FAIR PRICES - FAIR PROFITS

WE SERVE YOU

Model A
Single Magazine
\$2100

Model B
Two Magazines
\$2600

Model C
Three Magazines
\$3000

Standardized and
Interchangeable
Models.



when we encourage our designers and builders to lessen multiplicity of parts and to eliminate complicated mechanisms in the

INTERTYPE

Are we succeeding? Ask any foreman or machinist who saw our exhibit at the A. N. P. A. Convention.

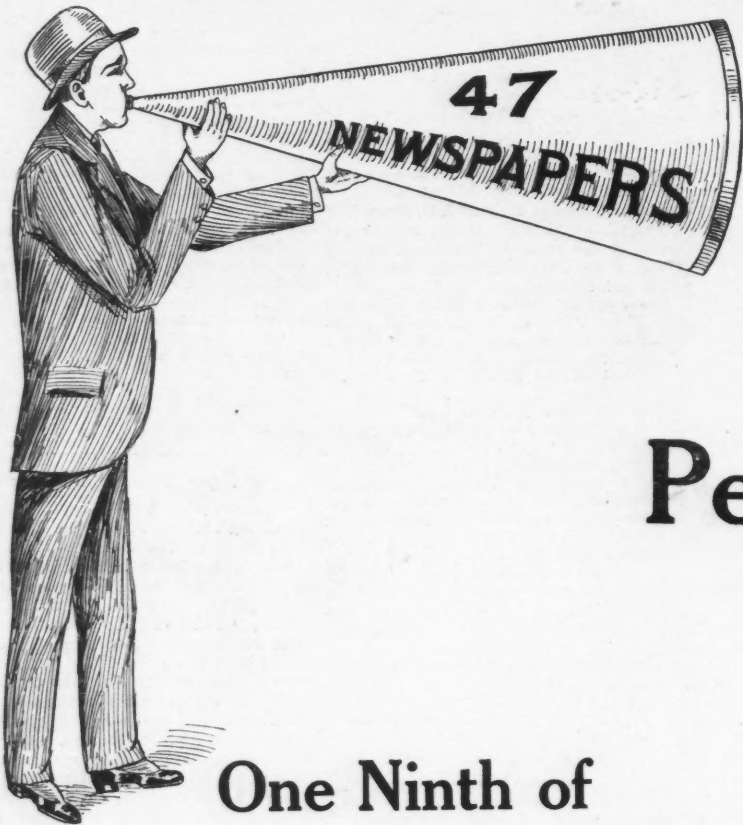
INTERTYPE CORPORATION

NEW YORK
WORLD BLDG.

CHICAGO
OLD COLONY BLDG.

NEW ORLEANS
316 CARONDELET ST.

SAN FRANCISCO
86 THIRD STREET



You Can Talk to People With More Through 47 Ne Pennsylvania, New Jersey

**One Ninth of
the Population
Of the U. S. A.**

Just think of talking to one-ninth of the people of this great country—capitalists, manufacturers, business men, working men, farmers and just folks—city people, country people and suburbanites.

Just think of appealing to 11,000,000 people, busy as can be, making money practically all of them and ready to spend it, if given the opportunity and inducement.

Then think of a group of 47 representative newspapers that will convey to these people your message.

Advertisement by Theodore S. Fetting

Theodore S. Fetting, Advertising Agent

These Papers Have a Circulation of

(The following newspapers, each prominent in its own field have purchased this space.)

PENNSYLVANIA NEWSPAPERS

	Net Paid Circulation	Rate 2,500 lines	10,000 lines
Allentown Call (M)	18,188	.025	.0171
Allentown Chronicle & News (E)	7,407	.0178	.0107
Allentown City Item & Democrat (EM)	*10,522	.015	.015
Altoona Times (M)	13,799	.025	.02
Chester Times & Republican (EM)	13,229	.0335	.0218
Connellsville Courier (E)	6,077	.0143	.0122
Easton Free Press (E)	12,956	.0214	.0214
Erie Herald	{ (E) 8,822 (S) **7,428	.0171	.0143
Erie Times (E)	26,922	.04	.04
Harrisburg Telegraph (E)	21,339	.03	.03
Johnstown Leader (E)	7,460	.0214	.0142
Lancaster New Era (E)	9,416	.0178	.0178
New Castle News (E)	9,585	.0178	.0128
Norristown Times (E)	*7,100	.0178	.0143
Philadelphia North American (MS)	166,739	.25	.25
Philadelphia Press (M)	74,928	.165	.15
Philadelphia Press (S)	**157,908	.25	.25
Philadelphia Record (M)	161,716	.25	.25
Philadelphia Record (S)	**141,086	.25	.25
Philadelphia Telegraph (E)	92,072	.175	.15
Pittsburgh Post & Sun (S and E combined)	145,600	.14	.14
Pittsburgh Post & Sun (M and E combined)	111,492	.12	.12
Pittsburgh Press (E and S)	118,072	.13	.10
Pottsville Journal (E)	9,400	.0142	.0142
Scranton Republican (M)	37,116	.06	.05
Scranton Times (E)	37,639	.05	.05
South Bethlehem Globe (E)	7,655	.0214	.0178
York Gazette (M)	7,219	.0214	.0128
Washington Observer & Reporter (ME)	14,150	.025	.025
West Chester Local News (E)	12,675	.03	.03
Wilkes-Barre Times-Leader (E)	17,017	.035	.025
Total	1,492,734	2.3009	2.1464
Population, 8,245,967.			

Asbury
Atlanti
Elizab
Jersey
Newar
Paters
Paters
Paters
Perth
Plainfr
Trento

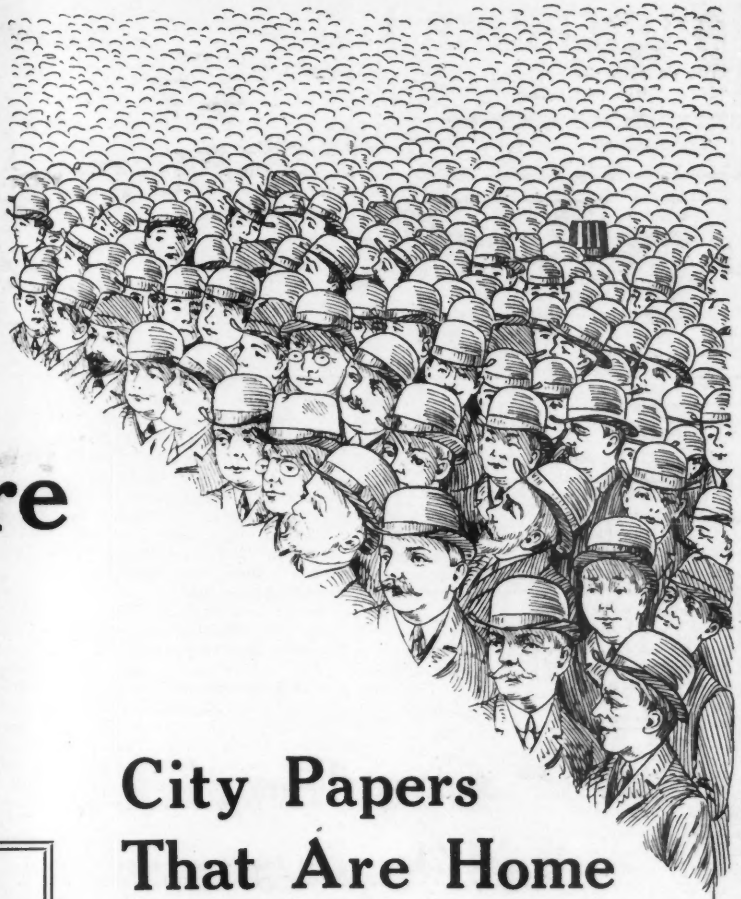
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*Gov
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Other

Penns
New
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to 11,000,000 Money To Spend Newspapers In Jersey and Delaware



Theodore S. Fetting

Advertising Agency, Newark, N. J.

City Papers That Are Home Papers

If the people you seek to serve or sell are city folks—you can reach them through the columns of the 47 newspapers — good newspapers — representative newspapers listed herewith.

If the folks you desire to reach are on the farms—these same papers go to them with your message.

Pennsylvania, New Jersey and Delaware folks of the interior are fond of their cities—they love to talk of them and they read their papers religiously. They get their news, their political views, their opinions, generally, from them—they enjoy them.

And, when folks believe in their newspapers—when they trust them—when they guide by them—they read the advertising in them and they are responsive to their appeal.

Consider these facts when placing your advertising. Get in touch with the representatives of these papers and learn more about them.

Population of 2,000,000 Copies Daily

(The following newspapers, each prominent in its own field have purchased this space.)

NEW JERSEY NEWSPAPERS

	Net Paid Circulation	Rate	
		2,500 lines	10,000 lines
Asbury Park Press	7,333	.02	.0142
Atlantic City Review	*8,213	.025	.02
Elizabeth Journal (E)	13,414	.0286	.0214
Jersey City Journal (E)	22,423	.06	.06
Newark Star-Eagle (E)	43,296	.09	.07
Paterson Chronicle (S)	**6,801	.025	.0214
Paterson Press-Guardian (E)	**14,000	.03	.03
Paterson Morning Call	12,250	.0357	.025
Paterson News (E)	11,477	.05	.03
Perth Amboy News (E)	6,145	.0157	.0121
Plainfield Courier-News (E)	6,124	.0157	.0124
Trenton State Gazette (M)	10,674	.025	.02
Total	162,150	.4207	.3365

Population, 2,815,663.

ONE DELAWARE NEWSPAPER

	Net Paid Circulation	Rate	
		2,500 lines	10,000 lines
Wilmington Journal (E)	16,105	.025	.02
Total	16,105	.025	.02

Population, 209,817.

*Government statement, October, 1915.

**Publishers' statements.

Other ratings Government statements, April, 1916.

	Population	Net Paid Circulation	Rate	
			2,500 lines	10,000 lines
Pennsylvania	8,245,967	1,492,734	2.3009	2.1464
New Jersey	2,815,663	162,150	.4207	.3365
Delaware	209,817	16,105	.025	.02
Total	11,271,447	1,670,989	2.7466	2.5029

THE EDITOR & PUBLISHER

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

SATURDAY, MAY 20, 1916.

THERE are no moral blanks; there are no neutral characters. We are either the sower that sows and corrupts, or the light that splendidly illuminates, and the salt that silently operates; but, being dead or alive, every man speaks.—Chalmers.

IF munitions manufacturers should insist upon thrusting upon Uncle Sam large donations of their product in order to prove their patriotism, and if others who sell commodities to the Government should follow that plan, your shrewd old Uncle would come to the conclusion that "something for nothing" is not a chimera, after all; and he would come to doubt the advisability of paying good money for commodities which could be had for the asking—or even without the asking, and as mere pledges of patriotism.

THE Shuberts have decided to permit the dramatic critic of the New York Times to again witness their productions. The invitation to him was not sought by the management of the Times. It carries no restrictions. Months ago this journal pointed out that the effort of the Shuberts to bar a dramatic critic from their theatres was not "good business." The Shuberts needed the Times far more than that great newspaper needed them or their business. The incident should mark the end of efforts by theatrical managers to influence dramatic criticism in this country.

IT has been pointed out that the now famous proposed donation of a million dollars' worth of advertising space to the Government was not sought by Uncle Sam—it was tendered to him as a patriotic offering. The offer was made in some haste, of course, as the men making it assumed that the newspaper publishers would gladly respond. Somehow it recalls to mind the man whose patriotism led him to the length of being willing to have all of his wife's male relatives enlist. Of course, the analogy is not complete, for President Houston, who made the tender to Uncle Sam, stood ready to contribute perhaps more than his share in the way of space in his excellent publications. Yet the proposition did not win adherents from that fact.

ARTHUR BRISBANE says: "The great danger of the newspaper business is letting the years pile up. The man who is fresh and enthusiastic is the man the newspapers want." In his own person Mr. Brisbane affords perhaps the best example of tireless energy and enthusiasm that could be found anywhere. When you see him you merely catch a glimpse of him. He is perpetually busy. If he goes away from the office he carries a bundle of work along, and finishes it somehow and somewhere. He talks in simplified English, using words so short that they "get over." If he had more enthusiasm at twenty than he has now he would have wrecked his office furniture—through a mere passion for action and accomplishment. He might well admonish young newspaper men: "Do as I DO—not merely as I say."

ENLIST RECRUITS FOR THE NEW ARMY THROUGH ADVERTISING

UNCLE SAM now faces the need of spending real money for newspaper advertising.

The Army Reorganization bill, providing for a material increase of strength for the regular army, and for a still greater increase of strength for the National Guard, makes necessary the greatest recruiting campaign ever undertaken by our Government in time of peace.

The present system of recruiting is a failure. Through it the new men needed for these two branches of the service could not be obtained for many years.

The Government cannot rely, in this recruiting campaign, upon editorial enthusiasm and support to awaken interest and to keep it at the boiling point. And for a special reason. The newspapers are divided in their views as to the wisdom of the new bill. Those newspapers advocating full military preparedness are disgusted with the compromise measure, while the newspapers opposing the plan for a large army take the view that the new bill has granted entirely too much to the preparedness advocates.

It is not to be expected, under these conditions, that the newspapers are going to make any very great effort to recruit the new army and Guard through extensive editorial and feature propaganda. AN EFFECTIVE RECRUITING CAMPAIGN CAN BE CARRIED FORWARD THROUGH THE EXTENSIVE USE OF ADVERTISING SPACE BY THE GOVERNMENT—and it is doubtful if it can be done in any other way.

A "compromise" measure, such as we have in this Army Reorganization bill, never arouses enthusiasm. All parties and factions feel that the wrong thing has been done.

But, whether the wrong or the right thing has been done in framing this bill, it does call for the country's greatest peace-time recruiting campaign—for new men must be secured.

Great Britain and Canada have demonstrated that governments may profitably and properly use paid-for advertising space in the newspapers in the task of speeding up recruiting. Uncle Sam must follow these examples if his new army and Federalized National Guard are to materialize.

Every newspaper in the country should aid in the effort to persuade our representatives at Washington of the wisdom and necessity of providing for a big advertising campaign. Unless this plan is adopted the whole scheme of army reorganization will fail. For the men who are needed will not respond.

Let us hear no more nonsense about the lack of patriotism of newspaper publishers because they do not rush to the rescue of the Government by donations of advertising space for this new recruiting campaign. Uncle Sam does not donate the use of his postal service, even in instances where the free use of the franking privilege for mail would accomplish great good for very worthy causes. The use of the mails is a privilege open to all on even terms. The use of newspaper advertising space is, also, a privilege and opportunity open to all—including Uncle Sam himself—on even terms.

Just now the Government needs newspaper advertising space quite as urgently as it needs any other commodity—quite as urgently as it needs supplies for the ships of the navy, or for the maintenance of the army. The Government does not depend upon donations of these supplies, from "patriotic" people, nor should it now or hereafter, depend upon donations of advertising space.

Advertising will find the recruits needed for the new military establishment. But the advertising must be ADEQUATE. It must be done on a big

scale, and it must be provided for without delay. Let publishers of newspapers, all over the country, see to it that their views on this matter are impressed, at once, upon their representatives in Congress.

A MAN AND HIS JOB

IF Henry Ford had outlined, twenty years ago, the plans on which he proposed to develop his present great business, and had sought to interest men of means in such plans, he would have had hardly more than a scornful hearing, and would have been pronounced an impractical dreamer and visionary.

To have stated his belief that he would be able, with profit, to pay a minimum wage of \$5 a day, for a short working day; to have stated his policy of relieving every employee of the need of worrying about his job, or about the problem of living well, would have qualified Mr. Ford, in those days, for prompt admission to an insane asylum.

Yet, in building up his business, Mr. Ford has put into practice about every tenet of essential Christianity. He has been as unflinchingly humane as Lincoln—as wise and shrewd as Franklin.

In the Ford factories the foremen are not permitted to discharge a man! If a man is found to be unfit for one task he is given his chance at another and another. In a period of six months but three men were finally discharged from the Ford factories. The raw, the inefficient, were patiently trained and helped.

It is the theory of Mr. Ford that a man's job has for him something of the sacredness of his life itself. It is not something of which he shall be deprived unless the right to hold it has been hopelessly forfeited.

Compare the conditions under which a Ford employee works with those, for example, under which a reporter or editor, on a New York newspaper, works.

These workers do not have the protection in their jobs which the unions afford to organized workers. Their employment, their living, is imperilled by the slightest whim of some man in authority.

To secure a position on a New York newspaper implies ability to do good work in some line of news-getting or editing. But this ability does not assure the man a chance to hold his job if it pleases some one in authority to deprive him of it. His shortcoming may have been trifling; his offence hardly one calling for comment at all. Or, he may happen to represent an item of expense at a time when an order has been made to "reduce expenses."

His job is always in peril. He knows it. He is haunted by the fact. It takes the zest and spirit out of his work. He cannot give of his best. Does the policy pay? Is it fair to the man, or profitable to the paper? THE NEWSPAPER WHICH SHALL BE FIRST TO ADOPT THE FORD ATTITUDE TOWARD EMPLOYEES IS GOING TO FEEL THE SAME IMPULSE OF GROWTH THAT HAS MADE THE FORD BUSINESS THE WONDER OF THE BUSINESS WORLD.

"PUTTING CONNOLLY'S ACROSS"

ADVERTISING solicitors will refuse to class Mr. McMaster's story of "Connolly's" as fiction. True, it has the guise of fiction. If it had been written as a news story the reader would have found a complete summary of it in the introduction—even in the headlines.

But all advertising solicitors know that the story of "Putting Connolly's Across" is a narrative of facts—a story that has been enacted, with variations, in every city in the country.

Without injecting any "love interest" whatever, the author has told a story of cumulative interest. You will search long before finding a short story matching it in human appeal.

Like many other good stories, this one has a logical ending. The "happy ending," you know, is no longer an essential in writing a story. "Connolly" is a type of business man found everywhere. The fates intervene and turn him from a failure to success. The fates in this story are personified in the advertising solicitor for "The Bolton Evening Star." Once "across," Connolly is himself again—an insufferable egotist and ingrate.

Every advertising solicitor has had his own particular "Connolly." He has "put him across," and has then discovered that the feat was not worth the effort and stress that it cost. But, with an optimism without which he would have to be in some other line of business, the solicitor forgets the incident, and goes ahead looking for other Connollys—assured that some of them, at least, will be worth "putting across."

BUSINESS PREPAREDNESS

IF Great Britain, France, and Germany had placed restrictions upon "combinations in restraint of trade," similar to those embodied in our Sherman Anti-Trust law, the development of the enormous export trade of these countries, in the decade or two preceding the war, would have been impossible. Each important industry of these countries had its organization, backed by ample resources, for creating and developing foreign markets. Individual American exporters, trying to compete for such markets with such organizations, found themselves pathetically helpless.

Our Federal Trade Commission, after a study of this situation, has recommended amendments to the Sherman law which will permit American business men to form like organizations for the expansion of our export trade, particularly for the conquest of the South American markets. It is recognized that such amendments must safeguard the American consumer from the old evils of trust methods, and it is believed that this may be possible.

After the war the leading nations of the world will resume the fight for commercial supremacy. If the United States is to figure at all in this rivalry it is necessary that our laws shall make possible combinations to promote—not to restrain—our export trade. Attempting to compete with the powerful commercial combinations of other countries, the individual merchant or manufacturer has about the same chance to win as an old-fashioned gunboat would have against a Dreadnought.

