

THE EDITOR & PUBLISHER

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

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NEW YORK, SATURDAY, MARCH 17, 1917

10 Cents a Copy

OHIO STATE
UNIVERSITY

MAR 23 1917

LIBRARY

For the maker of shoes—
during 1916 The Chicago Daily
News printed more shoe advertising *six
days a week* than any other Chicago newspaper printed
in seven days. The figures (in agate lines) are:

The Daily News	(6 days)	313,843 lines
The Tribune	(7 days)	262,789 lines
The American	(6 days)	154,386 lines
The Journal	(6 days)	101,032 lines
The Herald	(7 days)	100,279 lines
The Examiner	(7 days)	75,807 lines
The Post	(6 days)	29,690 lines

Do these figures have any bearing on *your* advertising plans for Chicago?

THE CHICAGO DAILY NEWS

Over 425,000 daily

"It Covers Chicago"



 It is said that most printers have three hands—a right hand, a left hand, and a “behindhand.”

The Nation Press has many hands, all actively employed and at your service. But they are all rights and lefts in the most efficient proportion. It is seldom, if ever, that you will find the “behindhand” existing, as far as it is concerned.

We believe that our strict adherence to the delivery requirements of each job has been responsible for our rapid growth and the addition of many pleased customers to our active list.

If our reasoning be correct, you too will appreciate this feature of our service. In any case we would be pleased to have you put us to the test.

The Nation Press

20 Vesey Street

Phone Cortlandt 83

New York

"OHIO FIRST"

OHIO is one of the FIRST GREAT MARKETS of the Middle West, for Advertised Goods, and one of the foremost States of America in enterprise.

Ohio Newspapers are the mediums through which this valuable market can be reached effectively.

Analyze Ohio's 5,000,000 population.

Individualize your analysis.

Bring it down to each one of Ohio's 1,138,165 families.

Satisfy yourself by putting each one through the "Third Degree," or any other similarly trying test—each one will come through a good buyer.

Note Ohio's well-kept homes, her annual wage distribution of \$400,000,000, her wealth of almost \$10,000,000,000, and how she has solved the problem of distribution with her electrified rails, her steam railways and her automobile roads.

Then note again the thousands of dealers in the cities and towns who sell advertised goods, and who could sell more, if *national advertisers and merchants would advertise more* in the "Ohio First" Newspapers.

Dealers in Ohio are willing to co-operate with national advertisers in every way they can.

They are more than willing—they are anxious.

They realize that with the right kind of publicity they can materially increase their own business and at the same time expand the business of all the manufacturers who will help them.

This inclination of dealers exists in all parts of Ohio, and it was never more pronounced than it is today.

These investigations will convince you that Ohio's trade is FIRST in importance west of the Ohio River.

"Ohio First" Newspapers Are Best

		Net paid Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E)	26,541	.035	.035
Canton News	(E & S)	12,316	.0214	.0214
Chillicothe Scioto Gazette	(E)	2,436	.0057	.0057
Chillicothe News Advertiser	(E)	2,451	.0085	.0072
Cincinnati Commercial Tribune	(M)	*60,723	.11	.09
Cincinnati Commercial Tribune	(S)	*26,339	.14	.12
Cincinnati Morning Enquirer, 5c.	(M & S)	56,583	.14	.12
Cleveland Leader	(S)	*145,000	.17	.15
Cleveland News	(E)	*125,000	.18	.16
Combination L. & N.		*270,000	.30	.26
Cleveland Leader	(M)	*85,000	.15	.13
Cleveland News	(E)	*125,000	.18	.16
Combination L. & N.		*210,000	.27	.23
Cleveland Plain Dealer	(M)	*145,000	.18	.18
Cleveland Plain Dealer	(S)	*210,000	.22	.22
Columbus Dispatch	(E)	72,120	.10	.09
Columbus Dispatch	(S)	67,528	.10	.09
Dayton Herald**	(E)	†22,114	.05	.035
Dayton Journal**	(M & S)	†22,430	.05	.035
**Combination (M & S) 6c. per line.				
Dayton Journal	(S)	†22,000	.07	.045
Dayton News	(E)	33,958	.045	.045
Dayton News	(S)	20,388	.03	.03
East Liverpool Tribune	(M)	4,392	.0115	.01
Findlay Republican	(M)	5,950	.0093	.0093
Lima News	(E)	†9,322	.02	.0172
Mansfield News	(E)	†7,631	.019	.019
Marion Daily Star	(E)	7,467	.0129	.0129
Newark American- Tribune	(E)	5,318	.0085	.0085
Piqua Daily Call	(E)	4,012	.0072	.0072
Portsmouth Daily Times	(E)	9,075	.015	.015
Sandusky Register	(M)	4,660	.0093	.0093
Springfield News	(E & S)	12,453	.02	.02
Steubenville Gazette	(E)	3,620	.0143	.0071
Toledo Blade	(E)	50,508	.11	.09
Youngstown Telegram	(E)	16,199	.03	.03
Youngstown Vindicator	(E)	18,658	.03	.03
Youngstown Vindicator	(S)	16,716	.03	.03
Zanesville Signal	(E)	*10,000	.02	.02
Zanesville Times- Recorder	(M)	16,711	.025	.025
Totals,		1,792,253	2.9476	2.5983

†April, 1916, Gov. statement.

*Publishers' statement.

Other ratings Gov. statement Oct. 1, 1916.

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

ISN'T IT REMARKABLE? YET IT'S TRUE ABSOLUTELY

that every one of the four biggest department stores in Des Moines,—every one of the four biggest men's clothing stores in Des Moines,—every one of the four biggest furniture stores in Des Moines,—and three of the four biggest suit and cloak houses in Des Moines used more advertising in *The Des Moines Capital* with its six issues a week during 1916 than they used in the Register and the Evening Tribune combined, publishing thirteen issues.

How the Sixteen Biggest Advertisers Used the Des Moines Newspapers During the Year 1916

FOUR LARGEST DEPARTMENT STORES

Capital	89,786 inches
Register	35,922 inches
News	54,578 inches
Tribune	33,916 inches

FOUR LARGEST FURNITURE STORES

Capital	30,262 inches
Register	11,222 inches
News	25,950 inches
Tribune	6,080 inches

FOUR LARGEST SUIT AND CLOAK STORES

Capital	21,030 inches
Register	6,783 inches
News	12,377 inches
Tribune	5,257 inches

FOUR LARGEST MEN'S CLOTHING STORES

Capital	12,938 inches
Register	5,054 inches
News	7,737 inches
Tribune	1,107 inches

GRAND TOTAL

Capital	154,016 inches
Register	58,981 inches
News	100,642 inches
Tribune	43,360 inches

The figures presented above show The Capital's wonderful pre-eminence among Des Moines merchants,—a record which The Capital has maintained for many years. And it affords evidence of the most final character as to the relative producing power of Des Moines newspapers.

The Des Moines Capital

Honest News—Honest Views—Honest Advertising

Member Audit Bureau of Circulations

LAFAYETTE YOUNG, *Publisher*

SPECIAL REPRESENTATIVES

O'Mara & Ormsbee, Inc.
Tribune Bldg.,
Chicago, Ill.

SPECIAL REPRESENTATIVES

O'Mara & Ormsbee, Inc.,
Brunswick Bldg.,
New York City

THE EDITOR & PUBLISHER

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

Vol. 49 Copyright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, MARCH 17, 1917

No. 40

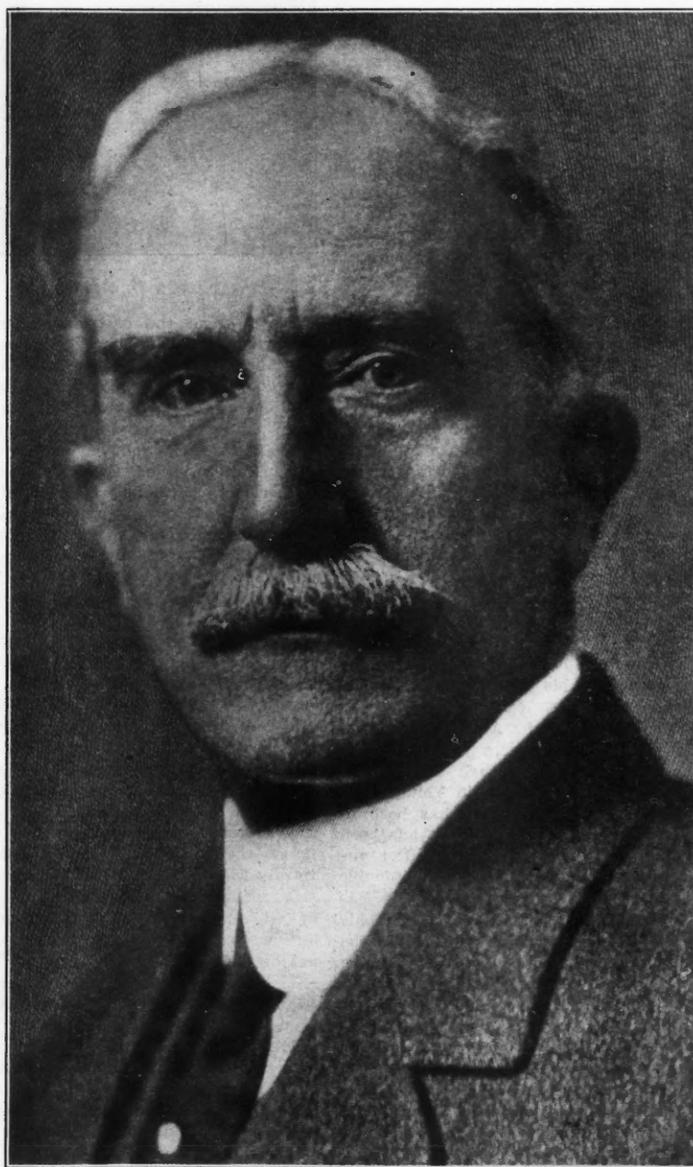
PRESBREY LINKS ADVERTISING WITH SERVICE

Head of Great Agency, Handling the Accounts of More than One Hundred Concerns, Has Always Hitched the Advertising of a Commodity to the Distribution Plans—Success of His Own Business Contingent Upon the Success of His Clients—Man of Diversified Business Interests and Amazing Capacity for Work.

FRANK PRESBREY looks like a gentleman of the old school. As a matter of fact, he is a man of the modern world. He is a business builder—one of the kind who must first make the other fellow successful, in order to achieve a return for his services. He is more than an advertising man. He is an authority on commerce, a master of national distribution of manufactured products, who is emerging into international prominence. He is a banker, an author, a philanthropist, an insurance expert, a man of amazing activities, and as plain as an old shoe. He has individuality, personality, and magnetism. He is convincing, without being commanding, and he is a commander without egotism. He plays golf—it's a hobby with him. Everybody with whom he comes in contact knows him as a business man out of the ordinary, and as a golf player his ability is rated according to the skill of those he plays against. But he plays golf in all kinds of weather, and the effect of the open air is seen in his ruddy face and his clear eyes—eyes that never evade and that always meet yours squarely. He is sixty-two years of age, walks like a man of forty, thinks like one of thirty-five, and has the driving energy of twenty-five. He is a youngster in every respect, the personification of a self-made American. Into his sixty-two years of life he has crowded the work of a dozen successful men. He has a genius for organization. He is observant. His mind is analytical—and open. He is one of the few men whose opinions have not "set." He believes in flexibility and thinks in terms of results and the greatest good to the greatest number. And here you have the dominant trait of his character. If he cannot help the other man, he cannot help himself, and to help himself without aiding others, is, to his way of thinking, a waste of time and effort.

COMMENDED BY HIS PATRONS.

He established the general advertising agency of Frank Presbrey Company, in 1895. After he had been in business twenty years he was summoned hurriedly one day to the India House (of which he is a governor) in Hanover Square. Here he was met by twenty-one of his oldest customers, including five with whose accounts he started into the advertising business. Following the luncheon, he was presented with a solid silver vase, fashioned by Newell, as a testimonial of their appreciation of his work and their confidence in his judgment. Men



FRANK PRESBREY.

who supply the money with which to advertise are prone to complain, and find fault with the manner in which their funds are spent. These men had assembled to commend him, and to tender to him a vote of thanks. That he is justly proud of that luncheon, the gift and the expression of good-will, goes without saying. The results he had

achieved for the twenty-one men whose business he had expanded were attained by systematic effort. Nothing was given over to the law of chance.

Mr. Presbrey, before he entered the advertising business, was a newspaper man. At the age of twenty-six he was editor and publisher of the Daily News-Register, at Youngstown, O., and in the

five years he was connected with Ohio journalism he organized the newspapers of that State into an association that broadened their scope, increased their sphere of influence, and bettered their condition. The Associated Ohio Dailies, of which he was the first secretary, followed a meeting which he called. It was established along the lines he outlined, and it has followed since then the path he marked out. That was long before the days when one heard so much about coöperation and service—words that have become freighted with meaning, the life-blood and the backbone of modern American business methods. He founded and became the editor of Public Opinion in Washington, D. C., in 1886, and in his eight years in the national capital, with constantly broadening ideas and a wider outlook, he realized the commercial advantage New York was to play in the world of business. He came to this city in 1894, as publisher of the Forum, of which Walter H. Page, now the American Ambassador to England, was the editor. During the two years he was connected with that magazine, he collected data and revolved in his mind the outlines of the plan that was to form the pedestal upon which his life's work was to be placed.

PLANNED FOR TRADE EXPANSION.