The newspapers may render a priceless service to American business by urging upon Congress the need for measures of business preparedness, especially such modifications of our anti-combination statutes as are now urged by the Federal Trade Commission.

ON THE TRAIL OF THE FAKIR

NEW YORK has a law against fake advertising. It became effective last September. The first conviction under this law hit a Fifth Avenue merchant, who received a suspended sentence.

District Attorney Swann feels that the recent decision of the Supreme Court in the Florida land case strengthens and assures the validity of the New York law, and gives to prosecutors wide powers. He proposes to carry the fight against the fakir to a finish, and announces that in the process some heads that are now held high in business circles are going to get hit. Under Justice McKenna's decision, as explained in these columns recently, no advertiser who tells the truth need fear either meddling, grilling, or prosecution; while the advertiser who misrepresents his goods may be sure that he will encounter all these.

PERSONALS

NEW YORK.—Karl Schmidt, formerly art editor of Harper's, has succeeded Arthur Folwell, resigned, as editor of Puck. Mr. Folwell has joined the staff of the Tribune, where he will be associated with Franklin P. Adams, in the management of the Tribune Magazine. Mr. Folwell's experience on Puck will make for his efficiency on the Tribune.

Henry H. Klein, for sixteen years on the New York daily newspapers, is chief investigator for the Thompson Legislative Committee which is investigating public utilities and the Public Service Commission. He has been chief investigator for three other official city and State bodies during the past several years. Mr. Klein is author of "Bankrupting a Great City"—the story of New York—and of "Standard Oil of the People." He organized the Klein News Service and published Klein's Weekly, a municipal journal, during the municipal campaign of 1913.

Maximilian Foster, a noted writer of fiction, is in San Francisco on a pleasure tour of the Coast, accompanied by Mrs. Foster.

James Montgomery Flagg, cartoonist and humorist, and Joseph Appel, advertising director of Wanamaker's, were among the speakers at the annual banquet of the Buffalo (N. Y.) Ad Club, last night.

William Capps, publisher of the Fort Worth (Tex.) Record, is stopping at the St. Regis Hotel.

OTHER CITIES.—George S. Oliver, president and manager of the Pittsburgh Chronicle-Telegraph, has been elected a director of the Pittsburgh Chamber of Commerce.

John Marshall, one of the best known newspaper men in Louisiana and popular in political circles, is to be appointed private secretary to Gov. R. G. Pleasant, the new chief executive. Mr. Marshall at one time contemplated making the race for Secretary of State, but was finally induced to manage Col. Pleasant's campaign, which he did with signal success.

Edwin E. Myers, who was once financial editor of the Cincinnati Enquirer, and afterwards city editor of the New Orleans Item, was recently appointed manager of the California Redwood Association with headquarters in San Francisco.

James P. Casey, editor of the Ogden (Utah) Examiner has resigned to accept the appointment as secretary of the Ogden Publicity Bureau. Mr. Casey has been with the Examiner for the past four years. E. S. Carroll, for a number years associate editor of the Sacramento Bee, and more recently news editor of the Deseret (Salt Lake) News, has succeeded Mr. Casey on the Examiner.

George Chapin, former editor of the Prescott (Wis.) Tribune, has gone into business with his father and brother in the publication of a metropolitan daily in Illinois. Mr. Chapin has charge of the editorial department. Loren D. Meade succeeds Mr. Chapin on the Tribune.

Harlowe Randall Hoyt has resigned his position as special writer for the Milwaukee (Wis.) Wisconsin, and gone with the Cleveland Leader.

J. Edward Doyle, of the Lynn (Mass.) Telegram staff, sailed last week for Manila, where he will teach school.

H. D. Carew, former editor of the Salem (Mass.) Mail, and now of the staff of the Massachusetts Police Monthly Magazine, has written a march called "Mounted Police," which he has dedicated to the police of the Bay State.

Herbert S. Laduke, formerly of the Lynn (Mass.) Telegram, and assistant secretary of the Lynn Chamber of Commerce, is now on the Boston Herald.

Wyche Greer, manager of the Fort Worth (Tex.) Daily Record, informs us

"Struggle as you please, a man has to work in this world. He must be an honest man or a thief. Industry is, in itself and when properly chosen, delightful and profitable to the worker; and when your toil has been a pleasure, you have not earned money merely, but money, health, delight, and moral profit, all in one."—Stevenson.

that the item published in these columns last week to the effect that he had become the managing editor of the El Paso Democrat, a new daily, is untrue. He is not interested in any way in the enterprise, and has no intention of leaving the Record, which has shown a large increase in business under his administration.

CHICAGO.—Walter Noble Burns, of the Chicago Tribune, has returned from El Paso and Juarez, where he has been covering Mexican border news.

James Watts, formerly head of the copy desk on the St. Louis Star, has joined the copy desk of the Chicago Examiner.

Leslie Orear has left the Examiner copy desk and is editing the West wire for the Associated Press.

William A. Blinn, formerly news editor, is filling the city desk on the Journal while J. D. Salkeld, formerly local news arbiter, is covering national politics in preparation for the Journal's service at the two national conventions.

George Evans, formerly of the Kansas City Journal, was a Press Club visitor last week.

Louis Levens, formerly of the St. Louis Republic, is reading copy on the Examiner.

J. P. McEvoy, for years conductor of the "Jist and Gest of It" column, on the Herald, now is running a column on the sporting page of the Evening American.

Herbert Gilroy, of the Daily Oklahoman, Oklahoma City, is in Chicago for a brief vacation.

E. O. (Ted) Phillips, political writer for the Tribune, and Mrs. Phillips, are sojourning at French Lick Springs, Ind.

E. C. Brazelton, formerly news editor of the Herald, is reading copy on the Journal desk.

Hermann Deutsch, formerly of the Journal staff, has been made assistant editor of the Civil Service News.

Forrest Crissey, the well-known writer, will cover the Republican National Convention for the Journal. Mr. Crissey's son, Paul, is on the Journal staff.

PHILADELPHIA.—Samuel W. Meek, general manager of the Press, has returned to his desk after five weeks of serious illness, during which time the sun kept behind a cloud in the vicinity of Seventh and Chestnut Streets. He suffered from an attack of gall-stones.

F. W. Ayer, head of the advertising company which bears his name, was elected president of the Young Men's Christian Association of North America, at the thirty-ninth triennial international convention held in Cleveland last week.

Mrs. Cornelius Stevenson, the "Peggy Shippen" of the Public Ledger, distinguished archaeologist, and leader in club, civic, and philanthropic activities, who was recently decorated by the French Government for her valued service as chairman of the French section of the Emergency Aid, was given a reception by the executive committee of that organization which was one of the most notable affairs of the kind held here in many years. Hundreds of prominent men and women came to pay her homage, gorgeous floral tributes and music from a stringed orchestra added to the festivity of the occasion, and she was presented with a large silver fruit bowl, by the members of her committee in which reposed a formal bouquet of red, white, and blue flowers, tied with the French colors.

Miss Curtis Wager-Smith spoke at the "Scandinavian Evening" held at the Academy of the Fine Arts recently in connection with the exhibition of the work of Swedish artists.

Charles C. Green, head of the promotion department of the North American, on going to his new post with William R. Warner & Company on June 1, will be succeeded by C. S. Woolley, who has been an assistant in the department for four years. The foreign advertising will be looked after by E. S. Edmondson, advertising manager.

Gordon McKay, of the Philadelphia Ledger, formerly a Boston newspaper man, is travelling with the Athletics. Gordon has been with this aggregation of twirlers for several years.

BOSTON.—Linn Boyd Porter, who won fame and fortune through the writing and publication of the Albert Ross novels, some years ago, is ill at his home in Brookline. Mr. Porter was a former president of the Boston Press Club, and has travelled many times around the world. It was on one of these trips that he contracted his present physical infirmity.

William Abbott, formerly a member of the staff of the Journal, later of the Post, is now a member of the copy desk of the New York World.

Fred Clarke, a feature man on the Post, has a large and well arranged farm at Foxboro.

Lewis Allen Brown, formerly night city editor of the Journal, is now connected with the Wildman Magazine and News Service of New York.

Among the Boston newspaper men who will cover the Chicago and St. Louis conventions are Robert Norton and Edward J. Dunn, of the Post; Albert Kerrigan, of the Record; W. Prescott, of the Financial News; Richard Howard, of the Financial News; L. D. Bentley, and John Merrill, of the Globe; Eugene Mason, of the Springfield Union; John Lambert, of the Boston American; Robert Brady, of the Boston Journal, and William Gavin, of the Traveler.

CLEVELAND.—E. Arthur Roberts, motion-picture editor of the Plain Dealer, is back in town, after a week spent among the celebrities of the business at the convention in New York.

Henry Weidental, managing editor of the News, has returned home from Columbus, where he attended the State Convention of the Associated Press.

Clarence E. Bowman, who has been editing weekly newspapers covering the suburbs, has returned to the News, with which paper he formerly was connected.

Harry R. Stringer, who has been a member of the news staff, has resigned to accept a position with the Columbus (O.) Daily Monitor.

J. F. Burkhart is now a member of the News editorial staff. He was until recently publisher of the West Salem (O.) Reporter.

Dr. J. Rudis-Licinsky, a Bohemian newspaper man of Chicago, was in Cleveland this week to address local Bohemians and Slovaks. He urged loyalty to the United States, and said his people are working to establish an independent Slavic state after the war.

Harry J. Maloy, who has been with the Plain Dealer as advertising man for ten years, has been appointed assistant circulation manager of that newspaper.

PROVIDENCE, R. I.—Timothy F. Dwyer, of the Providence Tribune, has been elected one of the advisory committee of the New England Newspaper Association.

Fred L. Bowden, formerly of the Worcester Telegram, is now with the Woonsocket Evening Call, doing "day local." Edward J. Slattery, of Medway, Mass., once with the Millford Journal, has succeeded the late Thomas McCooey as Boston correspondent of the same paper.

Elmer S. Horton, of the advertising staff of the Providence Journal, and Mrs. Horton announce the birth of a son, Edward Metcalf Horton.

Arthur W. Talbot, of the Journal, has been named by the committee on the outing for that paper, as editor of the Journal Junior, the sheet gotten out each year as the "playground" of Providence journalism.

John H. Lucas, of the Journal news-room staff, has been transferred to the Pawtucket branch office of the Journal.

Walter S. Ball, Sunday editor of the Journal, is learning the intricacies of a new automobile.

E. J. W. Proffitt, of the advertising firm of Proffitt & Larcher, is one of the prime movers here in a plan to change the traffic regulations pertaining to operation of street cars.

Vernon J. Briggs, "court man" for the Journal, has been confined to his home in Appanauug for the past week with illness.

J. Harold Williams, of the Journal staff, will accompany the Rhode Island contingent to Plattsburgh soon to cover the military doings there.

Martin J. Flaherty, sporting editor of the Tribune, and William D. Perrin, of the Journal, are accompanying the Providence Grays on the first trip of the season away from home.

PITTSBURGH, Pa.—David Jonas, of the Pittsburgh Leader, is at Atlantic City, attending the Presbyterian Convention to which he is a delegate.

C. J. Marthe has gone to the Salt Lake City Herald, and is reading copy there.

George B. Townley, of the Pittsburgh Press, will cover the National Convention in Chicago for his paper.

W. U. Christman, managing editor of the Pittsburgh Post, was called to Tiffin (O.) early in the week by the death of his mother.

Hiram G. Andrews has resigned as managing editor of the Johnstown Democrat, and is now in Harrisburgh in charge of the Philadelphia North American bureau in that city. A dinner was given for Mr. Andrews in Johnstown before his departure.

Frank K. Boal has been made assistant editor of the Pittsburgh Sun. He has been a reporter on the Sun for some time.

W. U. Crossman, managing editor of the Pittsburgh Post is back at his desk after a few days' visit to Tiffin, O., where he was called by the sickness of his mother.

NEW YORK TRIBUNE PERSONALS

L. L. Little, who was with the Columbia Unit in Serbia, is now on the reportorial staff of the Tribune.

E. J. Denise, who was West Side correspondent for the Tribune, has severed his connection with that paper.

Austin G. Parker, of the Tribune, has recently returned from Paris, where he was connected with the American Ambulance Corps, which position he was forced to give up because of ill-health.

John J. Leary, who recently broke his shoulder while "covering" Roosevelt for the Tribune, at Oyster Bay, is out of the hospital.

Stanley Frost will go on tour with Theodore Roosevelt for the Tribune.

C. A. Briggs, cartoonist for the Tribune, who has been suffering from a boil, is recovering.

Arthur Nelson has joined the staff of the Tribune service as type expert.

PHILADELPHIA PLANS TO PLEASE THE WOMEN

Making Arrangements for the Entertainment of Those Who Attend the Big Convention of the Associated Advertising Clubs of the World—Will Be Ready for 2,000 Visiting Ladies.

The Poor Richard Club of Philadelphia announces that, as in most of its other arrangements for the entertainment of those who attend the big convention of the Associated Advertising Clubs of the World in that city next month, Philadelphia has planned innovations in the pleasure times for visiting women. For one thing, they will be especially and particularly invited to attend the business sessions of the convention.

On Sunday the visiting women will want to go around to the religious services, and to the inspirational meeting in the afternoon, and to have time to meet other folks in the evening—so there will be no special programme for Sunday.

On Monday, the first formal gathering scheduled for women is a reception given by the Philadelphia women to all

of the visiting women, to be held at the Bellevue-Stratford at half after ten. Just before noon, the women are to go out to the University, where they will have lunch with the men, and get into the group picture that is to be taken on the steps of Houston Hall at noon.

In the afternoon the ladies may attend the business session, or have ample time to wander through the Museum of the University of Pennsylvania, wherein are wonderful selections of old laces, old china, vases made thousands of years ago, tapestries, rugs, Indian relics, musical instruments, coins, and so on.

On Tuesday the special entertainment for the women includes trips to various department stores, luncheons, fashion shows, etc.—not a formal hard-and-fast itinerary, but just visiting around through the stores, as each woman feels inclined. On Tuesday afternoon, the women will go to the navy yard to see the wonders of League Island.

GUESTS OF MR. CURTIS WEDNESDAY.

On Wednesday, the women will be the guests of the Curtis Publishing Company at luncheon, and will see the great building wherein is printed the Ladies' Home Journal. About the middle of the afternoon they will motor out to Mr. Curtis's country place, near

Wyncote, where they will be entertained at tea. Following this, some of them, at least, will go to Willow Grove, there to join the men for dinner and the evening entertainment.

On Thursday, the women (and perhaps many of the men) will go to Valley Forge, on a special train. After inspecting the various landmarks and being shown through the park, they will have lunch. Later the train will probably take the party back to "Betzwood," where moving pictures are made.

Not only has a large ladies' committee been formed in Philadelphia under the leadership of Mrs. Rowe Stewart, but a committee of visiting clubwomen is also being formed to help make things run smoothly during the convention and to make sure that everybody meets everybody else.

The Philadelphia women are looking for two thousand visiting women and have made arrangements to entertain that many. The visitors are especially to be aided in doing whatever they want to do. The Philadelphians are to be very much at the service of the visitors to escort them wherever they want to go—to the theatres, to the parks, to the department stores, to the historic points, to the convention, or any place else. There are plans for their special entertainment, but they will not be allowed to interfere with the guests having a good time the way they want to have it.

Ad Swindler Sent to Jail

At Newark, N. J., on Tuesday, J. R. Cameron, a moving-picture operator, was sentenced to a term of not less than one and not more than seven years in the New Jersey State Reformatory. Sentence was suspended on a second indictment. Cameron had advertised in the New York World for a partner in the theatrical business. Three young men responded, and each put up \$100. They lost their money and never got a position. Cameron was arrested through the aid of the World, and has been in the Newark jail over nine weeks. He will be taken to the reformatory early next week. Cameron's young wife begged Judge Martin to be lenient, but the Judge told her he had concluded that Cameron was engaged in nothing less than a cold-blooded swindle.

Ad's Pulling Power Proved

A big department store in Waco, Texas, recently inserted a large display ad in the Times-Herald, and among the many items advertised as special bargains was "Shirting Madras at 29 cents a yard." In making up the form the 9 was dropped out and as the ad appeared in the Sunday morning paper it said "Shirting Madras at 2 cents a yard." Monday morning when the store opened, would-be buyers were crowded all about the store and into the street, all anxious to get some of that 2c. shirting madras. When told that the ad should have said 29 cents, nine out of ten purchased madras at that price. All day long country people appeared at the store to purchase 2c. shirting, and orders also came by mail.

City-Wide Church Ad Campaign

St. Louis, Mo., May 16.—The value of newspaper advertising to increase church membership and stimulate attendance and the gratifying success of a publicity campaign recently conducted by a group of Chicago clergymen, as explained at the St. Louis Advertising Club's "Chicago Day" luncheon by Frank A. McClure, church campaign manager for the Chicago Advertising Association, may lead to a conference between St. Louis clergymen and local advertising experts. Several St. Louis churches already have undertaken publicity movements, and the proposed conference would discuss a city-wide campaign in behalf of the churches. Mr. McClure arranged such a meeting in Chicago last fall, and as a result regular advertisements now appear in the Chicago dailies, and church appropriations in that city invariably include money for publicity purposes.

ALONG THE ROW

THE COUNTY MULE.

"Some twenty years ago," said an old newspaperman, "I worked on a little country weekly in Suffolk County, L. I. We had about 500 circulation, and went to press Wednesday night; that is, if the County Mule showed up to work the press.

"The 'County Mule,' I may explain, was a powerful, good natured darkey, whom we, and other papers, used for motor power. Our old hand press was stiff and cranky, and it was some job to run off an edition, and it used to make the County Mule sweat and puff.

"The Mule had a regular list of papers in Queens and Suffolk Counties, of which he was the engine, and when he got 'full,' which he did on rare occasions, the edition had to wait. Friday night and Saturday mornings were his busy times, and he used to have to hustle from one little town to another to keep his dates, and subscribers from kicking. I never hear the roar of a big Hoe press but that I think of the old County Mule—Peace to his ashes."

WHERE GOOD INFLUENCE WORKED.

"I wish you would give this to the Society Editor," said the sweet young thing, as she handed over some closely written pages to the office boy, who took them and departed.

"What did he say?" she asked, when he returned.

"I can't tell you, miss," he replied, "as I am a member of the Holy Name Society, but some of it will appear in mangled form."

STILL THE SAME.

The kid of Mr. Newly Wed
Still sports a single tooth,
And Buster Brown along with Tige
Retain their infant youth.
The Katzenjammers, Hans unt Fritz.
To mama still bring woe.
They haven't changed since first we met
Some twenty years ago.

CUB COPY.

"An automobile, driven by an unexperienced man, ran into a horse on Third Avenue last night and busted its radiator."

THE NEW AGE.

The old-time ad we used to read,
"Goods Selling Below Cost."
If sprung to-day would surely meet
A cold and killing frost.
The "Great Removal Slaughter Sale"
Has likewise met its doom,
Along with "Prices Cut In Two
In Order to Make Room."
Gee whiz, but we were easy marks
And come one years ago,
We used to swallow all such fakes
And think that they were so.
We used to fall for "Sacrifice,"
"Retiring," and such.
And every fake ad met with a
Quick, responsive touch.
We have grown wise in latter years,
Thanks to an honest press.
There is no fake ad now-a-days
Can get our coin, we guess.
The fellow now who gets our cash
Must tell his story right,
And back it up with honest goods,
Or vanish out of sight.