As a publisher of a daily and of two national magazines, he realized the importance of the then rapidly growing, but badly disorganized, advertising service of the country. Some agencies in those days were excellent and others were not so good. He knew from personal experience the needs of the publisher. He appreciated the requirements of the business world from observation and contact. In the period of rapid commercial development through which he had lived, he saw that system was to emerge. The day would come when business could no longer be done in a haphazard way. Methods would change and problems, brought about by complexities caused by the settling of the United States and the flinging of an empire across the plains and over the ridge of the Rocky Mountains to the Pacific Coast, would require scientific adjustment. The people wanted what others had for sale. The manufacturer wished to reach the consumer. They were separated by—what? Investigation caused him to conclude that the bridge that would span the gulf was coöperation. The causeway could be built only of one thing—service. Having constructed the viaduct and arranged the service, it was necessary to bring

about distribution, but before this could be done there must be a period of reorganization. Then this mass, composed of so many parts, had to be knitted together into a complete fabric—the commodity of advertising.

ENTERED ADVERTISING BUSINESS AT FORTY.

It looks simple now, but it was complicated then. So he organized a general advertising agency. He was then forty years of age. In those days a man figured on retiring when he reached the age of two score. If he didn't, he was unceremoniously pushed into the ranks of the "has beens." But Frank Presbrey personified the new type—the man who comes into his prime at forty, and who is still climbing, supple in experience, trained in business, strongly of the belief that what he has done is nothing to what he can do and must and shall do, at sixty-two.

Mr. Presbrey didn't go into business with a desk, a few accounts, and an unlimited amount of check. He had a plan back of his establishment—carefully worked out—to the last letter. He thought up every contingency then known, and endeavored, so far as possible, to meet them. He had the idea of coöperation and service. He realized that to remain in the advertising business he had to sell the goods of the manufacturer, and to do that, it was necessary to get the people to buy. But the people couldn't purchase the things it was impossible for them to obtain. The old idea that advertising would create a demand, and demand a market, was not a part of his programme. That method might create sales for that indefinite article called by the retailer "something just as good."

In order, then, to give the manufacturer the benefit of his advertising, the retailer the profit in the advertised goods, and the consumer the worth of his money, there must be distribution. The retailer must have on his shelves the articles advertised. If he didn't, there was no advertising in that community. It was a new creed then.

THE WORKING OUT OF A PLAN.

To do this, Mr. Presbrey did something else. Instead of starting at the point where advertisers usually commenced, he did something which a great many thought was a handicap to his business, and a useless expense. He investigated the affairs of the manufacturer. He studied the other man's business from every viewpoint, first from the manufacturing side, then from the angle of the dealer, and next the consumer. Having discovered the faults that each complained of in the other two, he labored to bring about changes that would lessen the friction between them. He poured the oil of coöperation into business. Then he trained men to study the requirements of the manufacturer, to meet sales organizations, to know, understand, and become imbued with the spirit of business, in order that they might the better understand just what the factory had to turn out. He convinced the manufacturer that an article should be identified with a name, put up in a distinctive package, and branded and trade-marked for protection. With all that, he placed the writing of the advertising for that manufacturer into the hands of a specialist, trained to think in terms of the article offered for sale, not wholly for the profit of the maker, but for the common good of every party to the transaction.

After he had done all of this he began to send out his advertising. His copy was clear, readable, understandable, plain, and to the point. It was accompanied by instructions that were sus-

ceptible of but a single interpretation. He wanted a certain thing, in a specified way, in an appointed place, at a stated time. For that service he would pay an agreed-upon price. There was nothing vague, ambiguous, or misunderstood in his insertion orders. It seemed too good to be true. But it was a fact. He had risked everything to reach this point, and he impressed upon each publisher with whom he was doing business the necessity for teamwork. He didn't express it that way, because it was before the day when that phrase was coined. He said something equally as expressive and fully as convincing. His words carried conviction, for here was a man who seemed to be doing the very things for which editors in their associations had passed resolutions for years. In those days a publisher would do more than try anything once. He would try it any number of times, even though he was doubtful of the result. Presbrey's plan looked so good that all with whom he contracted tried it—and they have been clamoring to get more of it ever since. Among other things, he specified a day on which he would send checks for all advertising, and on that day they went forward. The old pastime of haggling over the account was junked into limbo.

GROWTH OF THE BUSINESS.

All of that was twenty-one years ago. The business he sent out then looks small and insignificant compared with the volume he is transacting to-day. Then he was an unknown man with an idea. To-day his is the second or third largest advertising agency in the world, with an annual business of more than \$4,000,000. In 1895 his accounts were running in a few publications. To-day there is scarcely a paper in the country with which he has not transacted business, and in the course of the year he has on his books the names of nearly every newspaper and magazine in the United States.

Long before the outbreak of the world war Mr. Presbrey saw the possibility of extending American business abroad through the efficacy of advertising, and since the starting of hostilities in August, 1914, he has carried his plans forward to the point where he is reaching into fields beyond the seas, extending the trade of his clients into fields beyond the seas, extending American trade-marks and American manufactured goods. From the day when he first sat at his desk in 1881, as an editor and publisher in Youngstown to the present, his work has been of a constructive character. He has been the unrelenting foe and the bitter antagonist of shame and deceit, of double dealing and sharp practice. He has shunned dark passages. During his busy life he has always walked in the sunlight, talked so that he may be heard, has not been afraid to repeat anything he has ever said, can always go back to every man with whom he has ever dealt, and has been sought by others to lend his help and advice. That is the reason he is a director in the Citizens Central National Bank, the Union Exchange National Bank, the North River Savings Bank, the National Surety Company, and the New York Life Insurance Company.

Notwithstanding his activities, he has time for other things. In 1910 he was president of the Society of Genesee, a member of the American Academy of Political and Social Science, and is one of the executive committee of the Boy Scouts of America, and is a member of the Union League and the New York Chamber of Commerce. His clubs are the Princeton, India House, Governors

NESBIT'S POEM ON FLAG ENTHUSIASTICALLY SUNG

Simple, Stirring Verses of New National Anthem Have Made Strong Appeal to People's Patriotic Impulses—Author, a Well-Known Advertising Man, Is Much Gratified by Endorsement.

Has Wilbur D. Nesbit written a new national anthem in his poem "Your Flag and My Flag"? The simple, stirring verses are now sweeping the country, and one enthusiastic admirer pro-



WILBUR D. NESBIT.

nounces them the best expression of American sentiment since Drake wrote his famous poem beginning "When Freedom from her mountain height." Still others declare it to be more American in its expression and more in tune with national thought of to-day than "The Star-Spangled Banner" or even "America." Without entering into a discussion of its merits as compared with other national songs and poems, it is interesting to note that no poem published in recent years has so thoroughly taken hold of the American people.

Public speakers in every State of the Union have been, and are, swaying their audiences with Nesbit's flag verses as part of their speeches. School children everywhere are learning it. It is being taught in the public and parochial schools of Chicago and elsewhere. It has appeared in the Congressional Record several times, and Governors of various States have used it at their flag-day proclamations. Hardly a week passes that some musician does not send Mr. Nesbit a suggested musical setting for the poem, but as yet the right composition has not been found.

Island, Sleepy Hollow, Garden City, Apawamis Country, Blind Brook, and Gridiron. He has written books on motoring abroad, international transatlantic travel, and a number of other subjects, besides contributing to the magazines and serving on committees for the public good.

All of which would indicate that, besides being a thorough-going man of business, modern in every sense that the term implies, he is amiable, companionable, and of magnetic personality, a fast friend, and a mighty good man to know.

These are the attributes that explain why he handles the advertising accounts of about one hundred concerns, many of them the largest of their kind in the country.

AUTHOR AN ADVERTISING MAN.

Mr. Nesbit for years was known as one of America's foremost magazine and newspaper writers, and within the past seven years he has taken his place as one of the leading writers of advertising in America. He is vice-president of the Mahin Advertising Company, of Chicago and New York. He is now writing and supervising copy for such concerns as the B. F. Goodrich Co., Akron, O.; the Baltimore & Ohio Railroad; the Carnation Milk Products Co., Seattle, Wash.; Wilson & Co., Chicago; the Ashland Manufacturing Co., Chicago; Grinnell Gloves; the Haynes Automobile Co., Kokomo; the Lowe Bros. Paint Co., Dayton, O.; the Thread Mills Co., Chicago; the Cheney Talking Machine Co.; the Marshall Field & Co., wholesale, Chicago. Hundreds of thousands of dollars are spent in newspapers, magazines, and farm papers by these advertisers on copy written by Mr. Nesbit.

His years of training in newspaper writing gave him the experience and the knowledge of how to make whatever he writes touch a responsive chord in the reader and stir his mind to action to do whatever Mr. Nesbit's pen so deftly points the way.

"The flag verses," Mr. Nesbit says, "are, in a certain sense, an advertisement for the American flag. They express what I think is in the heart of every American concerning his country's banner. Of course, it is gratifying to know that so many other people agree with the sentiment in the verses."

P. F. Volland & Co., Mr. Nesbit's publishers, of Chicago and New York, were quick to see the wide demand the flag poem would create, and have published it as a hand-colored motto, also as a large poster-size motto for schools, business offices, etc., and as a steel-engraved postcard. In its postcard form it first appeared when the State militia was mobilized on the Mexican border, and it was the favorite of the soldier boys as a missive to the folks at home.

DEFENDED NEWSPAPER IDEALS

Dr. Talcott Williams Says Publicity Is Essential to Existence.

Dr. Talcott Williams, who in spite of his position at the head of the Pulitzer School of Journalism, belongs to Philadelphia, spoke at the eighth Founder's Day exercises at Dropsie College last Friday. His address sparkled with epigrams and was a brilliant defence of the newspaper and its ideals.

"No public can exist and act as a public without publicity," he said. "This is as true of a hamlet of twenty families as of a city of 2,000,000 people." He insisted that, while newspapers sometimes made money, their primary purpose was not one of profit, and added: "The one limitation in publicity which is perilous to-day is not self-interest within the office, but lies with the respectable and advantaged, who cannot bear the light on those great but unacknowledged evils which permeate society and are unpublished. Those are the perils of the hour. We have learned in the last thirty years how the social evil has been curbed, reduced, and made perilous to those who thrive on it: by publicity, and this is true of every social evil whatsoever."

There are three things a man should get out of his business—Profit, Permanence, and Pride. Without profit, it is not a business, but only a hobby. Without permanence, it is only an existence. Without pride, it is only drudgery.—[Impressions.]



YOUR FLAG AND MY FLAG

BY
WILBUR D. NESBIT

Your flag and my flag,
And how it flies to-day
In your land and my land
And half a world away!
Rose-red and blood-red
The stripes forever gleam;
Snow-white and soul-white—
The good forefathers' dream;

Sky-blue and true blue, with stars to gleam aright —
The gloried guidon of the day; a shelter through the night.

Your flag and my flag!
To every star and stripe
The drums beat as hearts beat
And fifers shrilly pipe!
Your flag and my flag —
A blessing in the sky;
Your hope and my hope —
It never hid a lie!

Home land and far land and half the world around,
Old Glory hears our glad salute and ripples to the sound!

Your flag and my flag!
And, oh, how much it holds —
Your land and my land —
Secure within its folds!
Your heart and my heart
Beat quicker at the sight;
Sun-kissed and wind-tossed —
Red and blue and white.

The one flag — the great flag — the flag for me and you —
Glorified all else beside — the red and white and blue!

OTTMAR MERGENTHALER BIRTHDAY CELEBRATION

Memory of Inventor of Linotype Machine Will Be Honored in Chicago on May 11, When Bronze Bust Will Be Unveiled at Shepard Public School—Other Interesting Features.

The sixty-third anniversary of the birth of Ottmar Mergenthaler, inventor of the Linotype machine, will be celebrated in Chicago, May 11, at the Shepard Public School. John Raphael Rogers, of New York city, consulting engineer of the Mergenthaler Linotype Company, has been invited to deliver the principal address.

The programme for the anniversary exercises is being arranged by committees representing the various bodies interested in the great memorial window designed and built by the well-known artist, Thomas Augustin O'Shaughnessy, and installed in the school building by the Old-Time Printers' Association in 1914.

Portraits of Franklin, Mergenthaler, Scott, and Shepard appear in the window, with a printing-house scene of 1814, and this sentiment, the joint product of Albert H. McQuiikin, former editor of the Inland Printer; John McGovern, dean of the Press Club of Chicago, and Col. M. Hugh Madden.

"In honor of printers—past, present, and to come;

The multipliers of recorded thought,
Carrying down the centuries the evidence of man's advancement in knowledge—

The heralds of peace and good will—
The conversators of wisdom—the antagonists of error—

The champions of good works—the glorifiers of achievement—

The preservers of art, the promoters of culture."

Chairman Jeremiah M. Cox, of the Machine Composition Club, has named Messrs. Walter C. Bleloch, Charles L. Just, and Edward J. McCarthy as representatives of that body on the general committee.

WILL UNVEIL BRONZE BUST.