CUB COPY.

Miss Honoro Smith was married last night to Patrick Casey. Mr. Casey is a member of Engine Company No. 974 and wears a medal for bravery."

VANISHED.

The tramp, he walked into the place
Where job forms are made clean,
Drank something from a demijohn,
And has not since benzine.

TRUTHFUL ADVERTISING.

To advertise his summer place
Soon Farmer will begin.
He'll put a sign above the gate:
"Here we take boarders in."

TOM W. JACKSON.



The Kingdom of the Subscriber

In the development of the telephone system, the subscriber is the dominant factor. His ever-growing requirements inspire invention, lead to endless scientific research, and make necessary vast improvements and extensions.

Neither brains nor money are spared to build up the telephone plant, to amplify the subscriber's power to the limit.

In the Bell System you have the most complete mechanism in the world for communication. It is animated by the broadest spirit of service, and you dominate and control it in the double capacity of the caller and the called. The telephone cannot think and talk for you, but it carries your thought where you will. It is yours to use.

Without the co-operation of the subscriber, all that has been done to perfect the system is useless and proper service cannot be given. For example, even though tens of millions were spent to build the Transcontinental Line, it is silent if the man at the other end fails to answer.

The telephone is essentially democratic; it carries the voice of the child and the grown-up with equal speed and directness. And because each subscriber is a dominant factor in the Bell System, Bell Service is the most democratic that could be provided for the American people.

It is not only the implement of the individual, but it fulfills the needs of all the people.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy One System Universal Service

INCREASES IN WAGE-SCALES

Printers on Newspapers in Several Cities to Get Higher Pay.

From now until April 6, 1918, newspaper printers in Jersey City, N. J., will receive \$4.75 a day, and after that date until April 7, 1919, the pay will be \$4.83 1-3 a day. On the last-named date the wage will be advanced to \$5 a day, if conditions warrant the increase and both parties can mutually agree. If not, the matter may be referred to the National Arbitration Board for adjustment. Night work will be \$3 a week above the foregoing figures. The old scale was \$27 and \$30 for day and night work, respectively.

An agreement running from March 6, 1916, to December 31, 1918, has been signed by the publishers of Waterbury (Conn.) and the local typographical union. Under its terms the day scale is advanced \$1.50 for 1916, \$1 for 1917, and another dollar for 1918. The night scale is increased 50 cents a week for this year, \$1 for next year, and 50 cents during 1918.

Contracts for four years have been signed with the publishers of Fall River, Mass., with an increase of \$2 a week over the old scale. Night work is based on a forty-two-hour week.

An advance of \$1.50 a week, with some minor concessions on the deadline and matrix questions, was the result of negotiations between a committee of Typographical Union No. 9 and the publishers of Buffalo, N. Y. This makes the scale \$28.50 for night work and \$25.50 for day work, of eight hours for each shift.

A new scale has been negotiated in Findlay, O. On evening papers the increase is \$3 a week for hand compositors and \$1 for machine operators, head admen and foremen.

New wage contracts have been entered into by the newspapers of Saginaw, Mich., as follows: "Machine operators and floormen and ad-men, \$22 a week for night work during 1916; \$23, 1917; \$23.50, 1918. On evening papers the wage will be \$2 a week less than the foregoing figures.

An increase of \$1 a week for day work and \$2 for night work has been secured at Bartlesville, Okla., covering a period of one year from April 3, 1916. The scale applies to both newspaper and book and job work.

Five-year contracts have been negotiated with the employers of Tulsa, Okla., both newspaper publishers and book and job offices agreeing to the new scale. The increase in wages will amount to \$3 a week for handmen and \$1.50 a week for machine men, and establishes a flat scale of \$25.50 a week for all in 1919. Back pay dates from January 1, 1916.

New York newspaper publishers have signed a new scale agreement with Mailers' Union No. 6, to run for the next five years. Day workers receive an increase of \$1 a week, divided in two yearly instalments. The old scale was based on a seven-day week, whereas the new contract provides for a six-day week. The agreement just entered into stipulates a wage of \$3.50 a night for mailers and \$4.10 a night for stampers.

Runs School Page Weekly

The Trenton (N. J.) Times last January established a school page which appears every Thursday, each public school of the city being given a full page weekly. The scholars take great interest in the preparation of matter for this page and visit the Times office to inspect the plant. Trenton schools have more than 25,000 pupils and 750 teachers. The suggestion has been made to the students, through their teachers, that they not only become interested in the matter of writing prose and poetry for the news page, but they should be interested in preparing advertising matter as well. Some of the work done by the pupils in the way of illustration has been very excellent. The feature has been a pronounced success.

ARKANSAS EDITORS CONVENE

Forty-fourth Annual Session Drew Many of Them to Texarkana.

TEXARKANA, Ark., May 15.—The Arkansas Press Association closed its forty-fourth annual convention here by electing the following officers: C. A. Berry, Huttig News, president; T. L. Bounds, Danville Democrat, first vice-president; L. B. White, Benton Courier, second vice-president; Louis Spence, Piggott Banner, third vice-president; Earl W. Hodges, corresponding secretary; Erwin C. Funk, Rogers Democrat, recording secretary; W. F. Turner, Atkins Chronicle, financial secretary; S. A. Diehl, Eureka Springs Times-Echo, Orator; Mrs. J. A. Livingston, Russellville Courier-Democrat, historian.

No meeting-place for next year was selected. It is hoped that the Texas Press Association will select Texarkana for its 1917 convention city, and that the two associations will hold a joint convention here.

President Walter B. Whitman, of Dallas, president of the Texas Press Association, delivered an address and invited the Arkansas editors to attend the convention of the Texas Press Association in El Paso in June. Dean Will H. Mayes, of the University of Texas School of Journalism, told of the work being done at Austin in the Texas school.

The convention adopted a resolution strongly endorsing the Administration of President Wilson.

The following new members were elected: G. L. Wright, Clarksville Democrat; Ben Tribble, Camden Beacon-Herald; W. B. Weeks, special correspondent, Texarkana; Curtis Ramsey, Horatio Messenger; C. R. Griffin, Carlisle Independent; J. S. Goodman, Cotter Courier; H. B. Dixon, Rison Herald.

Among the speakers were: J. G. Cuhage, editor of the Arkansas Teacher; Mrs. J. A. Livingston, J. M. McClelland, Rogers Press; J. H. Hand, Yellville Mining News; Burton Burch, Lead Hill News, annual oration; Clio Harper, Little Rock, annual poem; V. W. St. John, Mena Star.

The editors were guests of the Texarkana Press at a banquet at the Huckins Hotel. The Rev. P. C. Fletcher, of Texarkana, presided as toastmaster.

BOSTON NEWSPAPERS CENSURED

Irish Speakers Attacked Press, Accusing Papers of Being Pro-British.

BOSTON, May 16.—Boston newspapers were severely censured by speakers at the mass meeting in Tremont Temple last night to protest against the execution of Irish rebels, and also at the mass meeting on the Common, held for a similar reason.

Joseph Smith, in the Temple, made the Providence Journal a special target in his attack on the newspapers which, he said, are dominated by English influences. At the Common meeting the reporters covering the event were hissed when they walked away after former Congressman Joseph O'Connell had charged them with writing matter of a pro-British nature.

"There are the representatives," he said, "of the pro-British press of the city. They will not dare report that this meeting was held here as a protest against the murder of those Irish heroes. They are afraid of the man in the counting-room who takes this means of suppression to sell his papers."

Mr. O'Connell then singled out the representative of the Boston Herald and delivered a defiance to him that occupied ten minutes in its delivery. Shouts of "down with the papers, they don't dare say the British are murderers," were heard on all sides. Mr. O'Connell ended with an apology to the reporters, saying that their superiors, and not they, were responsible.

The New Orleans American, in defiance of the action of its printers in walking out, is appearing regularly in its usual form and size.

Garstin to Manage Cumberland Times

Bert N. Garstin, formerly general manager of the Cumberland (Md.) Press, which, as announced in THE EDITOR AND PUBLISHER of April 29, has been consolidated with the Cumberland Times, has been made general manager of the Evening Times and Alleganian,



BERT N. GARSTIN.

Inc., publisher of the Cumberland Evening Times and the Weekly Alleganian. Harry E. Weber is president and principal owner of stock in the new com-

pany, which includes among its stockholders also the former owners of the Press, chief among whom is George Garner, now in the Washington bureau of the Boston Globe.

Farewell Dinner to James H. Hare

About fifty friends of James H. Hare, war photographer for Leslie's Weekly, gave him a farewell dinner on Monday night at the Hotel Biltmore, New York, prior to his second departure with his camera to face shell fire. John A. Steicher, president of the Leslie-Judge Company, was toastmaster, and R. J. Collier headed the list of speakers. Carl Decker, the newspaper man who made his fame in the Spanish-American War; James K. Hackett, the actor; Joseph Byron, the veteran photographer; William Trueman, "Jimmie's" companion during his first days in this country, and F. L. E. Gauss, president of the Sterling Gum Company, each responded with a toast in tribute to the "nerviest of war photographers." Luther D. Fernald, advertising manager of the Leslie-Judge Company, presented Jimmie with a pair of binoculars in the name of the firm, assuring him that they were strong enough to show up his rivals when he stood at the front and looked backward for them. Mr. Hare concluded the evening's programme "by talking with pictures" about his recent experiences on the European battlefields.

More than 30,000,000 pounds of paper, embracing almost every kind in present-day use, and costing approximately \$1,250,000 a year, is used in the Government Printing Office.



Analyze Your Mediums Through The A. B. C.



The days of circulation guessing have gone by the board. Today the advertiser insists upon having facts right before him before he adds a publication to his list. Whether a medium represents quality or quantity, the advertiser has three vital questions to ask before adopting it:

How Many? What Class? Where Distributed?

"A. B. C. Service" gives the advertiser this information in a uniform, standardized, comprehensive form. It not only tells him the net paid circulation and where it is distributed, but gives a detailed analysis from which he may determine its adaptability to the advertising of his product. "A. B. C. Service" eliminates guess work—places space buying on a commodity basis.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

EDITORIAL ASSOCIATIONS AND PRESS CLUBS

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

A. C. Church, of New Bedford, Mass., gave on May 17 the first in a series of addresses to be held during the summer by the Providence (R. I.) Pen and Pencil Club. His talk was illustrated and his subject was "Submarines." The entertainment committee, of which C. B. Coppen is the chairman, is arranging for the Club's first ladies' day next Wednesday. An elaborate programme is being arranged, and dinner will be served in the evening. Charles Beadie, who has been steward at the Club since it was founded, has resigned to go to New York to be a travelling salesman. James C. Garrison, president of the Club, invites all visiting newspapermen to make the Club their headquarters.

New officers have been elected by the San Antonio (Tex.) Press Club, as follows: Michael H. Harris, president; Robert G. Coulter, first vice-president; E. J. Geehan, second vice-president; T. W. Lillie, third vice-president; Bert J. McLean, treasurer; R. J. Kennedy, secretary-manager; Otto Vincke, J. W. Edgecombe, and H. A. Cadwallader, jr., board of governors.

"Billy" Lang, the New England manager of the Leo Feist Music Company and an old-time friend of the Boston Press Club, presented a concert programme at the Club last Sunday night, following the usual dinner served for the benefit of newspapermen and other Sunday workers. Harry Brown, Charles Ray, William Mack, and Abram Baer furnished the music.

Publishers of Simcoe and New York Counties, Ontario, met in convention on May 12, in Barrie, and passed a resolution putting the \$1.50 subscription into effect from and after September 1, next.

The Midland Press Association, of Canada, has chosen the following officers: Honorary president, J. G. Keefer, Register, Norwood; president, George H. Wilson, Post, Lindsay; vice-president, C. A. Goodfellow, Gazette, Whitby; secretary-treasurer, D. D. C. Dawe, Examiner, Peterboro; executive committee, M. W. G. Purser, Times, Port Hope; C. T. Lapp, Ensign, Brighton, and G. A. Kingston, Herald, Campbellford. The question of increasing the subscription of the weekly newspapers to \$1.50 a year was discussed, and action deferred until a later meeting.

All newspapermen in western Kentucky have been invited to meet in Paducah May 26 as guests of the Paducah Press Club, for the purpose of organizing the West Kentucky Press Club. There has been considerable sentiment among the newspapermen for such an organization, and every paper in the territory is expected to be represented. The new organization will include the daily and weekly newspapermen. It will be organized for mutual benefit and will be conducted on the same basis as other press clubs.

At the annual meeting of the Northern New York Newspaper Publishers' Association, held at the Alert Club rooms in Medina, the following officers were elected: President, Frank H. Hurd; vice-president, James G. Simpson; secretary and treasurer, E. W. Greene; executive committee, Sanford T. Church and Harry T. Bartlett. The next meeting will be held in June.

The programme committee of the Indiana City Editors' Association is arranging for the annual summer meeting to be held at Richmond July 14 and 15. The city editors will be the guests of the Richmond Palladium. Alexandria will ask for the summer meeting in 1917.

Among the speakers at the press conference May 25, in connection with the New York biennial session of the Federation of Women's Clubs, will be Dorothy Dix (Mrs. George Gilmer); Dr. Talcott Williams, professor of journalism, Columbia University; Miss Sophie Loeb, of New York; Edward Percy Howard, president of the New York Press Club, and a number of State press committee chairmen. Topics to be considered are: "Clubwomen and Presswomen," "The Right Kind of Publicity and How to Secure It," "The Newspaper an Important Ally," "The Value of the Federation News Sheet," "Our Bulletin Service," "The Desirability of a Press Department."

TRADE PRESS LADIES' NIGHT

Annual Function of the New York Association Held at the McAlpin.

Ladies' Night was observed by the New York Trade Press Association by a dinner and dance at the Hotel McAlpin, on Monday evening. The tables were spread in one of the roof garden restaurants on the twenty-fourth floor. About 150 men and women were present and participated in the festivities. Music was furnished by Hawaiian and negro orchestras. After dinner had been served the tables were removed and dancing began.

Among those in attendance and the publications represented were:

Mr. and Mrs. A. C. Pearson, Dry Goods Economist.
Mr. and Mrs. Harry E. Cleland, Electrical World.
Mr. and Mrs. Henry Lee, Simmons-Boardman Publishing Company.
Mr. and Mrs. S. T. Henry, McGraw Publishing Company.
Mr. and Mrs. W. H. Ukers, Tea and Coffee Trade Journal.
Mr. and Mrs. F. J. Frank, Iron Age.
Mr. and Mrs. E. A. Simmons, Simmons-Boardman Publishing Company.
Mr. and Mrs. A. E. Clifford, McGraw Publishing Company.
Mr. and Mrs. I. S. Jolbrook, McGraw Publishing Company.
Mr. and Mrs. J. G. Brown, Shoe and Leather Reporter.
W. C. Hales, American Printer.
Mr. and Mrs. H. E. Taylor, Dry Goods Economist.
Mr. and Mrs. H. M. Swetland, Class Journal Company.
Mr. and Mrs. Fred A. Dibble, Harris-Dibble Company.
Mr. and Mrs. Emerson P. Harris and Miss Harris, Harris-Dibble Company.
H. L. Aldrich, Aldrich Publishing Company.
Mr. and Mrs. W. H. Taylor, David Williams Company.
Miss M. Taylor, David Williams Company.
Mr. and Mrs. M. C. Robbins, Iron Age.
Mr. and Mrs. F. T. Root, Dry Goods Economist.
Mr. and Mrs. William L. Roberts, Advertising and Selling.
Mr. and Mrs. J. T. Emery, Advertising and Selling.
Mr. and Mrs. F. S. Sly, American Architect.
Harold W. McGraw, McGraw Publishing Company.
J. M. Hopkins, Printers' Ink.
F. L. Blanchard, Editor & Publisher.
T. H. Glenn, Illustrated Milliner.
G. E. Glenn, Illustrated Milliner.
Garvin Taylor, David Williams Company.

WHAT LIVE ADVERTISING CLUBS ARE DOING

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

The educational committee of the Advertising Club, of Baltimore, Leslie H. Peard, chairman, is arranging to hold a local institute on advertising and business efficiency, October 2 to 5, inclusive. It is planned to have two speakers each evening, the best in the country, and, if possible, an exhibition open all day.

President William Ganson Rose, who is retiring from the presidency of the Cleveland Ad Club, after two years, and from the directorate, as well, reports a club membership of 700, a surplus of \$18,700 (increased \$4,000 in the last year), in the club treasury, and an average attendance of 300 at the Wednesday noon luncheon meetings which have been addressed by prominent speakers.

B. I. Dasent has been appointed secretary of the Better Advertising Bureau of the Advertising Association of Chicago. The Bureau, which furnished advice, tips, and counsel to advertisers, is taking hold fast. After making a clean sweep of the piano dealers Mr. Dasent has begun work on the retail furniture and retail clothing and men's furnishing trades. Several of the largest firms have signed up, he reports. The Bureau is getting results. One automobile concern made a misstatement of fact and readily corrected the mistake when called to its attention by the Bureau, and a department store instructed its buyers to be more careful, after a misleading statement had appeared in one of the store's ads.

A movement has been launched at Austin, Tex., to organize an ad club, and from the interest taken in the initial meetings, it will soon be a reality. Business men of the city met recently at the Austin Press Club quarters and discussed the proposition, and a committee was appointed to draft a letter explaining the purposes of the organization and tell what is being done by the associated ad clubs of the world.

The "insurrections" in the Advertising Club of New Orleans cleaned out the regulars in the last election of directors, although the greater part of the new officers were on both tickets. The new directors are: Paul Renshaw, M. E. Trezevant, W. G. Lee, G. A. True, E. E. Edwards, Levering Moore, Phineas Moses, S. O. Landry, and Morton Caldwell.

Elliot Alton, of Oklahoma City, was elected president of the Poster Advertising Association of Oklahoma, at the annual convention of Tulsa. F. L. Updyke, of Sapulpa, was elected vice-president, and Ben S. Brooks, of Chickasha, secretary-treasurer. Ben F. Finney, of Tulsa, and Ben S. Brooks, of Chickasha, were named as delegates to the national convention in Atlantic City, N. J., in July.

The Fort Worth (Tex.) Ad Club, at its last meeting, elected officers for the ensuing year, as follows: Walter H. Beck, president; Paul Jenkins, first vice-president; William Monnig, Jr., second vice-president; Ted Robinson, secretary; A. C. Williams, corresponding secretary; H. C. Burke, jr., R. E. Kerr, Lionel Beran, Harry Walton, and L. A. Green, directors. S. B. Ricaby, former secretary of the Chamber of Commerce, was made honorary member of the Club for life. The Club was addressed by Capt. Sterling, U. S. A., in the interest of the citizen training camp to be established at Fort Sam Houston, San Antonio, June 12-July 10.

Ad League to Aid City

DALLAS, Tex., May 15.—The Dallas Advertising League has undertaken for the coming year a very definite plan of action. The League will provide for the business executives of Dallas in-

formation and fundamentals of practical value to every business head, besides providing facilities for studying the technique of advertising. The latter is planned especially for the benefit of the men who are engaged in buying and selling space, preparing copy and controlling the distribution of the advertising appropriations. The League has endorsed the campaign for thrift that is now being waged in Dallas, and arranged for a special meeting on May 23 to hear an address by J. Watson McDowell, vice-president of the Bowery Savings Bank of New York.