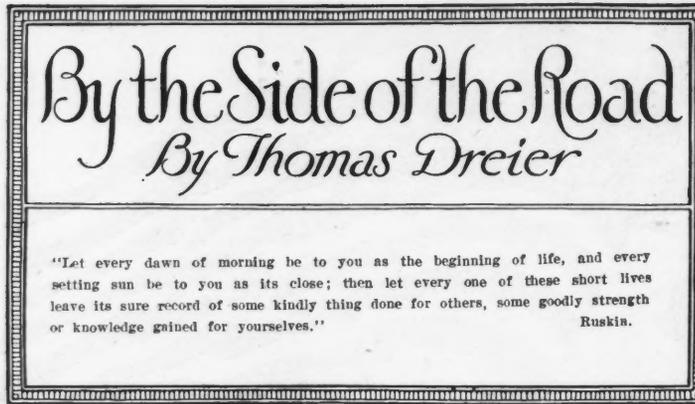
A bronze bust of the inventor of the linotype will be presented to the school by his daughter, Mrs. Rody Patterson Perkins, of Baltimore, who is expected to unveil it in person.

The Old-Time Printers' Committee in charge of the birthday exercises consists of John M. Ryan, Acors Wells Rathbun, Michael H. Madden, William C. Hollister, Thomas A. O'Shaughnessy, Peter B. Olsen, and Michael Colbert.

Other organizations which have been or will be invited to take part in the affair are the Chicago local of the American Newspaper Publishers' Association; Chicago Typographical Union No. 16; the Press Club of Chicago; the Trade Press Association; the Advertising Association of Chicago; the Printing Pressmen's Union, the Palette and Chisel Club, and other bodies which aided the Old-Time Printers' Association in raising the fund for the memorial window.

Six-Point League Dinner

The Six-Point League will hold a dinner on the evening of March 21 in the Oak Room at the Hotel Martinique, New York. The speaker of the occasion will be A. C. Reilly, president of the Association of National Advertisers, and advertising manager of the Remington Typewriter Company.



LAST NIGHT AT NINE o'clock I was tired and sleepy and wanted to go to bed. When the telephone rang I said, "I don't want to answer it. All I am interested in now is rest." But I answered the second ring, and when I took down the receiver I heard the voice of De Witt Hutchings, of the Mission Inn, Riverside, Cal. I had seen him ten days before, but he had just returned to Boston from a tour through the Berkshires and the White Mountains, and was leaving at midnight for the West.

"I am coming out to see you," he said.

"Come ahead," I answered, all the sleepiness gone.

He left shortly after midnight. Not once after I talked with him was I eager for sleep. I was wide awake, ready to sit up and talk all night.

What changed me? I had not rested, had not used any kind of a bracer. Yet I was no longer sleepy.

That shows how our mind controls our body. The announcement that the big, lovable, brainy Hutchings was coming made a changed man of me.

And yet there are people who say that there is no such thing as an instantaneous conversion. Wasn't I converted from a sleepy, useless, lifeless mortal into a man who was alive through and through by a few words over a telephone!

Good news is always great news.

NOT LONG AGO, GLEN BUCK, a Chicago advertising man, and I had a session at the Hotel Touraine, in Boston. The day after this meeting I wrote him the following letter:

"As I said last evening at the Touraine, the man I like best in American literature is Ernest, the hero of Hawthorne's Story of the Great Stone Face.

"When he was a child his mother pointed to the great stone face at the end of the valley and told him that some day there would come a man whose face would have all the dignity and calmness and beauty of that face of stone, as it appeared to them in the light of the setting sun.

"All his life Ernest waited for this hero.

"Old Gathergoid came back from the city and the people hailed him. But Ernest shook his head. He knew that Gathergoid's face, with its pinched features and its lines of the money-getter, was not the promised man.

"Neither was General Blood-and-Thunder.

"For a time he thought that the Poet was the one for whom he had waited, but the Poet himself denied that he was the man.

"Finally, one evening, as Ernest was talking to the people, as he had talked to them in his simple way for many years, the Poet stood up and shouted, 'Book! See, Ernest himself resembles the Great Stone Face!'

"I like that story. By staying in his own community and serving faithfully in the little things, holding in his mind the ideal of his youth, he became what he had dreamed for some one else.

"The simple, quiet, gentle, neighborly things mean more to me now than they did in the Chicago days. Then I was after Fame. To-day I feel mellow—better able, I think, to appreciate sincere friendship, and more eager to serve faithfully in little things."

To this letter Mr. Buck replied:

"Hans Christian Andersen once wrote a story of an ugly little feathered thing that went wobbling in silence about a filthy barn-yard, the butt of all the contempt that poultry is supposed to be heir to—until one fine day it found wings and flew into a tree-shadowed pond. And there it discovered itself to be a beautiful swan.

"There never has been another story like it—for it reaches down to that deepest place in the human heart, where hungry Hope—ever last to perish under the touch of murky despair—is nourished and made stronger by it. Every fine and hopeful man must be sure that his first hour at the beautiful pond is to come to-day, or, at latest, to-morrow. And it must always be so.

"Yours—and Hawthorne's—Ernest story is but a sequel. Consciously we all set a pattern to work to—we all have our own great stone faces. But in the working certain processes become automatic—habits are formed.

"Peggy is just now learning to play the piano. With a great deal of practice she has attained proficiency in running the scale smoothly. She has made painstaking work automatic—she has made subconscious a job that required her constant thought and attention.

"Life is just one little habit after another.

"We are constantly choosing this thing or that thing. The repetition of similar choices fixes habits. And all our choices are made with the great stone face in view—if one exists for us.

"To make our right actions subconscious—by constant repetition to make them automatic—and by disuse to eradicate wrong action—that, and that alone is what makes personal progress. And, thank God, the revolution can start at any point.

"Character is just the sum total of our habits.

"Saturday I had a birthday—and I am older than I like to admit. The stone face has not been wanting. But now I know that the tree-shadowed pond may only be reached by a way I myself must build. And you must know that, too."

Now that you've read the two letters, what do you want to say to me.

HOW BERNSTORFF KEPT TRACK OF REPORTERS

Said to Have Had Elaborate Card-Index Which Gave Him Information Concerning Every Correspondent with Whom He Had Dealings—The World's Amazing Story.

In a most amazing story published this week the New York World uncovers what is termed the activities of Count von Bernstorff, late German Ambassador, in his dealings with the correspondents at Washington. The article states that "Bernstorff was a master craftsman, and in his relations with the newspaper men in Washington he was far more skilful than any other diplomat has been. Through them he 'worked' the American people and managed to offset whatever views or information the State Department was trying to get before the public. He gave to the many newspaper men news that he got from his own Government before it reached the State Department; he gave away news that he got from the State Department before the State Department itself gave it out. With infinite skill he used many American newspaper men to force the hands of their own State Department and obtain publication of news which it was against the policy and interest of the United States to make public.

"He shamefully lied to some newspaper men in order to create friction between the State Department and the Entente embassies, and even succeeded in obtaining the publication as coming from the State Department, and even from the Entente embassies, of news stories fabricated out of the whole cloth to serve Germany's interests and deceive public opinion in the United States."

REMARKABLE CARD INDEX.