New Ad Clubs in A. A. C. of W.

New clubs that have joined the A. A. C. of W. during the past month are: Advertising Club, Burlington, Ia., president, J. W. Pauly; secretary, T. M. Hume; fifty-four members. Admen's Club, Cedar Falls, Ia., secretary, J. F. McSweeney; twenty-eight members. Advertising Club, Santa Rosa, Cal., president, Edward H. Brown; secretary, Russell J. Birch; eighteen members. Advertising Club, Dinuba, Cal., five members. Advertising Club, Red Wing, Minn., president, S. M. Ladd; secretary, Harris G. Nelson; twenty-three members. Ad-Press Club, Altoona, Pa., president, H. King MacFarlane; secretary, Ivan L. DeBroy; twenty-four members. In the meantime, a large number of other new clubs are in process of organization in practically every section of the country, Secretary P. S. Florea reports.

Fort Worth Favors St. Louis

FORT WORTH, Tex., May 8.—Members of the Fort Worth Ad Club at their last meeting unanimously endorsed St. Louis for the convention city of the Associated Ad Clubs of the World in 1917. The Fort Worth delegation to the Philadelphia convention will be instructed to support the claims of St. Louis.

PRESIDENT HOUSTON HONORED

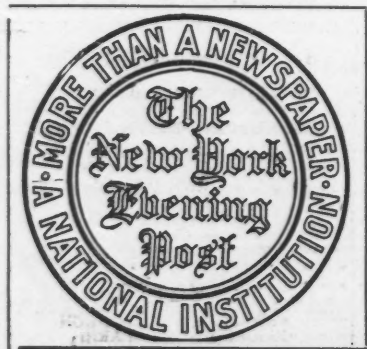
Ad. Club of N. Y. Adopts Resolution Commending His Administration.

The Advertising Club of New York has forwarded to Herbert S. Houston, president of the Associate Advertising Clubs of the World, the following: "At this house warming, held in the new clubhouse, May 1, 1916, the Advertising Club of New York regrets the unavoidable absence of our distinguished fellow-member, Herbert S. Houston, president of the Associated Advertising Clubs of the World, and we send to him our cordial greetings and hearty congratulations both upon the splendid initiative he has shown and the constructive achievements of his ten months' service as president, crowning his many years of service in the ranks."

"Now that all eyes are turned toward Philadelphia, where the greatest convention in the history of the Clubs is soon to be held within the halls of the University founded by Benjamin Franklin, the Advertising Club of New York, proud of the record of President Houston, desires at this time to express unqualified endorsement of his administration and the hope that he may be prevailed upon to accept the nomination for a second term, in order to carry to conclusion the many important projects he has under way for the betterment of American business."

"Resolved: That a copy of this endorsement and the suggestion that goes with it be sent by President Tipper to Mr. Houston, and to the presidents of each of the advertising clubs comprising the Association."

Reports indicate that the New York delegation to the Philadelphia Convention will number nearly 500.



NAVY LEAGUE SUES HENRY FORD

Says One of His Peace Ads is Libellous, and Asks \$100,000 Damages.

WASHINGTON, May 17.—Newspaper advertisements may be considered libellous as well as articles contained in the news columns. Henry Ford, the Detroit automobile manufacturer and pacifist, has been made the defendant in a libel suit for \$100,000 damages in the District Supreme Court by the Navy League of the United States. The petition charging that Ford published a "defamatory article" in a Washington newspaper on May 1, last, was filed in behalf of the League by Attorneys Henry B. F. MacFarland and Henry Breckenridge, former Assistant Secretary of War.

The determination to file the suit was reached at a meeting at which the League's attorneys were directed also "in their discretion to file similar suits against newspapers publishing or repeating" the alleged libel.

The plaintiff alleges that Ford "wrongfully contrived and wickedly and maliciously intended to injure the plaintiff's good name and fame, and bring into public scandal, infamy, and disgrace, did write and publish a certain false, scandalous, and defamatory libel."

The petition quotes from the Ford advertisement certain paragraphs upon which it bases the claim for damages. Among the alleged defamatory statements are the following:

The Navy League has been spending large sums to tell Americans that it is organized for the defence of the country.

Here we have the philosophy of the Navy League, which thus sustains the ideas of its munition-making founders. Brutal, lawless, avaricious, but ever making the common people pay the bills in life, limb, money, and waste.

The munition makers fear the ending of the war. They have built vast additions to their factories, not temporary structures, but great buildings that indicate not hope but determination that this war shall continue; that other wars shall follow and bring their bloody profits with them. If they cannot force more war they can, at least, they believe, tie up this country for huge munition contracts, and this treason, masked as patriotism, has deluded many who have not thought and who will not think.

The complaint alleges that "The Navy League of the United States is engaged in the endeavor to promote the security of the United States of America from the attack of any foreign foe by advocating through the press and public meetings and in other proper ways, measures intended to promote the efficiency of the navy of the United States, and to provide for adequate and systematic increase of its material and personnel, and in that endeavor to serve the country."

BIRMINGHAM PUBLISHERS UNITE

Association Formed in Alabama City at Suggestion of Rotary Club.

BIRMINGHAM, Ala., May 15.—At the suggestion of the Rotary Club, at a dinner at which a special committee of that organization were hosts, the local newspaper publishers formed the Birmingham Newspaper Publishers' Association. The officers are: James J. Smith, publisher of the Birmingham Ledger, president; Victor H. Hanson, publisher of the Birmingham News, vice-president, and William H. Jeffries, business manager of the Birmingham Age-Herald, secretary and treasurer.

The organization is in line with similar associations in almost every metropolitan city in the United States, where the heads of newspapers are organized to work in conjunction with the American Newspaper Publishers' Association, which includes every important newspaper in the country.

The first suggestion that the newspapers of Birmingham get together for the good of the city, to cooperate in civic enterprises and generally to join hands for the betterment of the South's Magic City, came from J. Frank Rushton, president of the Rotary Club. Morris Bush, president of the Chamber of Commerce, cooperated in the matter.

Those present at the dinner were: J.

Frank Rushton, president of the Rotary Club; J. W. Donnelly, vice-president; Val Nesbitt, Sol Cahoon, and Crawford Johnson, from the Rotary Club; Morris Bush, from the Chamber of Commerce; J. J. and A. A. Smith, from the Ledger; E. W. Barrett and W. H. Jeffries, from the Age-Herald, and V. H. Hanson and Frank P. Glass, from the News.

FIGHTING FOR SESSION LAWS

Utica Herald-Dispatch Carries Case Against State to Appellate Division.

ALBANY, May 16.—A fight by the Utica Herald-Dispatch for the designation by the Onondaga county board of supervisors to publish the legislative enactments of the past session was carried to-day to the appellate division of the supreme court, third department.

The appeal is from an order of Justice Chester at the Albany special term, denying a writ of mandamus directing the Republican members of the board of supervisors of Onondaga county, to revoke the designation of the Boonville Herald, published by Willard, to publish the session laws and concurrent resolutions of the legislature for 1916, and to designate the Utica Herald-Dispatch, published by the Sunday Tribune Company.

The Herald-Dispatch had the designation in 1915. It claimed a circulation of 21,563, with 12,575 in Onondaga county. It was alleged the Boonville paper was published but once a week, on the border line between Onondaga and Lewis counties, with a circulation of 4,000 in both counties, and that it is principally an agricultural paper. The Herald-Dispatch, in obedience to a resolution by the board of supervisors, filed a statement showing its circulation in every postoffice of the county, which the Boonville paper did not.

The designation for 1916 was made in 1914, and it was alleged it was illegal, as it was not transmitted to the secretary of state until nearly a year later.

ENTERTAINMENT AT ST. LOUIS

A Good Time Planned for Newspaper Men Doing the Democratic Convention.

St. Louis, May 16.—Local arrangements are proceeding for the entertainment of the visiting newspaper men during the week of the National Democratic Convention in St. Louis, beginning June 14. The delegation, representing every large newspaper and news-gathering organization in the United States, will be about 400 strong, according to James D. Preston, superintendent of the Senate press gallery at Washington, who has been in St. Louis perfecting arrangements for the accommodation of the newspaper correspondents.

Cecil Morrison Baskett, secretary of the Press Club of St. Louis, says that formal invitations will be bulletined in the press clubs in forty-two cities throughout the United States this week, requesting all visiting members to St. Louis from those organizations to attend the Club's reception.

Monday night, June 12, a joint reception to the National Committeemen and out-of-town newspaper workers will be held at the Sunset Inn Club on the crest of the foot-hills of the Missouri Ozarks. A dinner will be served.

Tuesday night an informal reception and smoker will be held in the Press Club's spacious quarters.

On Wednesday the visiting metropolitan newspaper men and the members of the rural press of Missouri, many of whom will be in St. Louis at the time, will be the guests of the Press Club at its fourth annual "frolic," which will be held at Delmar Garden. The programme of entertainment will be continuous and diversified, and prominent speakers of national reputation will deliver addresses. Irvin S. Cobb, William Allen White, Samuel G. Blythe, and John T. McCutcheon have been invited to speak. To these and other prominent journalists a dinner will be given in the Garden Villa.

KAUS WITH FEDERAL AGENCY

Resigns From Blackman-Ross Company After Two Years as Space Buyer.

Frank J. Kaus, who has been space buyer for the Blackman-Ross Company for the last two years, has resigned from that company and gone to the Federal



FRANK J. KAUS.

Advertising Agency as office manager and space buyer.

Mr. Kaus lays great stress on his "five years' intensive experience in advertising agency work," which he started with a first-hand acquaintance with newspapers of the East and South. He has during this time come into close touch with street-car, billboard, and outdoor advertising, as well as advertising through the national magazines.

For three years Mr. Kaus has spent considerable time on some of the large tobacco newspaper campaigns. He has made a practical study of advertising media of all kinds.

WEDDING BELLS

John H. Pankuch, jr., reporter on Hlas, a Cleveland (O.) Slovak daily newspaper, gave his father, editor of the paper, a surprise the other day when he was sent out on a story. Instead of getting the story he got married, his bride being Miss Elizabeth Cipra, who had been his sweetheart for six months. They were married by Justice of the Peace Zoul.

Arthur Hastings Taylor, editor of the Danville (Va.) Register, and Miss Fannie Warren Thomas, of Danville, were married April 28. The ceremony was witnessed by a few relatives of the bride and bridegroom. Mr. Taylor is one of the best known newspaper writers in Virginia. He was at different times employed on the staffs of daily newspapers in Richmond, Norfolk, and Newport News.

Sherman K. Ellis, of Chicago, an advertising representative of Collier's Weekly, was married, April 29, to Miss Margaret Hayes Palmer, daughter of Mrs. Charles S. Palmer, at Leroy, Minn. The ceremony was performed at the bride's home.

Harry Frederick Schwenker, editor and publisher of the Brady (Tex.) Standard, and Miss Louie Clara Bushey were married at the home of the bride's uncle and aunt, Mr. and Mrs. O. W. Argo, on May 20.

Announcement has just been made of the wedding of Daniel S. Dexter, sporting editor of the Lewiston (Me.) Journal, and Miss Emma A. Cuminsky, of Boston, in the latter city, on March 26 last. It is also announced that on April 9 last Arthur E. Scruton, a close friend of Mr. Dexter and formerly of the reportorial staff of the Lewiston Journal, was married in Boston, his bride being Miss Theresa C. Costello, of Lewiston.

Dr. Barnard's Food Page

We are now allotting territory

The Evening Mail Syndicate
203 Broadway, New York

Most For The Dollar

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

The Central Press Ass'n
World Building New York Frederick Building Cleveland

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

After using two months, a Chicago publisher writes:

The Dr. Huber HEALTH SERVICE

is growing more popular with us daily

The INTERNATIONAL SYNDICATE
Features for Newspapers
Established 1899 BALTIMORE, MD.

The "Flaneur" Letter

Editors who are anxious to publish the best informed writers' essays upon matters abroad about men and women in the limelight, as well as the doings at court, and interesting gossip behind the scenes, will do well to apply to

THE DAILY "FLANEUR" LETTER OFFICE
Munsey Building Washington, D. C.

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

TIPS FOR THE AD MANAGER

Albert Frank & Co., 26 Beaver Street, New York city, are preparing a list of newspapers for a renewal of the steamship advertising, although no advertising is contemplated for some time to come.

American Sports Publishing Company, 21 Warren Street, New York city, is placing orders with a few newspapers, in selected sections, for Wright & Dotson, sporting goods and guide books, 344 Washington Street, Boston, Mass.

Street & Finney, 171 Madison Avenue, New York city, are sending out orders to some New York city newspapers for Crocker-McElwain Company, "Tolyo Bond," Holyoke, Mass. The Kellogg Food Company, "Kellogg Bran," Battle Creek, Mich., has transferred its advertising to the above agents.

Morse International Agency, 449 Fourth Avenue, New York city, is placing orders generally for the Rumford Chemical Company, "Horsford's Acid Phosphate," Providence, R. I.

Martin V. Kelley Company, Second National Bank Building, Toledo, O., is placing orders with newspapers in selected sections for the Superior Underwear Company, "Superior Union Suits," Piqua, O.

Heller-Barnham, 432 Fourth Avenue, New York city, is sending out orders to some New England newspapers for the Van Zile Company, "Vans No-Rub," 593 Summit Avenue, West Hoboken, N. J.

The Honig-Cooper Advertising Company, San Francisco, will soon start an advertising campaign to encourage the sale of municipal bonds in small blocks for Byrne & McDonnell, of San Francisco and New York. Thirty-five smaller cities in California will be covered by 5,600-line orders.

Advertising Agents

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

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

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

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

Publishers' Representatives

ARKENBERG SPECIAL AGENCY,
702A World Bldg., New York
406A Madison Ave., Toledo, O.

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. Beckman 3636

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

The Gardner Agency, St. Louis, Mo., is sending out 5,000 lines one year to a selected list of newspapers for the Frisco Lines.

Scott & Bowne, "Scott's Emulsion," Watsessing Station, Bloomfield, N. J., generally make appointments in July for the renewal of their contracts through J. A. Robinson, 185 Madison Avenue, New York city. This agency is also making 5,000-line contracts with some Western newspapers for the J. R. Jones Company, Poude Le Mohn Face Powder, 1 Broadway, New York city.

J. Walter Thompson Company, 44 East 23d Street, New York city, is sending out orders to some New York city newspapers for the Osgood Lens Supply Company, "Osgood Deflector Lens," Chicago, Ill.

Frank Presbrey Company, 456 Fourth Avenue, New York city, is again making trade deals with newspapers for rooms only for the Plaza Hotel, Fifth Avenue, and 59th Street, New York city. It is also placing copy with some Western newspapers for the Aluminum Cooking Utensil Company, "Wear Ever Aluminum Roaster," New Kensington, Pa.

Chickering Piano Company, 791 Tremont Street, Boston, Mass., is transferring its advertising to the H. K. McCann Company, 61 Broadway, New York city.

Hoyt's Service, 120 West 32d Street, New York city and Boston, Mass., is placing orders with some New England newspapers for A. F. Pierce Company, Winthrop Sales Company, "Pierce Corn Plaster," Springfield, Mass.

Amsterdam Advertising Agency, 1180 Broadway, New York city, is sending out twenty-eight-line, nine-time orders to Eastern newspapers for the Watch Hill House, Watch Hill, R. I.

L. S. Goldsmith Advertising Service, 25 East 26th Street, New York city, will shortly place orders with newspapers in selected sections for the Goodall Worsted Company, "Palm Beach Cloth," Sanford, Me.

C. W. Page, American Bank Building, Richmond, Va., is sending out orders to some Southern newspapers for the Franklin-Caro Company, "Honey Fruit Chewing Gum," Norfolk, Va.

Nelson Chesman & Co., Goddard Building, Chicago, Ill., are placing eleven-time orders with some Western newspapers for the May Chemical Company, Chicago, Ill.

Street & Finney, Inc., 171 Madison Avenue, New York, are now handling the Pathé Frères Phonograph Company account.

The H. K. McCann Company, San Francisco, has started an advertising campaign for the Bass-Hueter Paint Company, of San Francisco, covering the outside towns in California. Advertising matter varying in size from sixty to fourteen inches, will be run in about forty-two papers. The same agency is conducting a big campaign for the Savage Tire Company, of California, which is extending its selling activities into Eastern territory. New advertising is also being placed by the Standard Oil Company in Pacific Coast territory through this agency.

The Williams & Carroll Corporation, New York city, has been selected by George Sykes Company, Inc., builders, to direct an unusual and interesting campaign in publications which appeal to the millionaire class. This new advertiser specializes in the building of country homes. It has nearly finished in Florida one of the finest private estate villas in the world, which has already cost several million dollars. This estate will supply the theme for the first copy to be placed by the Williams & Carroll Corporation.

Cowen Company, 50 Union Square, New York city, is placing news schedules with newspapers for P. Lorillard Tobacco Company, "Murad Cigarettes," Jersey City, N. J.

Frank Presbrey Company, 456 Fourth Avenue, New York city, is placing eighteen inches one time a week for ten weeks for the American Tobacco Company (Sovereign Cigarette).

E. H. Clarke, Chicago, Ill., is placing fourteen lines twenty-five times with a selected list of papers for the Healing Springs Hotel.

Federal Rubber Company, Cudahy, Wis., is sending out eighteen inches three times to a selected list of newspapers.

C. H. Touzalin, Chicago, Ill., is placing 150 lines four times with a few papers for the Chicago, Duluth & Georgia Railway Company.

E. Lesan Agency, Chicago, Ill., is renewing contracts for the New York Central Lines.

J. W. Thompson, Chicago, Ill., is sending out 5,000 lines one year to a few papers for Libby, McNeil & Libby.

The Frank Seaman Agency, of New York city, is making up a list of newspapers for the advertising of Sanatogen by the Bauer Chemical Company.

The Cecil Advertising Company, of Richmond, Va., is placing the advertising of the Relu Cigarettes.

The Frank Presbrey Company, of New York city, is contracting for full-page advertisements for the Sweet Caporal Cigarettes, one of the products of the American Tobacco Company.

The Greenleaf Advertising Company, of Boston, Mass., is sending out 37-inch advertisements for the American Optical Company.

The Moser & Cotin Advertising Agency, of Utica, N. Y., is placing four-column, one-time advertisements in large city papers in the East, for the Adirondack Improvement Company, of Utica.

The Matos Advertising Agency, of Denver, Col., is sending out copy to Western papers for the advertising of the Quaker City Rubber Company.

The Cheltenham Agency, of New York city, is putting out 1,000-inch orders in New England for the American Chicle Company.

H. K. McCann, of New York city, is contracting with Ohio papers for 1,000-inch advertisements for the Standard Oil Company of Ohio.

Taylor, Critchfield & Clague are arranging for three-time orders with Western papers for the advertising of the Pennsylvania Railroad.

C. H. Fuller, of Chicago, Ill., is preparing contracts for his mail-order clients.

N. W. Ayer & Son, of Philadelphia, Pa., are placing Prince Albert Smoking Tobacco advertisements in Canadian papers.

The J. Walter Thompson Company, of New York city, is preparing a selected list of papers to carry the advertising of the Arbuckle Brothers' Coffee Company.

The New York Telephone Company is using a notable series of advertisements in the Newark (N. J.) newspapers—which city is celebrating its 250th anniversary—to tell the story of the development of communication in that city.

AD SITUATION IN TWIN CITIES

Every Daily Newspaper Reports Gains of from 30 to 35 Per Cent. in Business.

The advertising figures of the Minneapolis and St. Paul newspapers for March, 1916 and 1915, are doubtless indicative of the general condition of prosperity with respect to foreign advertising that is sweeping through newspaper channels.

The Journal carried 1,695 columns of local, which was a gain of about 50 columns over March, 1915, and 450 columns of foreign advertising, which was a gain of 124 columns.

The Tribune carried 1,534 columns of local, which was a gain of 63 columns, and 498 columns of foreign—a gain of 101 columns.

The Pioneer-Press carried 604 columns—a gain of 32 columns, and 382 columns of foreign advertising, a gain of 101 columns.

The Despatch carried 935 columns of local, a gain of 36 columns, and 393 columns of foreign, a gain of 128.

The Pioneer-Press carried 604 columns, which was a gain of 43, and 489 columns of foreign, which was a gain of 114.

The Daily News carried 118 columns of local, a gain of 272 columns, and 372 columns of foreign, a gain of 66.

The increases shown in foreign advertising in Minneapolis and St. Paul newspapers reflect the general condition throughout the trade with respect to the foreign or national advertising in daily newspapers.

So far as can be ascertained, the average gain has been between 30 and 35 per cent., and most newspapers are carrying the largest volume of advertising in their history.

BOSTON ADVERTISING NOTES

What promises to be the banner party of the season in advertising circles is scheduled for May 20 at the Georgian, when Ernest Goulston, of the Goulston agency, will entertain officers of the American Tobacco Company, Boston newspaper publishers, and others. Mr. Goulston sometime ago secured a large contract with the American Tobacco Company for the exploitation of Egyptian cigarettes. It is expected that G. W. Hill, vice-president of the American Tobacco Company; W. H. O'Brien, of the same company, and others will be present.

Various copper stocks are being advertised in the Boston papers. Fortuna copper is one that F. W. Blair is promoting.

The Amsterdam Agency is placing some copy in New England papers for Poland Water.

The Santa Fé Railroad is placing advertising in a list of New England newspapers.

The space used in advertising for artificial teeth in New England newspapers is assuming large proportions. It is said that the teeth are bought with the idea of removing the platinum.

The P. F. O'Keefe agency is making plans for an advertising campaign for the J. L. Whiting & Adams Company, manufacturers of brushes.

Co-operating to Get Ads

The Brooklyn Daily Eagle and the New York Evening Post have taken steps towards the formation of an "Association of Co-operating Quality Newspapers." Last week, for the first time, the following paragraph appeared in the Evening Post: "Advertisements for the Brooklyn Daily Eagle will be received at the office of the New York Evening Post, at regular rates." A similar paragraph appeared in the Eagle. Five other newspapers are considering joining in this co-operative plan.

The American Walnut Association, 1404 Starks Building, Louisville, Ky., offers prizes aggregating \$100 for the best advertisement of walnut furniture appearing in the newspapers before July 1.

AD FIELD PERSONALS

THOMAS A. KERWIN, advertising manager of the Almy, Bigelow & Washburn department store at Salem, Mass., recently took an aeroplane flight with Clifford L. Webster, of the Burgess Company, of Marblehead. Kerwin dropped merchandise coupons from the machine, which were redeemable for articles in local stores ranging from \$1 to \$5.

James D. Fulton, for twelve years engaged in newspaper work in Chicago, and more recently Western advertising manager of the American Magazine, has been elected vice-president of the Carl M. Green Advertising Agency of Detroit, Mich.

William G. Adams, formerly connected with the H. K. McCann Company, of New York, has been made sales manager of the Remmer's Soap Company, of Cincinnati.

Homer McKee, of Philadelphia, who several years ago was well known as an exceedingly clever cartoonist and writer, but who for the last five years has concentrated his efforts on automobile advertising, has been made director of advertising for the Premier Motor Corporation, of Indianapolis.

William A. Hart, of Detroit, who until recently was in charge of the national advertising division of the advertising department of the Burroughs Adding Machine Company, Detroit, has been made Western advertising manager of the concern. He will establish a branch office of the company in San Francisco, Cal.

Harrison Atwood, manager of the H. K. McCann Company's Pacific Coast branch, with headquarters at San Francisco, is making a business tour of the Northwest. He will return during the coming week.

S. C. Dobbs, of Atlanta, Ga., general manager of the Coca-Cola Company, former president of the Associated Advertising Clubs of the World, was the guest of honor in St. Louis at a dinner at the Missouri Athletic Association.

Harold G. Schryver, for the last five years a solicitor for Cone, Lorenzen & Woodman, publishers' representatives, attached to the Chicago office, has just been transferred to the New York office of that firm.

Gives Newspaper Men the Credit

A great deal of the success to date of a movement to rid Boston of the loan sharks, which has been undertaken by the Massachusetts Credit Union, is due to the activities of the newspaper men who have been covering the campaign, according to Nathan Sallinger, campaign manager. The newspaper men assigned to this movement are Benjamin Freedman, of the Post; Leo J. Lyons, of the Globe, and Al Brin, of the Traveler. These newspaper men are the same that made such a tremendous success of the Jewish War Relief.

The fourth annual journalism conference will be held under auspices of the Department of Journalism of the University of Pittsburgh, Friday afternoon, and evening and Saturday morning, May 19 and 20. An unusually attractive programme has been arranged.

Won Pillsbury Flour Prize

W. W. Ross, winner of the first prize in the Pillsbury flour contest, is with the Chicago office of Williams, Lawrence & Cresmer Co., newspaper representatives, New York and Chicago. The contest, which was conducted through



W. W. Ross.

the Chicago Tribune, was for the purpose of obtaining advertising ideas for a campaign on Pillsbury's Health Bran. Mr. Ross was formerly with the Chicago office of Sunset Magazine, and prior to that time in the direct advertising department of the Gerlach-Barklow Company, Joliet, Ill., manufacturers of art calendars and direct-by-mail advertising.

"Gum Shoe Jack" Causes Libel Suit

TORONTO, May 16.—A university professor has been called in as the star witness in a libel action being heard this week in Winnipeg. The Telegram of that city took occasion the other day to describe one John A. Knott as "Gum Shoe Jack," insinuating that he had formed an alliance with a certain member of the Legislature to extort money from hotelkeepers. The plaintiff claims that the expression "Gum Shoe Jack" meant that "he was a person of ill-repute, untrustworthy, and slippery in his business relations." The defence denies this interpretation. To settle it, Professor Allison, of the University of Manitoba, a recognized authority on English, has been summoned to define the expression and the verdict will probably depend very largely on the meaning he gives it.

Paris (Ill.) Beacon Sold Again

The Paris (Ill.) Daily Beacon has been bought by William F. Leath and Mr. Feare, of Cincinnati, Ohio. Both have had long and responsible connection with the Commercial Tribune, of Cincinnati. The Beacon was formerly the organ of ex-United States Marshall Charles P. Hitch, who sold the paper less than a year ago to R. S. Truitt, of Noblesville, Ind. Mr. Truitt held the paper only three months, selling it to John G. Cary, of Davenport, Iowa, formerly with the Davenport Democrat and Leader. Mr. Cary made the re-sale to Messrs. Leath and Feare.

Tri-State News Bureau

PITTSBURGH, Pa., May 18.—The annual meeting of the Tri-State News Bureau resulted in the election of Oliver S. Hershman, of the Pittsburgh Press, as president. T. R. Williams, business manager, will act in Col. Hershman's place, when the latter is unable to be present. George S. Oliver, of the Gazette-Times and Chronicle-Telegaph, was elected vice-president; Edward Hope, of the Leader, treasurer; W. R. Stoll, secretary, and J. K. Burnett, manager.

The Following Newspapers are Members of THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA. NEWS Birmingham Average circulation for March, Daily 93,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	NEW JERSEY. JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C. THE PROGRESS Pomona	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICANO New York DAY New York The National Jewish Daily that no general advertiser should overlook.
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
ILLINOIS. HERALD-NEWS (Circulation 15,190) Joliet STAR (Circulation 21,589) Peoria	OHIO. PLAIN DEALER Cleveland Circulation for April, 1916. Daily 137,395 Sunday 185,216 VINDICATOR Youngstown
IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
KENTUCKY. MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE. BANNER Nashville
LOUISIANA. TIMES-PICAYUNE New Orleans	TEXAS. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MICHIGAN. PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,368. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	UTAH. HERALD-REPUBLICAN Salt Lake City
MINNESOTA. TRIBUNE, Morning and Evening Minneapolis	VIRGINIA. DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI. POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Pictures Section. Circulation 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 5,848, net gain October, 1915, over October, 1914, 1,028 copies.	

ROLL OF HONOR

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

ILLINOIS. SKANDINAVEN Chicago	NEBRASKA. FREE PRESSE (Cir. 128,384) Lincoln
	NEW YORK. BOHEMIAN DELLA SERA New York

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

SLIM JIM

and ACTION are synonymous. He's the REAL COMIC PAGE with the "Get up and Dig" style of humor. Something doing in every panel.

Everybody Likes Slim Jim

Black or Four Colors. Mats or Printed Parts.

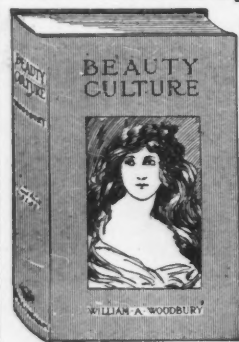
Ask us to send you proofs.

WORLD COLOR PRINTING CO.,

R. S. Grable, Mgr.

ESTABLISHED 1900 St. Louis, Mo.

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. 34th St. New York

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

MANHATTAN PHOTO-ENGRAVING CO.



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

NATIONAL ADVERTISERS OPPOSE ALL FAKE ADS

Their Association in Semi-Annual Meeting Takes Firm Stand for Truth in Advertising, and Pledges Support to Those Mediums Only Which Observe That Principle in Practice.

DAYTON, O., May 10.—Gathered here for the semi-annual meeting of the Association of National Advertisers last Thursday, Friday, and Saturday, 175 members of that organization placed themselves on record in notable fashion as opposed to all forms of objectionable advertising. The meeting was the most successful the Association has ever held.

Probably no advertising organization has ever taken a stronger or more definite stand against ethically bad advertising than the declaration embodied in the following resolutions, which were adopted by the Association:

Resolved, That we, members of the Association of National Advertisers, are opposed to advertising of the following kinds: All advertising that is fraudulent or questionable, whether financial, medical, or any other; all advertising that is indecent, vulgar, or suggestive either in theme or treatment; that is "blind" or ambiguous in wording and calculated to mislead; that makes false, unwarranted, or exaggerated claims; that makes uncalculated reflections on competitors or competitive goods; that makes misleading "free" offers; all advertising to laymen of products containing habit-forming or dangerous drugs; all advertising that makes remedial relief or curative claims, either directly or by inference, that are not justified by the facts or common experience; and any other advertising that may cause money loss to the reader or injury in health or morals or loss of confidence in reputable advertising and honorable business.

Resolved, That we recognize our own obligation as advertisers to conform to these principles. *Resolved*, that we urge upon all publishers and upon all sellers of advertising space or service, a strict adherence to these principles and that in so far as the exigencies of our individual business will permit, we direct our advertising to those mediums which make the observance of these principles their rule and practice.

The Association, after a protracted discussion of postal regulations, voted to urge the passage of a bill now pending in Congress to establish a flat pound-rate for third-class mail matter. As the law now stands the rate on this class—which includes circulars, house-organs, etc., is a cent for each two ounces or fraction thereof. This means that if a piece of direct-mail advertising weighs a fraction over the exact two ounces, it must pay the four-ounce postage. The Senate bill does not lower the existing third-class rate. It merely fixes it upon the pound basis and at eight cents a pound.

It was voted to cooperate with the educational committee of the Associated Advertising Clubs of the World in the publication of a book on dealer cooperation.

A ballot was taken on the question of agency relations. It was shown that, out of the \$80,000,000 annually expended by the members of the A. N. A., about \$50,000,000 is expended in publications. Of this sum, approximately forty per cent. is spent through agencies, the remainder being placed direct. About \$30,000,000 is expended in direct-mail advertising, house-organs, dealer-service work, motion pictures, sales promotion, and so on.

Dinner and Watch for Old Reporter

The dinner to Millard Fillmore Reeve, the oldest active reporter in Philadelphia, if not in the country, at the Majestic, was a splendid tribute to a veteran whom his colleagues and officials of the Police Department delighted to honor. Coroner Knight was the toastmaster, and at the conclusion of the banquet, a fine gold watch was presented Mr. Reeve by Joseph F. A. Jackson, in behalf of the diners. Henry Starr Richardson, editor of the Star; Congressman John R. K. Scott, and William A. Natos, a well-known advertising man, were among the speakers. Mr. Reeve has been on the staff of the Public Ledger for thirty-two years, serving for most of that time as City Hall reporter.

COLUMBIA RECORD REORGANIZED

William Banks Is Editor, and Floyd Bryan Becomes Business Manager.

COLUMBIA, S. C., May 17.—The new management of the Columbia Record, following the retirement from that paper of Walter B. Sullivan as publisher, to become part owner and publisher of the Charlotte (N. C.) Observer, comprises William Banks, editor; Floyd Bryan, business manager; R. Charlton



WILLIAM BANKS.

Wright, secretary and treasurer, and H. L. Steele, superintendent of plant.

Mr. Banks, who has edited the Record for several months, has been a newspaper worker in South Carolina for twenty years, and is now president of the South Carolina Press Association, after having served as vice-president for eight years. He is a native of York County, S. C., and received his school-



FLOYD BRYAN.

ing at Fort Mill Academy and Davidson College. When twelve years old he began corresponding for Charleston and Columbia papers. In 1898 he resigned as city editor of the Columbia Morning Register and joined the First South Carolina Regiment as a private. After the war with Spain he returned to Columbia and became successively legislative and campaign reporter, city editor, and news editor of the Columbia State, editor of the Anderson Daily Mail, then of the Anderson Daily Intelligencer, and finally of the Columbia Evening Record. He has lectured on journalism at the South Carolina University.

Floyd Bryan was born in Knoxville, Tenn., and before coming to South Carolina had eight years of training on the Knoxville Sentinel and the Knox-

ville Journal and Tribune. He came to the Columbia Record in March, 1914, as city circulation manager. In November following he was placed in charge of the entire circulation department. During his handling of that position the Record has more than doubled its circulation. When a reorganization of the Record became necessary, he was made business manager.

NEWSPAPER BILL VETOED

Gov. Whitman Refuses Right of Reference to Court of Claims.

ALBANY, May 19.—Included in an "omnibus veto" of twenty-seven special claims bills this week by Gov. Whitman was a bill of Assemblyman Abraham Ellenbogen, of New York, which would have given the Court of Claims the right to hear and determine the claims of certain New York newspapers for compensation for the publication under erroneous designation of session laws and propositions submitted to the people. The reason given by the Governor for the general veto was that, if the present laws do not give the court jurisdiction to hear these particular claims, the laws should be amended. The Ellenbogen bill provided:

"The court of claims is hereby authorized to hear, audit, and determine the alleged claims of the publisher of any newspaper for the publication heretofore under erroneous designation by the board of supervisors of the county, by the members of the Board of Aldermen of the City of New York for any county in such city, or by the Secretary of State, of session laws or of propositions to the people; and, if the court finds that such services were actually performed, under such erroneous designation, the court shall award to and render judgment for the claimants for such part thereof as were published prior to the time such designation was found to be erroneous, and the court shall award to and render judgment for the claimant for such sum as shall be just and equitable, notwithstanding the lapse of time since the accruing of damages, provided the claim herein is filed with the Court of Claims within one year after the passage of this act.

Independent Absorbs Harper's

After fifty-nine years of publication, Harper's Weekly has been acquired by the publishers of the Independent, and will be incorporated in that magazine beginning with the next issue, dated May 22. The Weekly was sold by Harper & Bros. on June 1, 1913, to a corporation headed by Norman Hapgood, who has been its editor since that date, and has been issued by the McClure Publications. It had lost both money and prestige before the Harpers disposed of it, and the newer management failed to restore the publication to its former position of influence and power. The Independent was established in 1848 by Henry C. Bowen.

Courts as Sources of News

Louis W. Fehr, secretary to the New York City Park Board and editor of the Fordham Law Review, lectured at the Pulitzer School of Journalism this week on "The Civil Courts as Sources of News." Mr. Fehr was for five years chief of the Civil Courts Bureau of the New York Times. When introducing Mr. Fehr, Prof. Franklin Mathews referred to the fact that he was the only outside lecturer to address the journalism students twice in one year. Last term Mr. Fehr lectured on "Preparing the News for Print," outlining methods he used on the rewrite desks of the Times and American. Mr. Fehr said that the work of reporters in the courts was a fine preparation for the practice of law, and denounced as unjust the failure of the Legislature to provide that such reporters might count their service as clerkship time for admission to the bar.

NEWSPAPER ACTIVITIES IN MANY CITIES

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

THE El Paso (Tex.) Herald, through its circulation department, is offering baseball uniforms to any baseball team in return for a limited number of subscriptions. Circulation Manager H. H. Fris reports that many boys' baseball clubs are taking up the proposition, and that the offer is proving a circulation-getter.

To reduce the number of surplus papers printed and to lessen its bill for print paper, the Dallas (Tex.) News is urging its patrons to place with dealers advance orders for papers. Only in this way, it is announced, can News readers be assured of getting the editions they desire.

The Floresville (Tex.) Chronicle-Journal, established in 1877, and one of the oldest newspapers in south Texas, has moved into its new building, recently erected by Sam Fore, jr., editor and publisher.

The Tulsa (Okla.) World has just issued a newspaper reference book entitled "Men of Affairs and Representative Institutions of Oklahoma." The book contains photographs of more than 150 of the prominent men of Oklahoma in business, politics, and other walks, together with brief biographical sketches and historical sketches of the various institutions and places in Oklahoma. It has a most valuable reference book and is being distributed to the larger newspapers of the Southwest.

The Providence (R. I.) Journal has organized its baseball team for the season of 1916, with Charles B. Coppen as president. He has already received the acceptance of a challenge from the team of the New Bedford Standard, of which Thomas Brady, formerly of the Journal, is the president. The game will be played probably next week. The president is also arranging games with the teams at the State prison, State Hospital for the Insane, and Butler Hospital, the medical staffs of these three institutions comprising the team of each.

The first nickel-plating outfit in the Pittsburgh district has been installed by the Pittsburgh Press. Heretofore the Sunday issue necessitated changing the plates four times during running off the paper. The Press was also the first paper in the district to install a refining furnace, and the Post, Sun, Gazette-Times, and Chronicle-Telegraph now have furnaces. The Press consumed a ton of metal a month previous to the installation of the furnace, but has not bought a pound of metal since the furnace has been taking the metal from the dross.

The Dallas (Tex.) Evening Journal has inaugurated a contest in which \$100 in gold will be awarded for the best articles of not exceeding 200 words on thrift. The contest is open to all persons residing within sixty miles of Dallas, and will close May 24. The gold will be divided into thirteen prizes: First prize, \$25; second, \$15; third, \$10; ten prizes of \$5 each.

As a result of the publicity given by the San Francisco Daily News to the conditions under which the men of the San Francisco Fire Department were working, in a series of articles by Reporter Fred Williams, who shared the firemen's duties for a time, there are good prospects that a twelve-hour day will be adopted by the Fire Commission.