Continuing it states:

"Bernstorff had an elaborate card index system in which every correspondent and newspaper man in Washington was classified, either as pro-German or anti-German. It is significant that it never seems to have entered the German Ambassador's head that a man could be simply pro-American. He divided all newspaper men into two classes—those who were willing to put out news favorable to Germany and to present the German side of any issue that might arise and those who were not willing to do so. It is said that his list of anti-German correspondents was a very small one.

"An examination of the newspaper files of the past two and a half years shows that Bernstorff was not far wrong. Time and time again the great news gathering associations and leading papers of the country have sent out printed dispatches well calculated to create public sentiment in favor of Germany, even in controversies with the United States.

RECORD OF EVERY REPORTER.

"This card index system was most complete. It gave each man's name, age and place of birth; whether he was an American citizen by birth or naturalization or the subject of a foreign country; where he was educated and how long he had been in the newspaper profession; the names of the newspapers he had worked for and how long he had been with the paper he represented in Washington; the salary he received and whether he had any independent income; his religious and political affiliations

PUBLISHER HELD CHECK TWENTY-EIGHT YEARS

Paper Was Promptly Honored Recently When Presented for Payment to Advertising Firm—Original Eight Dollars, With Compounded Interest, Would now be Quadrupled.

The possibility of a publisher of a newspaper forgetting to cash a check sent him for advertising would seem to be beyond belief, and that he would allow a check for eight dollars to lie in a drawer of his desk for a period of nearly twenty-eight years would be so improbable a story that one must needs have good friends to whom he would take a chance in telling it. Nevertheless, such a story is told by Charles C. Green, merchandising manager for William R. Warner & Company, and he backs it up with documents and the original check.

Among the accounts carried by the Warner Company is that of H. E. Bucklen & Company, which is at the present time spending about \$100,000 a year in newspaper advertising. Mr. Green states that about March 1 he received a letter from Samuel S. Clark, of Monmouth, Ill., in which he says among other things: "In cleaning out a drawer of old letters I found the enclosed check which by some means was not presented for payment. It was in the letter in which I return it to you. I also send the contract on which it was the last payment. Is the check still good for the amount or is it too old? If you look the matter up, your check book will show that it was never returned to you. If you are willing to pay it at this late date I will appreciate it very much. I was a member of the Atlas firm at that time and now am the only one of the firm left. If you are willing to pay it you might change the date on it or make a new check."

NEW CHECK WAS DRAWN.

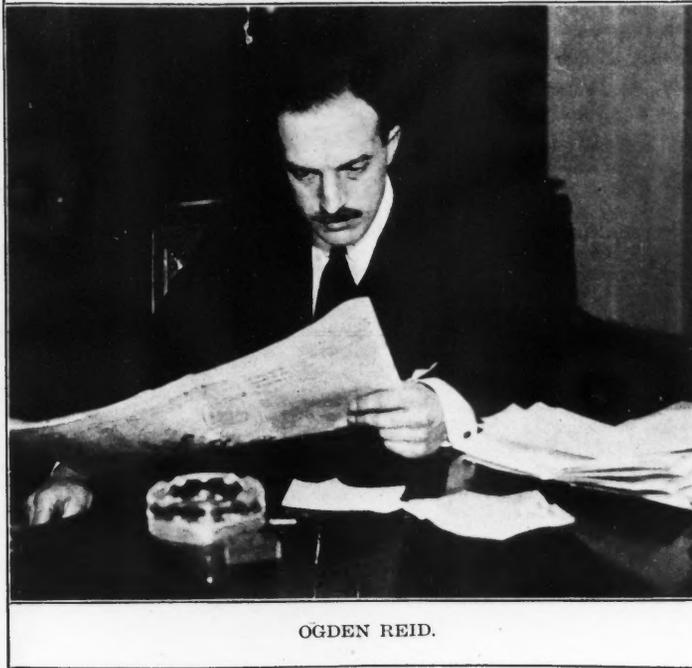
After Mr. Green had recovered from his astonishment and the shock, a new check was drawn for the amount and forwarded to Mr. Clark. In commenting on the matter Mr. Green says: "You have heard of these country publishers opening their mail several years later, and they have been the bane of many an advertiser and agency who tries to do some advertising in some of these small towns, but who ever heard before of a publisher leaving a check for twenty-eight years? Think how much interest this fellow has lost on his money."

At the ordinary bank interest of 4 per cent., compounded, the interest alone for the nearly twenty-eight years would amount to \$23.24, according to a local mathematician. Had the check been deposited when received and the money allowed to stay in the bank, the recipient would have had on March 1 at this rate, \$31.24.

Press Joins Defence Movement

Editors of New Hampshire newspapers have been asked to join with the New Hampshire League for National Defence in its arrangements for preparing the State for its part in the general plan of adequate national defence. A number of editors already have signified their intention of accepting the invitation of Clarence E. Carr, Chairman of the Executive Committee, to participate in a meeting of the League at the State House in Concord on March 20.

NEWSPAPER MAKERS AT WORK



OGDEN REID.

WHEN Ogden Reid became editor of the Tribune four years ago this week, he had a definite idea of what he wanted to do. Previous to that date he had been employed in every position in the Tribune's editorial department, from reporter to managing editor. He chased news on the street, read copy, wrote heads, made up the paper, and acted as night editor and managing editor. He drilled thoroughly, not for a few months, but for several years. He learned the business from the ground up. Then, when he became editor of the Tribune he decided to make the paper distinctive—to do something different, but to do it in a constructive way. Because he has a very high idea of the ethics of journalism, as a profession, he did not attempt anything spectacular. His first thought was to make the columns of the Tribune unassailable as to accuracy. The news columns, in his opinion, should never be used to persuade a reader. They should tell the news, and nothing but the news, regardless of the editorial policy.

The fact that the Public Service Commission paid the Tribune more than \$100,000 a year in rent, did not deter the paper from criticising that body, and continuing the criticism from day to day. The possibility that the Commission would move out of the Tribune Building was not considered. Mr. Reid cared nothing about that, and when it did move to other quarters, he was not surprised—but he had demonstrated that he placed principle above everything else.

Mr. Reid considers the Tribune's greatest achievement the guaranteeing of its advertising. When the idea was first suggested to him—and he gives G. Verner Rogers, general manager of that newspaper, the credit for it—he saw in it the constructive line for which he was searching, and he adopted it. The whole idea was to refund money to any purchaser who had purchased an article advertised in the Tribune, if for any reason the purchaser was dissatisfied. Advertising that did not come up to the Tribune's qualifications was thrown out, advertising was refused, and the Tribune's criticism extended to those who advertised regularly in its columns. If they did not reform, their copy was barred. A number of libel suits were filed against the paper, but the fight continued. Advertisers denied the use of the paper's column were only admitted again when they reformed their methods in accordance with the Tribune's policy.