The St. Paul Dispatch and Pioneer-Press offer a prize of \$5 for the best outing picture submitted in May.

Newspaper Men Win Prizes for Scenarios

CLEVELAND, May 17.—A prize of \$100 offered by the Newspaper Enterprise Association for the best motion-picture scenario has been won by Irvin Engler, of the Sacramento Star, and Lorry A. Jacobs, of the Denver Express. Edward A. Peters, of the Tacoma Times, took

second prize. Following out the idea of the Association's editor, S. T. Hughes, the American Bioscope, of Chicago, has put Condo's "Everett True" into the movies, and six films will be put on in cities where the N. E. A. has newspapers, starting in the vicinity of Cleveland.

RIDDING CITY OF CHARITY ADS

Censorship by El Paso (Texas) Club Helps Merchants to Save Money.

EL PASO, Texas, May 17.—Outsiders as well as members of the El Paso Ad Club derive many benefits from the work of the organization, according to H. E. Christie, of the Texas Bank & Trust Company, who addressed the club. Mr. Christie, who is not a member of the club, said:

"I was approached recently by a solicitor for a programme issued by a local organization of a semi-charitable nature. I asked if the programme had the sanction of the ad club, and was told that it had not. As the vigilance committee of the ad club had decided the programme was not a good advertising medium, I felt perfectly justified in refusing to buy advertising space in it. The purchase of space in this programme would have been little more than charity."

President W. E. Mix, of the club, detailed some of the work which had been accomplished by the vigilance committee of the club in ridding El Paso merchants of solicitors who make a practice of approaching them for donations under the guise of selling them advertising space in programmes.

The club voted to endorse the claims of St. Louis for the 1917 convention of the Associated Ad Clubs of the World, and instructed the delegation who will attend the Philadelphia convention to work for St. Louis.

Paper's Guests at Washington

WASHINGTON, May 16.—Ten charming girls have just visited Washington as the guests of the Rochester (Ind.) Sentinel. They were winners in a circulation contest, and the Sentinel, at its expense, showed them a royal good time. They were extended unusual honors, meeting the President, the Vice-President, members of the Cabinet, and were shown the many things of interest in the several departments of the Government. When they visited the Capitol Building, Representative Barnhart, of Indiana, did them the honor of personally conducting them through the buildings. Representative Barnhart is a newspaper man, and is chairman of the Committee on Printing, of the House.

Took Senate Pages to Circus

WASHINGTON, May 17.—Senator William E. Chilton, of West Virginia, publisher of the Charleston (W. Va.) Gazette, is one of the greatest humanitarians of the United States Senate. A few days ago he took the sixteen pages of the Senate and many of the officials to the circus as his guests. He accompanied the boys and laughed with them at the antics of the clowns, and applauded the many daring feats of the actors. He furnished the boys with plenty of peanuts and pink lemonade. This has been a custom of Senator Chilton ever since he has been in the Senate. He has just been renominated.

Fifty Congressmen were guests of the New York American at the Preparedness parade, held in New York last Saturday, and occupied a special box in the reviewing stand in Madison Square. In the evening they took in the Hippodrome and Ziegfeld's "Midnight Follies" before returning to Washington.

RULES NEWSBOY IS EMPLOYEE

Texas Industrial Accident Commission Decides Against Insurance Company.

AUSTIN, Tex., May 15.—A newsboy is an employee, in fact, of a newspaper, according to the ruling of the Texas Industrial Accident Commission, in the case of C. DeWitt Dawson, a carrier for an Austin newspaper, who was run over by an automobile and seriously injured while delivering papers.

The Accident Board overruled the contentions of the Aetna Insurance Company, in which the newspaper carried a policy covering its liability to its employees. The insurance company contended that a newsboy was not an employee, but an independent contractor, so far as the newspaper was concerned. The Accident Board decided that Dawson was entitled to compensation under the Texas Liability law at the rate of \$5.30 a week, from January 12, 1916, for a period not to exceed 400 weeks.

NEWSBOY STARTLES EXPERTS

Wendell Sooy Evolves Simple Extraction for Square and Cube Roots

Wendell Sooy, once a newsboy, who is now going through Pennsylvania University by his own efforts, lived up to the traditions of genius a few days ago by startling a class of teachers at the university with a demonstration of a brand new method which he has evolved for the extraction of square and cube root, and the simplification of the task that was the bugbear of almost every one during school days.

Sooy, by the method he has invented, can do a problem in five seconds that ordinarily requires about twenty minutes of hard work by a practiced mathematician.

Various teachers in his audience flashed long numbers running into millions at Sooy, and he was never longer than four seconds in finding the cube root and chalking it on the blackboard.

The key to Sooy's method is a table which includes the cubes of all numbers up to nine. This, under his system, the demonstrator must memorize. He has found an interior system of numbers by which when the sum total is cut into sections of three numbers from right to left the problem of division solves itself almost automatically by the application of the final numbers in the key.

Newsies Gave Musical Comedy

Boston newsboys scored a big success with their comedy, "A Day and a Night in Boston," in the cast of which one hundred of the brightest boys in the Newsboys' Club appeared. Leon Dammun, who composed the comedy, rehearsed the players for more than two months. A special feature of the show was a recitation by Joe Schneider, one of Boston's brightest newsies. The newsboys' band furnished music, and many prominent men and women attended the performance as guests of the boys.

This Newsie Is Eighty-Four

James L. Locke, believed to be the oldest newsdealer in New England, celebrated his 84th birthday Sunday last at his home in Malden, Mass. The occasion was remembered by many friends, who sent gifts of flowers and congratulations. Mr. Locke says that he has sold the Post for fifty-three years at the old Lowell depot.

Convicts to Be Newsboys

Warden Thomas, of the Ohio State prison at Columbus, will allow several convicts to sell copies of the Ohio Penitentiary, the prison paper, on the streets of that city to advertise a baseball game to be played by the Penitentiary-Standard Oil clubs for the benefit of the Children's Hospital.

Editors Who Know



ARTHUR C. JOHNSON, Columbus Dispatch.

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

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

Topeka Daily Capital

Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

32,551

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper
Publisher,
TOPEKA, KANS.

In Philadelphia

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

The Evening Telegraph

gained more than half a million lines of paid advertising.

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

Deutsches Journal

The N. Y. German Journal is America's Greatest German Newspaper

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

More Than All Others Combined

In April The New York Times published 56,576 lines of book advertisements — 25,777 lines more than in April, 1915, and a greater volume by 8,200 lines than the combined volume of all other New York morning newspapers.

The average net paid circulation of The New York Times for the six months ended March 31, 1916, was 334,744 copies.

Net Paid 84,036
8 Cents Per Line Flat

The Pittsburg Leader

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

W. E. MOFFETT,
Advertising Manager.

Responsiveness

that elusive quality in average newspaper advertising becomes a certainty in

The New York Call

Daily and Sunday.

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METAL MARKET IS BROKEN

Prices In Print-Shop Commodities Take Big Tumble—Copper Also Decreases.

The metal market is broken! At least, that is the opinion of some of the big metal men. The break began to assert itself about six weeks ago when the white metal market showed a decided weakness. Then followed a gradual decrease of prices of all spelter goods from twenty to fifteen cents a pound. There also has been in the same period a corresponding decrease in the price of linotype, monotype, and stereo-type metals.

On second-hand monotype metal the prices have dropped in the last two or three weeks from 21 to 13½ cents a pound, and it is said that, if publishers can hold out for a short time longer, they will be able to purchase all the metal needed to meet their requirements, both new and second-hand at still greater reduced prices.

On the photo-engraving side of the business, the prices in both copper and zinc have also declined materially. New zinc which sold a month ago for 20 cents a pound is now selling for 15 cents, while the best figure that can be obtained for scrap zinc is about 13 cents a pound. The copper market weakened the first of this week, dropping from 30½ cents a pound to 30 cents. Two weeks ago scrap copper went down one cent a pound.

The weakness of the copper market has also had its effect on all the other metals and there is a tendency towards corresponding decreases all along the line.

The effect of this lowering of prices has been to make all metals unstable, and people are not now buying as readily as they did a week ago.

NON-RETURN SYSTEM EFFECTIVE

Sales of Evening World and Journal Increased and Many Tons of Paper Saved.

Instead of having the effect of reducing the sales, as was expected by the circulation managers of some of the other evening papers of the city, the non-return system recently inaugurated by the New York Evening World and Journal has had the tendency to increase the sales of those papers, besides saving an average of from 20 to 30 tons of paper a week for each of them.

Before the system was put into effect, return privileges up to 5 per cent, were extended to newsdealers, and it is the testimony of both papers that this privilege was fully taken advantage of by the dealers. Since the non-return system has been in operation, both papers have found that the newsdealers are now buying more closely to their market, with the result that actual sales are increased, and the tons of paper necessary to meet the conditions under the return system are saved. This condition has also been found to exist in the Sunday editions of those papers, which also were put on the non-returnable basis at the same time that the system was applied to the evening papers.

In the opinion of both papers, the chief advantage of the non-return system is that it gives papers of that class an absolute paid circulation, besides acting as an incentive to the newsdealer to push the sales of such papers in preference to those on the return basis. Unsold papers on the non-returnable system are an absolute loss to the dealer, and it is only natural that he should put greater effort into their sale than in those that are returnable.

At the business offices of both papers, it was said that the results of the system so far have been entirely up to the expectations of the business departments when it was decided to put the papers on the non-returnable basis.

The Daily Skandinavien has just celebrated its fiftieth anniversary with a special issue of thirty-six pages.

JOTTINGS BY THE WAY

WHILE in Lawrence, Kan., Newspaper Week, I was quartered at the Beta Theta Pi Fraternity clubhouse. It was my first experience in being intimately associated with a group of college students for over thirty years, and was therefore a decided novelty. It called to mind my own college days when life was young and the open book of the world lay before me. I have traveled about this country quite a bit and have met many college students, but I have never seen anywhere such a healthy, husky, clean-cut, stalwart body of young men. I didn't see one who looked as though he wasn't enjoying every minute of his existence. Those youngsters come from the farms of Kansas, where they have been brought up in the open air with plenty of physical exercise in cultivating and harvesting crops, and where their amusements have been of the kind that quicken the eye, develop muscle, and implant self-reliance.

It was a pleasure to hear these youngsters express their views of things, and tell of their ambitions. They were not at all anxious to impress me with their ideas, and only responded when I asked them direct questions. While all of them were as full of vitality and snap as they could be they did not let athletics interfere with their studies. On nights when I returned late from banquets I would find them plugging cheerfully away at their books.

They liked to ask me questions, too. They wanted to know about New York, which none of them had ever visited; whether Roosevelt had any chance of being elected President; what I thought about law as a profession; and whether a young man ought to get married before or after he was firmly established in his career. One of the brightest and cleverest of the students and I sat on the veranda on a starlight night until nearly one o'clock talking about things in which he was tremendously interested. They were old to me, but to him they were as fresh and as young as youth itself.

I was indeed sorry to leave the Beta Theta Pi boys on Friday night and board a train for Chicago. They had been so kind and thoughtful, and, without, so respectfully attentive to me and so desirous of contributing to my comfort during my stay that I did not want to break the spell. When they said "good-by" to me I left those sturdy young chaps with sincere regret.

I happened to be in Kansas City the day following Billy Sunday's first appearance in the big tabernacle erected for his revival services in that place, when 37,000 assembled at the three services to hear him in spite of a heavy rain storm. The Kansas City Star that morning carried a five-column report of the three services which was so remarkably well done that I asked August Seested, the business manager, the name of the writer. He proved to be A. B. Macdonald, of the editorial department, who has been connected with the paper for twenty-three years. I was told that Mr. Macdonald wrote the story in two hours. He did not arrive at the office until ten o'clock Sunday night, and finished his copy in time to catch the twelve o'clock, midnight, car for his home. Five columns in two hours, written with a pencil and not on a typewriter, is going some.

Macdonald is, undoubtedly, one of the fastest producers of newspaper copy in America. Once when he was employed on the St. Louis Post-Dispatch he was assigned by O. K. Bovard, the managing editor, to report the divorce case of Lempe, the big brewer, in which all St. Louis society was tremendously interested. When given his instructions he was told to take half-a-dozen reporters along, as the Post-Dispatch wanted to print at least two pages of the proceedings.

Macdonald demurred. He said he didn't want any help. Assistants would

only be in the way. He assured Mr. Bovard that he could, without the slightest trouble, furnish all the matter the paper would print. All he wanted was that he be furnished with two messengers to take the copy to the office. Sam Bennett, now of the New York Evening World, who was in charge of the copy desk at the time, said that it was a physical impossibility for Macdonald to do anything of the kind, but the managing editor took him at his word and told him to go ahead.

Macdonald's report filled two solid pages in that afternoon's edition of Post-Dispatch. It was brilliantly written, much of the space being taken with a verbatim transcript of the court proceedings.

The year after Bryan ran for the Presidency and was defeated, Macdonald was assigned to accompany him on his speaking tour among the Chautauquas of Kansas. One day the Overland Limited, upon which Mr. Bryan's party was travelling, had a head-on collision at 7:30 P. M. with another train three miles from Emporia, and thirteen people were killed. Macdonald, who was in the smoker at the time, escaped from the wreck with only a few scratches. He helped the passengers to escape from the overturned cars, secured a list of the dead, and walked three miles to Emporia, where he managed to get a telegraph wire, and sent a three-column story to the Kansas City Star, which issued an extra at ten o'clock, containing a full account of the disaster and a correct list of those who had been killed.

It was a feat on all other newspapers, and added materially to Macdonald's fame as a clever reporter and a rapid and accurate writer.

On the Lake Shore Limited on my homeward journey from Chicago I met M. T. Moloney, who was Attorney-General of Illinois during Cleveland's Administration, an Irish gentleman of the old school, whose observation and reminiscences were of a most entertaining character. Among other stories he told was one concerning Joseph H. Choate and Samuel Untermyer, which is worth repeating:

"When Untermyer was quite a young man he was engaged with Mr. Choate as counsel in an important railroad case. He felt somewhat overawed by the fame of his distinguished colleague, and throughout the trial deferred to Mr. Choate's judgment in handling the case.

"When the trial was concluded Mr. Untermyer handed Mr. Choate his bill for \$1,000 for his services. The latter smiled as he glanced at the amount, and told him he would collect it for him.

"A few days later Mr. Choate telephoned to Mr. Untermyer to call at his office and get his money, as he had secured a settlement with the railroad company. On his arrival Mr. Choate handed him a check for \$5,000 instead of \$1,000. Untermyer looked at the check and then at Mr. Choate, and said:

"My bill was for only \$1,000, and you have given me a check for \$5,000. Hasn't a mistake been made by some one?"

"There has been no mistake, Mr. Untermyer," replied Mr. Choate. "I made a charge of \$10,000 for our services, which the railroad company has paid. You are entitled to one-half of the full amount as my associate in the case."

"Mr. Untermyer was visibly impressed by Mr. Choate's generous act, and at length said:

"Mr. Choate, almost thou persuaded me to be a Christian."

FRANK LEROY BLANCHARD.

Two signed editorials by William R. Hearst printed in the New York American have been published in pamphlet form. They are entitled "The Obligations and Opportunities of the United States in Mexico and in the Philippines."

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 Minnesota

Magazine features and articles for technical and trade publications, popularizing the results of scientific investigation in the University of Minnesota, will be sent out by the department of journalism. The head of each division of the University has approved the plan of the journalism teachers, and has agreed to aid in collecting and writing the stories. Work will be started in earnest at the opening of the new school year next September. The news-service bureau will be under the direction of W. P. Kirkwood, head of the department of journalism. Articles will be prepared on all scientific investigations that may be of popular interest, and on technical methods discovered by university men. They will be furnished to editors who ask for them or for whose papers they seem especially adapted. Some of the writing may be done by advanced students in journalism, under the close supervision of the instructors, Professors Kirkwood and Hood.

University of Wisconsin.

Prof. Ralph S. Butler, who has been a member of the faculty of the University for six years, and who the past year has been in charge of courses in advertising salesmanship and marketing, has resigned to take a professorship in the School of Commerce Accounts and Finance at the New York University.

A six-week short course for young newspaper reporters who cannot spend a longer period in preparation for their work will be given in the 1916 summer session at the University of Wisconsin by the department of journalism, beginning June 26 and continuing until August 4. Besides instruction in methods of news gathering and news printing, the course will include practical experience in reporting for Madison daily newspapers, under the direction of the instructor in journalism.

A number of young newspaper men and women on Wisconsin daily and weekly newspapers have already indicated their intention of attending the summer session course in journalism this year both for the work in reporting and for that in special feature and magazine writing, which will also constitute part of the instruction.

N. C. Parke, who received his training in journalism at the University of Wisconsin, is editing the big war stories cabled to the United Press by their special correspondents in Europe.

The University of Virginia

The newly established School of Journalism at Virginia is nearing the close of a very prosperous year, and one during which the foundations for expansion have been laid. Several of the men have secured positions for the summer with metropolitan newspapers, and will come back next fall with practical experience to add to the theory.

The number of men in the classes has been sixteen this year, all of whom were under the personal care and supervision of Leon R. Whipple, in charge of the course. Mr. Whipple combined his work with the School of Journalism with editorial duties on the Progress, an afternoon daily at Charlottesville, and was able to give a good deal of Progress work to his men. He estimates that they furnished over a column and a half of live news to this paper every day of the school year. This work has given them some idea of practical newspapering. A regular

copy desk, assignment book, etc., was kept, and some of the atmosphere of the city room in this way introduced in the course.

Mr. Whipple expects to spend the summer engaged in writing short stories, and perhaps a novel.

Clarence Nesbitt has secured a position with the Baltimore News for the summer.

W. W. Moss is to be connected with the Charlottesville Progress this summer.

Hugh Alwin-Inness-Brown has resigned from the department, and gone to France, where he is driving an ambulance in the American Ambulance Corps. It is understood he intends to embody his experiences in a novel.

University of Southern California

The department of journalism at the University of Southern California, at Los Angeles, will move into a building of its own this fall, having been crowded out of the College of Liberal Arts by the growth in the number of students taking the journalism work during the past year. One of the college dormitories will be remodelled during the summer for the use of the department, and will be fitted up with twenty typewriters, a copy desk, telephones, etc. There will be several class-rooms, executive offices, and a laboratory in the new home of the department. The number of courses offered will be increased to nineteen, and the teaching force increased to six persons.

Ohio College Editors

CLEVELAND, O., May 17.—W. G. Vorpe, night editor of the Plain Dealer; H. T. McDaniel, sporting editor of the Leader, and William Ganson Rose, former president of the Cleveland Advertising Club, were among the speakers at the annual banquet of the Ohio College Press Association, held at University Club here Saturday. More than fifty members were present, representing fifteen college newspapers. The banquet preceded the seventh annual convention, under the auspices of the Case Tech, publication of Case School of Applied Sciences. The feature of the gathering was the awarding of prizes for the best papers presented at the meeting. The judges were Arthur Hoopringarner, Cleveland Press; W. W. Reynolds, Cleveland Plain Dealer; John J. Hill, Cleveland Leader.

To Improve Financial Advertising

The Financial Advertisers' Association, composed of men connected with banks, trust companies and investment banking institutions throughout the United States, has issued its first bulletin, providing members with facts regarding financial advertising in all parts of the country. Copies of the bulletin are now being distributed locally. At the present time the membership in the Association includes 70 of the largest and most progressive institutions in the country. John Ring, jr., of the Mercantile Trust Co. of St. Louis, is president of the new Association, and it is reported that the membership is being increased by from two to four members a day.

Middletown Times-Press 25 Years Old

On April 29 the Middletown (N. Y.) Times-Press issued a special number commemorating the twenty-fifth anniversary of the establishment of the Middletown Times and the tenth anniversary of its consolidation with the Press. Its chief feature was a profusely illustrated account of newspaper development in Middletown since 1851, the Times-Press being an evolution of the Whig Press, which was started sixty-five years ago. The paper is published by the Stivers Printing Company, of which John D. Stivers is president, M. A. Stivers secretary-treasurer, and H. H. Knickerbocker manager.

PERSONALS

WASHINGTON, D. C.—John Kirby, of the New York World Bureau, is now on the Mexican border as special correspondent for that paper.

Steve Early, of the Associated Press, is the manager of the National Press Club baseball team, which will play the Metropolitan Club on June 3.

Jack Connolly, formerly president of the Boston Press Club, is now in Washington as secretary to a member of Congress.

C. K. McClatchy and Carlos K. McClatchy, jr., of the Sacramento Bee, were visitors to Washington last week.

SAN FRANCISCO.—J. W. Milnes, a publisher and mining man of Prescott, Ariz., formerly a San Francisco newspaper man, is here as a visitor. He recently made a fortune in promoting copper mining properties in Arizona.

Karl Anderson, assistant to John P. Young, of San Francisco Chronicle, is enjoying a vacation trip to southern California. During his absence, E. L. Gruener, is acting as assistant managing editor.

Among the newspaper men who recently arrived here are the following: W. F. Nixon, a publisher, of Woodland; Harry Hammond, a newspaper publisher of Byron; Edgar Williams, an editor of Las Gatos.

CANADA—Lindsay Crawford, assistant editor of the Toronto Globe, addressed the Montreal Reform Club at a luncheon last week. He spoke on the Irish question, a subject on which he is well informed.

F. R. Willoughby, manager of the Seatort (Ont.) News, has enlisted with the 161st Huron Battalion.

Stanley McKeown Brown, who was formerly on the staff of the Toronto Mail and Empire, and more recently connected with the London Daily Mail, is at present visiting in Canada.

John Finlayson has joined the Toronto Star staff, coming to the city from Campbellton, Ont. He was formerly a school teacher.

Brigadier-General David Watson, editor of the Quebec Telegraph, has been promoted to be major-general in command of the Fourth Canadian Division.

John Nelson, managing director of the Vancouver World, is at present in the East, looking after special business for his paper.

JOHNSTOWN, Pa.—H. F. Barnes, of Chicago, has succeeded W. P. McDonald as advertising manager of the Penn Traffic Store, the biggest store in Pennsylvania outside of Pittsburgh and Philadelphia. Mr. McDonald left this week for Columbus, O., to become advertising manager for a women's goods store.

H. G. Andrews, managing editor of the Democrat, has gone to Harrisburg to become the resident correspondent of the Philadelphia North American. He has been succeeded by J. J. Warren, of Pittsburgh.

Byron Dean Bailey, formerly connected with the advertising forces of the H. W. Johns-Manville Company, at Manville, N. J., has returned to Johnstown to again become identified with the Democrat, the editor of which is his uncle, Congressman W. W. Bailey.

BALTIMORE.—Frank Kent, managing editor of the Baltimore Sun, left Baltimore on May 11, to visit Cleveland, Chicago, Cincinnati, and Indianapolis for the purpose of visiting the daily newspaper establishments of those cities, and making a study of their methods. Whatever "new wrinkles" he may chance to discover that are applicable in Baltimore the Sun will adopt.

Strickland Gillilan is now furnishing to the Baltimore News a column of humor under the caption "The Safety Valve." The paragraphs in this column are funny interpretations of printed current local and general news. Gillilan's home in Baltimore.

The Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



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

1,125,264

lines of paid advertising carried in The Free Press during April, an increase of

416,010 lines or 48.8% over the corresponding month of 1915.

Advertisers know why.

The Detroit Free Press
"Michigan's Greatest Newspaper"

VERREE & CONKLIN Foreign Representatives New York 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-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

The Evening Star

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

Member of the A. B. C.

The
PITTSBURG PRESS
Has the LARGEST
Daily and Sunday
CIRCULATION
IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago
Foreign Advertising Representatives

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

CIRCULATION SERVICE

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

Write us to-day for complete details.

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

USE UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

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

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

National Electric Bulletin Corp.
New London, Conn.

SUPPLIES

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

"Quality Goods Only"

New England Newspaper Supply Co.,
Worcester, Mass.

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

Many special representatives who know through years of observation recommend

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

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

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

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.]

Article Misleads, Says Mr. Wollman

THE EDITOR AND PUBLISHER:

SIR: In your paper of May 6 you published an account of the hearing that took place before ex-Judge Edward Swann, District Attorney of New York County, to discuss the question as to whether the members of the Photo-Engravers' Board of Trade of New York, and the corporations and co-partnerships represented by them, had violated what is known as the "Donnelly law," by establishing and putting into effect the "Standard Scale" of prices, in accordance with which the products of the concerns represented on the Photo-Engravers' Board of Trade were to be sold.

In your account as to what occurred at this meeting, after reciting some things that Mr. George Gordon Battle, of counsel for the Board of Trade, said, you state that District Attorney Swann said:

It is not unlawful for any man to raise the price of his goods. That is not the question in this case. The question is: Did the Photo-Engravers' Board of Trade raise the prices of their products by united agreement; and is it true, as alleged, that any one violating that agreement will be subject to certain penalties? That would be unlawful. Not the raising of prices, but the visiting of punishment on any one violating the agreement.

As all the parties to this conference were in deadly earnest, the talking was done rather rapidly, and it is not to be wondered at, that your reporter made a mistake. He set down a claim made by Mr. Battle, as a statement or pronouncement by Judge Swann.

Judge Swann said that it was unlawful to raise the prices, but never said that the unlawfulness consisted of "the visiting of punishment on any one violating the agreement."

Your reporter will probably remember that when Mr. Battle made that claim, which I then regarded and still regard as ridiculous, I called attention at once to the fact that any arrangement by a number of persons, for the raising of prices, whether it arose to the dignity of a binding contract or not, was unlawful.

The Donnelly law of New York, in prescribing what cannot be done, makes unlawful not only "a contract or agreement," but also an "arrangement or combination" to raise prices.

At this conference, in discussing Mr. Battle's claim that a penalty was required to make the raising of prices unlawful, I called attention to the fact that in the decision of the case of the United States against the United States Steel Corporation, the only thing that the four United States Judges who decided this case in Philadelphia found that the United States Steel Corporation had done, that was wrong, was to have the "Gary dinners." There was no contract there, but somebody at these dinners stated what the price was going to be, and then all the parties represented at the dinner went out and offered their goods at those prices. The Court, in deciding the Steel case, said that it was not necessary to have an agreement with a penalty in it, to violate the law, but that any arrangement, even a "gentleman's agreement," would be violative of the Sherman law, which is much like the Donnelly law, only that it applies to inter-State commerce.

Your article will probably be quoted all over the country. The statement of a man in Judge Swann's position will undoubtedly be taken as a precedent. I therefore felt that you would like to correct the mistake you made.

HENRY WOLLMAN,

of Wollman & Wollman,

Counsel for the New York Trade Press Association.
New York, May 16.

Declares Dr. Aughinbaugh's Criticisms Unjust

BUENOS AIRES HERALD.
Buenos Aires, S. A., April 7th.
THE EDITOR AND PUBLISHER:

We have received a copy of your paper containing the report of the address delivered in Boston on December 13, by Dr. William E. Aughinbaugh, and beg to ask that you will be good enough to allow us space in your journal to reply to his criticism of the English press in Argentina, so far as our paper is concerned.

Dr. Aughinbaugh is quite in error in his judgment of the attitude of the Buenos Aires Herald toward American interests. We do not know how long it is since the Doctor was in Buenos Aires, but if he has visited this city during the past two years, then we are surprised that he

should make the statements attributed to him concerning this newspaper. The Herald has consistently been friendly toward American interests. The paper is not owned by an Englishman, but is the property of Mr. Thomas Bell, an Argentine citizen, born in this country, and the son of a pioneer Scottish business man who had the very closest relations with American manufacturers in the early days of this country.

The policy of the paper, although British and strongly pro-Ally, is broad enough to recognize the rapid development of American interests in this country, and to understand the national spirit of the United States as evinced toward Latin-America.

We do not claim to be American in spirit or sentiment, but we do assert that we are fair and just toward American interests. That this fairness on our part is recognized is proved by the fact that probably 90 per cent. of the American business men in this country are keen supporters of the Herald, and only recently the American Commercial Club paid us the unsolicited compliment of passing a resolution thanking us for our kindness and courtesy and invariable fairness toward the United States and the interests of its citizens in this country.

If further proof be needed that we are not entertaining "intense hatred toward America and Americans," and do not "insult and belittle everything American," we would refer you and Dr. Aughinbaugh directly to the American Embassy in Buenos Aires, the National City Bank of New York, the American Commercial Club of Buenos Aires, and to the headquarters of the Illinois Manufacturers' Association in Chicago.

We want no further recognition from Americans than the fact that we are fair and reasonable in our attitude toward them, and we strongly protest against the sweeping denunciation of Dr. Aughinbaugh.

We send you under separate cover a copy of our issue, in which we refer editorially to the address by the Doctor.

LEONARD W. MATTERS,
Manager.

Honest Florida Land Ads

Palatka, Florida, May 13, 1916.

THE EDITOR AND PUBLISHER:

You recently published an article regarding a decision of the United States Supreme Court that has attracted national interest in advertising circles and which will facilitate the ready sale of lands throughout the United States and especially so with regard to Florida lands, when they are honestly advertised and represented in the various mediums throughout the country. The estimated expenditures in advertising real estate throughout the United States may be most conservatively arrived at by the following tabulation:

Assuming in the forty-eight States of the United States there be on an average of twenty-five real estate firms operating in each State (this is an exceedingly low estimate) we would have a total of 1,200 concerns. Florida alone has more than 200 active land development companies, besides many individual firms.

Assume that the minimum expenditure of each of these concerns for newspaper, magazine and periodical advertising amounted to \$10,000 a year we would have a total of \$12,000,000. These figures are ridiculously low yet they are worthy of our serious attention.

We especially, who are operating in the much-maligned State of Florida (maligned because of a few concerns which have unfortunately attracted the attention of Uncle Sam in their anxiety to get quick results and perchance with no desire to deceive or defraud), place a great deal of significance on this recent decision and feel it will facilitate and very materially benefit the real estate fraternity and the State in general and help further the best interests of all concerned, and especially those engaged in the good constructive work recently initiated by the organization of a number of the prominent real estate concerns and operators who have joined forces and are better known as the Associated Land Development and Colonization Interests of Florida, of which I have the honor of being the president.

Bringing the message home you may make your own deductions from the following facts. In the State of Florida we have an area of 35,111,040 acres, a population of 752,619 by the 1910 census, and which, according to a special report issued by the United States Census last month, had increased to 848,000 July, 1914, showing an increase of 95,381 in five years.

Its real estate value placed on a very conservative basis is \$840,175,615. This estimate is based on the following figures taken from the United States Census of 1910: Approximate land area of the State, 35,111,040 acres; land in farms, 5,253,538 acres; value of land in farms, \$93,738,065. This leaves 29,857,502

acres of land including that within the limits of all cities and towns in the State as well as all the unimproved lands for which the census gives no figures. Estimating the value of all this land, cities included, at \$25 an acre, which is a very conservative estimate, we have a value of \$746,437,550. Add to this \$93,738,065, the value of the farm lands, and we have a total value of \$840,175,615.

The principal resources of the State are lumber and timber products, turpentine, and resin, phosphate, agricultural and horticultural products and live stock.

Florida has a salt water coast line of more than 2,000 miles, including indentations, 4,908 miles of railroad and a tropical and semi-tropical climate that attracts the people of the nation to the State to use it as a playground during the winter as it is within the 1,000 mile radius of most of the great centres of population of the country. It is estimated that last season tourists left \$30,000,000 in the State.

Florida is growing faster than the nation, being among the leaders in good roads, excellent school system, fine hotels and all that makes for progress in moral development, material wealth, and the pure enjoyment of life. She is growing in population by leaps and bounds in spite of the fact that her every little misstep or deviation from the straight and narrow path has been exploited in the public press of the nation enough to have depopulated almost any other State.

We, of the real estate fraternity take occasion not to refute any charges made, but to lay our case before the public and let them judge us from what we believe to be our good side through the advertising mediums of the country which in a measure will aid in bringing about more speedy results from what we have initiated.

The necessity for concerted efforts and organization on the part of the real estate operators—who by the way, are the biggest advertisers in the State—caused us to bring together last January the representative real estate development and colonization concerns of Florida. After a brief presentation of the facts showing the desirability of standardizing the advertising, sale, development, and colonization of land in Florida our organization was formed.

It might be said that the sole purpose of the organization was to avoid having the fair name of this glorious State dragged in the mud any longer and of attracting people by a truthful and candid presentation of the conditions and opportunities of Florida as they really are for there is absolutely no need for exaggeration.

Having been taught the real estate business by a masterful teacher, one worthy of being called the dean of real estate men, Joseph P. Day, of New York city, with whom I had the pleasure of being associated for many years, and a man who has expended more millions in advertising real estate than any other one man in the United States, I feel amply qualified to pass judgment upon my brother real estate operators throughout the State of Florida and say that they are as constructive, conscientious, energetic, and fair-minded an aggregation of real estate operators as can be found anywhere in the United States and that when the good people of the United States are convinced of these facts the real good which Uncle Sam proposes for us will be fully realized.

JAMES R. MURPHY.

Mark This Man

Breathes there a man with soul so dead
Who never to himself hath said,
"My trade of late is getting bad;
I'll try another muslin ad."

If such there be, go mark him well;
For him no bank account shall swell,
No angels watch the golden stair
To welcome home a millionaire.

The man who never asks for trade
In local papers oft displayed,
Cares more for rest than worldly gain,
And patronage but gives him pain.

Tread lightly, friends; let no rude sound
Disturb his solitude profound.
Here let him live in calm repose
Unthought except by men he owes.

And when he dies go plant him deep
That naught may break his dreamless sleep.
Where no rude clamor may dispel
The quiet that he loves so well.

And that the world may know its loss
Place on his grave a wreath of moss.
And on a stone above, "Here lies
A chump who wouldn't advertise."

Davie County Record, Mocksville, N. C.

The Chatham (Ont.) Daily News will be in the hands of the ladies of the local chapter of the Daughters of the Empire on June 9, when a committee will have full charge of publication.

QUARTER-CENTURY CONVENTION

Oklahoma Press Association at Tulsa Was Large and Spirited Gathering.

TULSA, Okla., May 15.—The Oklahoma Press Association, at its twenty-fifth annual convention here, elected Byron Norrell, editor and publisher of the Ada News, president. E. S. Bronson, of the El Reno American, was re-elected secretary-treasurer for the tenth consecutive year. Other officers elected are: R. H. Wessell, Frederick Enterprise, first vice-president; Mrs. A. Ramey, Porter Enterprise, second vice-president; John Hunkle, Stillwater Gazette, third vice-president. Shawnee was selected as the convention city in 1917.

The editors were in session here two days, May 12 and 13. On Sunday they were taken on a special train to Drumright, the Cushing oil-field town, and on side trips through this remarkable oil field.

The convention adopted a resolution asking Congress to repeal the Federal Anti-Pass law, taking the position that editors should have the same right to trade their advertising space for transportation as for the farmer to trade the products of his farm for the necessities of life.

E. L. Gregory, publisher of the Ardmore Statesman, urged the editors and publishers of country newspapers in Oklahoma to get together on a uniform and graduated scale of advertising rates, and offered a resolution addressed to the executive committee asking that official action be taken to this end. While the plan is not yet worked out, it is probable that an advertising bureau for country newspapers, similar to that maintained through the Texas Press Association, will be organized and maintained in Oklahoma.

Oklahoma publishers of country newspapers are divided as to the wisdom of installing typesetting machines. "The Linotype" was the subject of two interesting debates, which developed this difference of opinion. The publishers were also divided over the proposition of advancing the subscription price of the weeklies and smaller dailies, because of the great increase in cost of print paper and other materials used in the print shop. Many urged an advance in advertising rates instead.

The maintenance and upkeep of the Editors' Home in Medicine Lodge Park, near Lawton, which was completed last fall, and is a monument to years of untiring effort of Secretary E. S. Bronson, called for a lengthy discussion. It was decided that members would be admitted to the home at any time at a cost of 25 cents a day, and non-members at 50 cents a day.

Prof. Merle Thorpe, of the School of Journalism of the University of Kansas, spoke at length on the work of the Kansas Journalism School, telling of its ideals and what it is now doing for the editors of that State. Others who addressed the convention were: R. M. Elam, of the Enid News; W. C. Cates, of the Claremore Progress; William Stryker, of the Tulsa Democrat; J. C. Manison, of Morris.

Saturday evening the editors and their ladies were guests at a banquet given to them by the Tulsa Press Club. J. B. Gibbons, president of the Club, acted as toastmaster. Covers were laid for 600. The banquet was followed by a ball complimentary to the ladies.

One of the pleasing features of the convention was the presence of sixteen students from the Oklahoma University School of Journalism at Norman, accompanied by Prof. H. H. Herbert, acting director of the school. The students came to the convention as guests of the El Reno American, owned by E. S. Bronson, secretary of the Association, and N. A. Nichols, which paid all their expenses.

Among those in this party of students were: W. H. Campbell, editor of the University Oklahoman; Roy D. Baines, managing editor University Oklahoman; W. Irving Nunn, next year's business manager; Chester H.

Westfall, former editor University Oklahoman, and a member of next year's faculty of the School of Journalism, and other students, all of whom have had practical experience in newspaper work.

WEDDING BELLS

Gilman Parker and Miss Hetty Cattell, reporters on the Chicago Tribune, were married on Saturday, May 14. It was a newspaper romance. Mr. Parker and Miss Cattell met as rival reporters on an assignment more than a year ago. The former then was on the staff of the Herald and the latter was with the Examiner. They found other matters than shop to talk about, however, learning among other things that they both were Virginians and that their grandfathers had been classmates at Princeton. Mr. Parker began newspaper work on the Inter-Ocean several years ago and later made a trip around the world, working on English newspapers in many odd corners of the globe. He is a son of Mrs. Mary Moncure Parker, a poetess of note.

Miss Katherine M. Gummersbach, daughter of Joseph Gummersbach, publisher of the St. Louis Amerika, a German daily and local manager of a New York publishing concern, was married this week, in St. Louis, to Adolph A. Schneiderhahn. The couple are spending a month in New York.

I WANT TO BUY

A daily in undeveloped field in N. Y., N. J., Penna., or N. E. Ten to Fifty Thousand Cash first payment for absolute control. BUT, paper must have big possibilities. Write full story, in strict confidence, to GILES H. DICKINSON, 167 State St., Flushing, N. Y.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Toronto, Cleveland, Pittsburgh, Cincinnati, Detroit, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men 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, Herald Building, 163 W. Washington St., Chas. H. May, Mgr., 'Phone Franklin 44; San Francisco, 742 Market St., R. J. Bidwell, manager, 'phone Kearney 2121.