Mr. Reid claims no credit himself, generously passing it to others. He will tell you that the man who occupies this or that position on the Tribune is the very best man in New York city, and that he has full confidence in him. In this way he brings out initiative. To department heads he gives the full measure of praise for what the paper has done and is doing, disclaiming any for himself. He works long hours, works hard, accomplishes a great deal, and at the end of the day, in recognizing the good things done by his associates, regrets that he has not been able to do more himself.

On the walls of Mr. Reid's office there are photographs and steel engravings of his father, the late Whitelaw Reid, as well as of Horace Greeley. Among other things, there is a letter from Mr. Greeley to his father, commending him for the current issue of the Tribune, and stating that it was the best issue ever printed.

There are also pictures of the original building of the Tribune. The present structure was the first building of the skyscraper type erected in the United States. Mr. Reid was graduated from Yale in 1894, after which he went to law school, and was admitted to the New York bar in 1898. He is a member of the New York Press Club, commodore of the American Yacht Club, a member of the Racquet, Union, Brook, and Union League Club, and the Chamber of Commerce.

SENATE FAILS TO PUT NEWSPAPER IN CONTEMPT

Providence Journal Scores Victory on Floor of Upper House of Rhode Island Legislature—Case First of Its Kind in the State—Motion Not Even Seconded—Senator Archambault's Resolutions.

An attempt to have the Providence (R. I.) Journal adjudged in contempt and to deny the privilege of the floor of the Senate to the representatives of the Journal until that newspaper "shall have purged itself of said contempt by retraction of a false report to the satisfaction of the President of the Senate," failed utterly a few days ago.

Senator Archambault, a minority member of the corporations committee, offered such a resolution. It failed of acceptance. He then offered a motion. Not one of the thirty-eight other Senators present would second his motion.

The action of the Senator was brought about when he declared an article published in the paper was false. It was based on a "stick and a half" story relating to the recommendation of the granting of perpetual right of eminent domain to the Rhode Island Power Transmission Company. Action reached was such that a ten-year limitation was arranged.

Mr. Archambault declared that the information was inaccurate and that as the paper would not correct the alleged error he asked the contempt proceedings in the following resolutions:

"Whereas, the natural and reasonable interpretation of said report is that the Senate Committee on corporations did hold a meeting at which it decided that it would not recommend the granting of a perpetual right of eminent domain to the Rhode Island Power Transmission Company, but would recommend a limited right, and that the Rhode Island Power Transmission Company would be satisfied with a ten-year limitation, and

"Whereas, said report is absolutely untrue, and

"Whereas, the Providence Journal, did, in its issue of March 9, fail to correct its error, but on the contrary did continue its false publication with elaboration and enlargement, and

"Whereas, the people of the State of Rhode Island are entitled to truthful information concerning the doings of the Senate and its committee:

"Now, therefore, be it resolved, that said Providence Journal is adjudged in contempt of the Senate, and

"Be it further resolved, that the President of the Senate be and he is hereby requested to deny the privilege of the floor of the Senate to the representatives of the Providence Journal until said Providence Journal shall have purged itself of said contempt by retraction of said false report, to the satisfaction of the President of the Senate."

The presentation of the resolution in the Senate caused considerable argument. Among the Senators taking up the side of the paper was Senator William G. Troy, of Providence. He said: "The Providence Journal should not be in contempt, but rather the man who gave the information or the one responsible for the 'leak.'"

He said further: "There has been a Democratic leak in Washington. Are we going to have a Republican leak in Rhode Island? Let's not make ourselves ridiculous. The man who should be hounded out of the State House is the news bearer and not the hard-working reporters."

NEWS PRINT MARKET IS CRITICAL UNLESS PUBLISHERS CUT CONSUMPTION 5 PER CENT.

Conference of New York Publishers With Representatives of Federal Trade Commission Develops that Only 17,000 Tons Have Been Pledged—It Is Necessary, It Is Asserted, to Get 150,000 to Prevent a Crisis.

UNLESS publishers relinquish 5 per cent. of their 1917 contract requirements for news print, the situation in the paper market will, in many respects, it is said, be fully as critical as it was a year ago. There is a very close balance between supply and demand. Publishers are using news print about as fast as it is being manufactured, it developed at a meeting between the publishers of New York daily newspapers and representatives of the Federal Trade Commission last Monday, held in the board rooms of the Associated Press.

PUBLISHERS HAVE NOT SIGNED UP.

The Federal Trade Commission, it was made plain, is doing its part. The agreement of the manufacturers will be lived up to by them, it was said. It is now simply a question of the publishers agreeing among themselves to relinquish sufficient of their tonnage to make it certain that there will be enough to go around. It is the only way they can get the benefit of the price of \$2.50 a 100 pounds which the Commission has set for the next six months. New York newspapers consume 25 per cent. of all the print paper manufactured on the continent, and if publishers generally will get together and effect the same economies that the Metropolitan newspaper men have, it will be an easy matter. On the other hand, if the disposition of a large number of publishers to let the other fellow do it continues, there is danger there will be repetition next fall and winter of the same troubles that the newspapers faced last fall and winter. If publishers do not sign with the Commission, and reduce their consumption below production, for the purpose of creating a competitive market, they will create a sellers' market, against which L. B. Palmer, in the American Newspaper Publishers Bulletin early last summer warned them. If all the publishers of the country relinquish 5 per cent. of their contract allotments, competition will be restored, and if they do not, they will be laying the foundations on which the manufacturers may build perhaps higher prices next November and December, when it comes time to sign the 1918 contracts. This seems to be the opinion of the committee which will make its report to the New York Newspaper Publishers Association next Wednesday at which time it will present for adoption a code of principles.

So far only 17,000 tons of news print has been assured to the Commission by signature. Other publishers seem to be holding off, apparently in the hope that sufficient tonnage will be released by others to make it unnecessary on the part of those who hold back. It is necessary, it was said, to have 150,000 free tons of news print in sight to restore competitive conditions. If publishers agree to relinquish 5 per cent. of their consumption, and follow the same economies which most New York publishers have adopted and others which they are willing to institute, consumption will be 90,000 below production, and this with 60,000 tons in reserve, will make up the 150,000 tons. Drastic economies, in the opinion of the Committee appointed by the publishers, will

be necessary on the part of publishers in all sections of the country. They must cut down to the bone, and do it now. If they do not, they will encourage the making of higher prices in 1918.

MONDAY'S MEETING.

Twenty-six New York publishers met with Commissioner Will H. Parry, of the Federal Trade Commission, and Francis J. Heney, special counsel for the Commission, in the directors' room of the Associated Press Monday, to discuss the problem that confronts the publishing interests of the country at the present time. The fact that there was a disposition on the part of a number of newspaper men to let the other fellow do it was made plain. It was pointed out that all must do their part if they would participate in the reduction in price which the Commission had secured.