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

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

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

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

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

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

Baltimore—E. 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. Tremls, 511 Fourteenth Street, N. W.

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

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

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

SITUATIONS WANTED

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

ADVERTISING MANAGER of the modern school, nine years' experience—five with an agency, offers his services to progressive manufacturer. Investigate my ability and integrity and let me show you what advertising as promulgated by modern methods will do for you. Address Efficiency, care Editor and Publisher.

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

CARTOONIST—REPORTER—Young man graduating from college in June—journalism course—experienced both as artist and writer, original, and not afraid of hard work, wants newspaper position anywhere. Will start with small salary if there is opportunity for advancement. Samples and references upon request. Address J., 1811, care Editor and Publisher.

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

COMPOSITOR—Linotype operator; tabular; news, book, job and law; no boozing; ten years at case, stone, job, etc. Address E. Hughes, care Chas. Howard, 328 Dean St., Brooklyn, N. Y.

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

EDITORIAL WRITER, feature writer, copy reader, reporter. Long experience on newspapers, trade papers, and magazines. University man, 35, married; have traveled extensively. Willing to start on low salary and prove ability. Address K 2006, care Editor and Publisher.

EDITORIAL WRITER—Position on trade or newspaper—age 26—two years' experience general reporting—editorial and special articles—start low. Address K 2010, care Editor and Publisher.

MAILING ROOM FOREMAN—Ten years' experience on the largest papers in the country. Competent in all branches of the trade. A believer in strict economy and efficiency. Will gladly consider any offer. Address A-100, care Editor and Publisher.

MANAGER OR ASSISTANT—Young man, 12 years' experience. Now employed as Advertising Manager in charge of foreign and local advertising and acting as assistant business manager, desires new connection at once, account of present management having sold out. A producer and can turn a loser into a good payer. Have had varied experience, especially in advertising, producing and selling copy. Prefer Southern city of 30,000 to 60,000. Will stand closest investigation. Get in touch with me. Salary reasonable to begin until show results. Address Producer, care Editor and Publisher.

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

SECRETARY TO PUBLISHER—Lady wishes a position as secretary to publisher or advertising manager. Record of 12 years with one newspaper. Thoroughly understands the details of publishing and advertising business. Salary \$18 per week. Now employed, but can accept new situation any time. Address K 2024, care Editor and Publisher.

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

HELP WANTED

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

ADVERTISING SOLICITORS—Several experienced advertising solicitors on a new daily newspaper to be launched in a large Middle West City next month. Must be producers of business, fine appearance, and exemplary habits. Address with full particulars as to qualifications, K 2031, care Editor and Publisher.

BUSINESS MANAGER wanted for established Washington Weekly. Excellent opportunity for capable man with \$5,000—financial backing. Will consider lease from responsible party. Address Business Manager, P. O. Box 1242, Washington, D. C.

EDITORIAL ASSISTANT—Capable man with working knowledge of newspaper editorial writing to assist editor; should be familiar with conditions, men and affairs in Eastern Pennsylvania. Send samples of work, give experience and such information as will enable advertiser to judge qualifications. Address K., 2019, care Editor and Publisher.

STENOGRAPHER—A young man who is a good stenographer and typewriter, and has some knowledge of half tones, electrotypes will be given a position in the advertising department of a Brooklyn manufacturer, as an assistant to the advertising manager. Applications should be directed to Box 21, Editor and Publisher.

SOLICITOR FOR TRADE PAPER—We have opening for good reliable traveling representative. One not afraid to work, and able to put proposition in forcible manner. State all particulars in first letter. Address K 2029, care Editor and Publisher.

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

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

\$6,000 Cash

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

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties, Times Bldg., New York

Lower Prices

On newspaper properties in all parts of the country. Many exclusive propositions up to \$1,500,000. Write with references to

H. F. HENRICHS

Newspaper Properties, LITCHFIELD, ILL.

Newspaper Properties for Sale

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

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

FINANCIAL JOURNAL in large Central West city. Founded 22 years ago and yielding annually upwards of \$5,000 net. A field peculiarly its own. Most of its 400 advertisers have used the paper over ten years. Reasons for selling purely personal. A price of \$7,000 with \$3,000 down, balance long time will be given a capable publisher who can act immediately. Wire or write immediately. Client D. F. W.

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

A. D. Porter

118-120 Griswold St., Detroit, Mich.

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.

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

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

SPECIAL MOTOR DRIVES for
STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago
38 Park Row, New York

HEMSTREET'S
ATLAS
**PRESS CLIPPING
BUREAU**

TENTH AVENUE
AT 45th STREET NEW YORK

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST
OUT OF 24 ENGRAVERS
ON TIME ALL THE TIME
ON EARTH
POWERS PHOTO ENGRAVING CO.
24 Nassau Street Tel. 2822-4

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.

Canadian Press Clippings
The problem of covering the Canadian
Field is answered by obtaining the service
of

**The Dominion Press
Clipping Agency**
which gives the clippings on all matters of
interest to you, printed in over 95 per cent.
of the newspapers and publications of
CANADA.
We cover every foot of Canada and New-
foundland at our head office.
74-76 CHURCH ST., TORONTO, CAN.
Price of service, regular press clipping
rates—special rates and discounts to Trade
and Newspapers.

Successful
Men in every walk of life are all
familiar with

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

Romeike Clippings
are an indispensable adjunct to every busi-
ness. If you have never used them, write
for information and terms to-day.
HENRY ROMEIKE, INC.,
106-110 Seventh Ave. New York City

TOWN CRIERS' ANNUAL ELECTION

Providence Ad Club Will Go "With Bells On" to Philadelphia Convention.

PROVIDENCE, R. I., May 16.—At the annual meeting of the Town Criers, the leading advertising club of this State, held yesterday, George W. Danielson, of the firm of Danielson & Son, was elected chief crier.

The officers are: First sub-chief crier, Granville S. Standish; second sub-chief crier, G. Edward Buxton, jr.; funds holder, John F. Sheern; scrivener, E. P. Fredericks; bellman, Joseph S. Gettler; dinner committee chairman, Edward J. Cooney; luncheon board chairman, Leon H. Follett; national advertising chairman, William G. Roelker; retail advertising chairman, J. G. Schoenfarber; advertising technique chairman, Horace G. Belcher; sales management chairman, George Briggs, jr.; business administration, Harry L. Jacobs; selectmen committee chairman, Harris W. Pearson; educational committee, Edward J. W. Proffitt; where-withal committee, Frederick W. Aldred; what-cheer committee, Willard E. Binford; vigilance chairman, Irving Bromley; Providence 1936 planners, Willard I. Lansing; counsellors-at-large, Harris N. Street; Charles S. Coulter, and Daniel S. Mahoney.

Plans for the A. A. C. of W. convention in Philadelphia in June were discussed, and it was reported that Edward J. Cooney and Irving Bromley had left for that city to arrange for the construction of a float for the Rhode Island Town Criers in the parade and to purchase the set of sixteen bells which will be used by the Criers to play at the convention. Reports show that the Club has 167 active members, and has \$701.15 in the treasury.

PAPERS HOSTS TO AD MEN

Cleveland Club Inspected Local Plants and Were Pleasantly Surprised.

CLEVELAND, O., May 18.—A novel entertainment for 150 members of the Cleveland Advertising Club was provided by the four English daily newspapers of Cleveland as part of the Wednesday meeting of the club. Following luncheon at Hotel Statler, where Paul Terry Cherington spoke on "The Necessity for Analysis in Modern Advertising," the members visited the different newspaper plants.

At the Press, W. G. Chandler, advertising manager, was host. The clubmen wrote their names upon slips of paper upon entering the building. When they reached the composing room each was presented with a slug bearing his name, and imbedded in the slug was a bright new Lincoln penny. In the art department a group photograph was taken. When the members got down stairs a photograph and cut had been made, a page set up with a story to go with the cut, and the presses were running off the story of the visit. As soon as the 150 copies had been run off the regular first page plates were put back and the regular run continued.

Bill to Eliminate Ad Floats

CLEVELAND, O., May 18.—Councilman Meyers has introduced an ordinance to bar advertising floats from the downtown streets of Cleveland. "The streets are for traffic, not for advertising purposes," Mr. Meyers says. "These big sign floats are not traffic—they have no destination. The Council is trying to solve the traffic problem. Barring these floats from the streets would be a good way to begin."

Six-Point League Meeting

The annual meeting and election of officers of the Six-Point League, of New York city, will be held on Thursday, June 1. The following committee on nominations has been appointed by President F. St. John Richards: W. H. Lawrence, W. C. Bates, Ralph R. Mulligan, A. K. Hammond, and Charles H. Eddy, chairman.

KANSAS CITY HAS AD BUREAU

Ad Club Vigilance Committee Starts One on the Paid Secretary Plan.

According to the National Vigilance Committee of the A. A. C. of W., the Advertisers' Protective Association of Kansas City is the seventh and latest truth-in-advertising bureau established in the United States. The Kansas City Bureau has been established by the Vigilance Committee of the Kansas City Advertising Club, of which L. E. Holland is chairman. G. M. Husser, former Y. M. C. A. secretary, is the permanent secretary of the Bureau.

All the Kansas City newspapers are extending hearty cooperation to the Bureau. In generous space given to the Bureau, the story of its service is being told to the public. The first of a series of advertisements contained this significant statement:

What we can accomplish depends upon the cooperation of the public in applying a few simple rules in their every-day buying. Remember first that advertising of any form is simply an expression of merchandising. If a salesman misrepresented his goods to you, it would be a simple matter for you to know your rights. The same rules apply to advertising.

You can patronize advertising with reputable firms just as safely and freely as you would their salesmen. Whenever you meet with an incident where the Quality and Price are Not Just as Represented, simply write a full report of your experience to this bureau.

We maintain an investigator to protect the general public as well as the honest merchants and stores, by suppressing and correcting all forms of "untrue, deceptive, or misleading" merchandising and advertising.

ALLEN KELLY DEAD

Allen Kelly, known among journalists from the Atlantic to the Pacific, died in Los Angeles on Tuesday, of a tubercular affection. He had worked in many cities and in each had established a reputation as an exceedingly clever and able writer and editor.

Born in Cambridge in 1855, when a very young man he went to the Pacific Coast, where he was employed on the San Francisco Chronicle and other newspapers. Returning to the East, he was an editorial writer on the Boston Globe and managing editor of the Fall River Globe. When the New York Evening Sun was established he joined its staff and was its first city editor. Another period in San Francisco was spent as city editor, editorial writer, special correspondent, feature writer, and manager of special editions on the San Francisco Examiner.

Later Mr. Kelly was city editor for several years of the Los Angeles Times. Coming to the East again he served as editorial writer on the Philadelphia North American and on the New York News when Frank Munsey took over that paper. Afterward he lived for some years in the Imperial Valley in southern California. In 1905 he went as the correspondent of the Los Angeles Times to Australia and New Zealand to study their experiments in social and industrial legislation.

Always interested in game and forestry matters and big game hunting, he served a term as Commissioner of Forestry in California and trapped in southern California and took to San Francisco the California grizzly bear Monarch, said to be the finest specimen of the grizzly in captivity, which for twenty years was an attraction in Golden Gate Park for naturalists interested in big game.

Mr. Kelly was the author of a book about bears entitled "Bears I Have Known—and Others." He is survived by a son, Sherwin F., and his wife, Florence Finch Kelly.

The Rev. Epiphanius Wilson

The Rev. Epiphanius Wilson, author of "Dante Interpreted," and for ten years, before he retired, in 1914, foreign editor of the Literary Digest, died this week, at his home in Bronxville,

in his seventy-third year. He was born in England, leaving that country when a young man, to become a missionary in Labrador, later becoming professor of Latin and Greek in King's College, Windsor, Nova Scotia. Thirty years ago he came here, and for a time taught Latin and Greek in St. Paul's School, Concord, N. H., after which he joined the staff of the Churchman, to which he contributed a notable series of articles on English, French, and Spanish cathedrals.

OBITUARY NOTES

WILLIAM GLASMANN, twice Mayor of Ogden, Utah, owner and publisher of the Ogden Standard, and a candidate for the United States Senate on the Republican ticket, died suddenly May 13, from rheumatism of the heart. Mr. Glasmann was a member of the State Legislature and served one term as speaker of the House. He was sixty-five years of age.

W. E. EASTMAN, an old and highly esteemed citizen of Nashville, Tenn., died, a few days ago, at the home of his sister, Mrs. Lucy K. Hart, on the Dickerson Road, that city. He had been in failing health for the past two years. Mr. Eastman was one of the original stockholders of the Nashville Banner, established in April, 1876, and took an active part in the management of the paper during the two years he was connected with it.

MRS CHARLES ACKERT, said to be the oldest woman editor in the United States, died at New Paltz, N. Y., May 12, of cancer. For fifty-six years Mrs. Ackert had been editor and manager of the New Paltz Times. Her husband was editor of the Times before the Civil War, and when he went to the front as a war correspondent his wife continued to run the weekly. Mrs. Ackert was eighty-five years old last March.

THOMAS F. BAKER, sixty-nine years of age, editor and one of the founders and owners of the Utica Saturday Globe, who rose from a position as printer to great wealth within a period of a few years, died at his home in Utica May 15, after a long illness. He was a native of Hartford, Conn.

ARCHIBALD J. MCKINNEY, chief probationary officer of the Magistrates' Court of Brooklyn and Queens, died on May 10, at his home, 420 East Fourth Street, Brooklyn, at the age of forty-eight. When a boy he became connected with the Brooklyn Daily Eagle. Later he was a compositor for that newspaper. After working in the composing room of the Brooklyn Citizen for several years he returned to the Eagle as a reporter. When Thomas W. Hinds was Commissioner of Correction he appointed Mr. McKinney his secretary. In 1910 Chief Magistrate Kemper, appointed "Mr. McKinney chief probationary officer.

RICHARD SKUSE, formerly on the staff of the Montreal Herald, who enlisted at the outbreak of war with the Thirteenth Battalion, is dead of wounds received in the recent fighting near St. Eloi.

WILL JENNER, of the circulation department of the Stratford (Ont.) Herald, died last week at the Weston Sanatorium. He was an Englishman but had long been a resident of Canada.

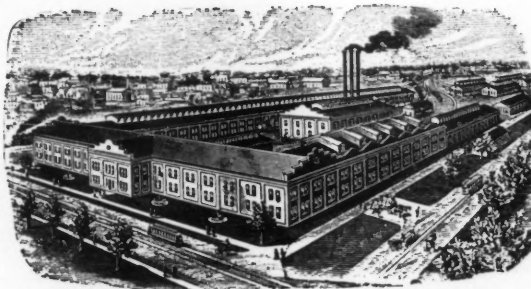
THE REV. HORST SUPPE, a retired Lutheran minister, employed in the editorial department of the St. Louis Amerika, a German morning daily, fell dead on the street while en route to his office. He was fiftyone years old and had lived in this country about seven years. He was for time on the St. Louis Westliche Post.

ROBERT CRAIG, who conducted a special agency at 33 Park Row, New York, is dead.

CHARLES N. DRAKE, a Civil War veteran, and for many years editor and owner of the Cranford Journal, died Saturday at his home in Cranford, N. J. He was seventy years old.

BUSY, PROSPEROUS NEW YORK STATE

WITH
ITS
TEN MILLION
BUYERS



MEANS
PROSPERITY
FOR THE
ADVERTISER



DO YOU remember the game you used to play as a boy, 'Follow the Leader'?

That's what the advertisers all over the

country are doing today in entering the great available Market of

NEW YORK STATE

The Greatest advertisers have learned that New York's Prosperity, its great population, its Billion Dollars paid annually in Salaries and Wages spent for Food—Clothing—Furniture—Carpets—and everything that is needed by the family is the most profitable and most easily reached Market in the United States.

These Newspapers of New York State

co-operate with the Advertiser in pushing the sales of goods advertised in their columns. New York Dealers Co-operate to sell advertised goods—The New York Public are trained to buy them and have the money to buy—this is why

New York State Is 100% Good

Advertising is the round David pebble that makes the Giant Goliath of Public Indifference take the Count.

CONCENTRATE WHERE YOUR RESULTS ARE LARGER, BETTER, QUICKER AND MOST ECONOMICAL—NEW YORK STATE.

The Editor and Publisher and Journalist will supply advertisers who want further information on marketing conditions and selling facilities in New York State and the influence of its strong Newspapers—Write: The Editor and Publisher and Journalist 1117 World Building, New York.

NEWSPAPERS THAT PAY ADVERTISERS A Tremendous Publicity Force of Four Millions An Issue

	Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M) ..	38,514	.06	.06
Albany Knickerbocker Press (S) ..	33,580	.06	.06
Brooklyn Eagle (E) 3c	44,776	.16	.16
Brooklyn Eagle (S) 3c			
Brooklyn Standard Union (E)	60,841	.15	.15
Brooklyn Standard Union (S)	63,666	.15	.15
Buffalo Courier-Enquirer (M&E) ..	105,839	.14	.12
Corning Evening Leader (E)	8,023	.0179	.0129
Elmira Star-Gazette (E)	20,432	.035	.03
Gloversville Leader-Republican (E)	5,667	.0143	.0108
Gloversville Herald (M)	6,260	.02	.015
Ithaca Journal (E)	6,512	.035	.015
Newburg Daily News (E)	8,257	.0358	.0214
Mt. Vernon Daily Argus (E)	6,304	.0214	.015
New York American (M)	276,635	.40	.38
New York American (S)	690,499	.60	.57
New York Globe (E)	175,267	.28	.27
New York Herald (M)	92,853	.40	.40
New York Herald (S)			
N. Y. Journal of Commerce (M) ..	18,654	.18	.15
New York Evening Mail (E)	144,381	.32	.29
New York Evening Post (E)	21,151	.18	.16
New York Press (M)	103,657	.27	.225
New York Press (S)			
New York Sun (M&S)	68,309	.40	.36
New York Sun (E)	170,464	.30	.27
New York Times (M)	334,744	.50	.45
New York Times (S)			
New York Tribune (M&S)	93,848	.25	.21
New York Telegram (E)	207,663	.285	.27
New York Telegram (S)			
New York World (M)	391,831	.40	.40
New York World (S)			
New York World (E)	398,727	.40	.40
Oneonta Star (M)	6,242	.0136	.0107
Poughkeepsie Star (E)	6,318	.0215	.0115
Rochester Union & Advertiser (E)	38,452	.10	.06
Schenectady Gazette (M)	20,680	.06	.04
Troy Record (M&E)	18,401	.035	.035

3,687,447 6,9945 6.4623

Ratings Government Statements, April, 1916.

Rate per line per thousand—one and one half tenths of a cent.

Rate for Magazine page of 224 lines less than 34c per thousand.

COMPARE THIS WITH THE AVERAGE MAGAZINE RATE

Prepared by GEORGE F. BARIGHT, Advertising Specialist, New York



FASTEST ENGRAVERS ON EARTH

*Try Our Newly Patented High Light Drop-Out Method -
Our Newly Patented Double Etching -
A New Color Department With the New Method -
An Art Department that Creates and Embellishes Ideas.
Every Plate a Perfect Printing Plate.*

Take it to the

POWERS PHOTO ENGRAVING CO.

24 Hours Continuous Service



TRIBUNE BUILDING

154 Nassau St.

TELEPHONES

4200, 4201, 4202, 4203, 4204, Beekman.