After listening to the representatives of the Federal Trade Commission, the publishers adopted a resolution pledging the continuance of an economy in news print consumption of 2,000 tons monthly, in this city. The resolution follows: "Resolved, That present conditions in the news print market are such that we pledge ourselves to make all possible reduction of consumption in addition to reductions already made which now amount to not less than 2,000 tons per month, and further we pledge ourselves through our committee to cooperate in every way practicable in our endeavor to bring about a condition of further lessened consumption."

With the pledge it is the purpose of the Commission, it is said, to visit the larger cities of the country, in an endeavor to obtain similar agreements in order that there shall be freed something like 150,000 tons of news print, for the use of newspapers without contract, and to take up any slack of car shortage, and consequent delays caused by getting raw materials and fuel to the mills, and the finished product from the different plants to the pressroom floors of consumers.

WILL VISIT OTHER CITIES.

The first city to be visited will be Boston. It was said that 20,000 tons of news print are wasted in that city annually, through the abuse of the return privilege, more than 10,000 tons in Detroit, and still more in the city of Chicago. Representatives of the Commission will visit these three towns, as well as a number of other large centres of population, explain the seriousness of the present situation, and the necessity for reducing all waste to the minimum; if it is not done, it is declared, there will not be enough paper to go around. If it is done, there will be sufficient.

PUBLISHERS ARE NOT SIGNING.

It was made plain at the meeting, however, that publishers must sign the agreement with the Commission. That there was a disposition on the part of the large number to hold back, is evident from the statement that only 17,000 tons have been pledged. It was expected that at least 90,000 tons would be pledged as a result of the Washington meeting. Now, it develops, according to the information given at the

conference last Monday morning, it will be necessary to pledge at least 150,000 tons of news print—possibly 160,000 tons. Further and more drastic economies were necessary, it was stated, to avoid a condition worse than exists at the present time, and that may be worse than has existed in the past.

RIGID ECONOMIES NECESSARY.

Every pound of paper that can be saved should be saved, it was stated. The stocks on hand at the present time, it is said, amount to less than 60,000 tons. While there was an apparent shortage of but 40,000 tons a few weeks ago, it develops now that there may be a great deal more than that amount. Not only are a number of small publishers threatened, but some large publishers are also without an assurance of news print for the balance of the year. The action of the Canadian Government in barring the shipment of news print to certain newspapers may also have an effect, it was said.

A committee consisting of Emil M. Scholz, of the Evening Post, chairman; George A. McAneny, of the Times; Bradford Merrill, of the American; W. C. Reick, of the Sun, and Herbert F. Gunnison, of the Brooklyn Eagle, was appointed to draft the resolution that appears above.

OTHER ECONOMIES DISCUSSED.

There was a general discussion among the twenty-six publishers who were present, as to the best methods to pursue, to reduce news print consumption to the lowest possible point. The matter of raising the retail price of the papers to two cents, following the action of the newspapers of Philadelphia, Pittsburgh, and Buffalo, was discussed. It was impossible, it is stated, because of the attitude of at least one other New York morning newspaper, which has a sufficient supply of paper assured for the future, and hence is not interested in the matter. The five Jewish daily newspapers raised retail prices from 1 to 2 cents last fall. At that time they circulated 500,000 copies daily. They lost some ground, gradually gaining back to the point represented by the actual waste in circulation. They are now printing and selling 420,000 copies a day at 2 cents, in place of 500,000 copies at 1 cent.

THE VALUE OF BASEBALL EXTRAS.

There was considerable discussion as to baseball extras, their value and the policy of either eliminating or reducing them. It seems to be the opinion of many that too much space is given to baseball, that it represents waste, in the paper consumed in extras at least, and that economies might be practiced in this direction.

The idea of the discussion was to ascertain whether it was possible to make still further reductions in the consumption of news print paper during the coming year. It was pointed out that there must be a surplus on hand at all times, not only to take care of the shortage for the smaller publishers and those without contract, but in order that publishers themselves may not suffer as a result of slow delivery, car shortage, strikes, and the like.

PUBLISHERS WHO WERE PRESENT.

The publishers who attended the meeting were: George McAneny, Times; Emil M. Scholz, Evening Post; Louis Wiley, Times; Bradford Merrill, American; Jason Rogers, Globe; G. V. Rogers, Tribune; Mr. Reick, Sun; Mr. Bridgman, Brooklyn Standard Union; Mr. Gunnison, Brooklyn Eagle; A. W. Dodsworth, Journal of Commerce; R. C. Ellsworth, Brooklyn Times; W. E.

Lewis, Morning Telegraph; Leon Kamakly, Jewish Daily News; J. F. Frost, Brooklyn Citizen; H. Paley, Jewish Daily Warheit; J. Holz, German Herald; Joseph Cashman, Wall Street Journal; Israel Friedkin, Jewish Morning Journal; Morris Weinberg, The Day; W. Hirsch, Il Progresso Italo-Americano; J. K. Ohl, T. O. Davidson, Herald; William Hoffman, Staats-Zeitung; Mr. McLean, Evening Post; Dr. E. A. Rumely, G. H. Larke, Evening Mail.

MORE MILLS MAY SIGN TO REDUCE PAPER COST

Federal Trade Commission Representatives May Induce Others to Join Agreement to Accept Price of \$2.50 a 100 Pounds at the Mill—Manufacturers Not Trying to Evade Agreement.

Efforts have been made by members of the Federal Trade Commission, while in New York, to induce other manufacturers to agree to accept the price of \$2.50 for news print for the next six months. It is believed that there is excellent prospect of success. It is said that several conferences have been held in New York during the week, and the belief is general that a number of those who have not signed, will do so.

Those who have agreed, it is claimed, are endeavoring to induce the other manufacturers to join with them, and it is to aid in this work that Francis J. Heney, special counsel for the Commission, is in the city, it is said.

One group of manufacturers, it is claimed, is bitter against the other group which went on record in favor of permitting the Federal Trade Commission to fix the prices, based on the costs of making paper as ascertained by the accountants of the Commission. On the other hand, those who have signed, it is said, feel aggrieved because the others have not joined with them.

There is no longer perfect accord among the manufacturers. The signing of the agreement by a number of them meets with opposition.

It is said that a number of others will join in the agreement shortly, and this knowledge has increased the bitterness in the ranks of the men who had hoisted their prices to a point where the intervention of a Federal investigating commission was made necessary.

Instead of disrupting the publishers, the manufacturers appear to have succeeded in causing a split in their own ranks, and this is said to be widening daily. The mere fact that others contemplate yielding and agreeing to the price set by the Federal Trade Commission causes speculation among them as to which ones will be the next to lower prices in response to the popular demand.

There was a report to the effect that one of the manufacturers was trying to get out of his agreement with the Federal Trade Commission to permit that body to fix the price of news print for the next year. It was stated that agents of at least one of the companies had approached publishers to ascertain whether they intended to take advantage of the reduced price the Commission had set, after the manufacturers had made paper for them last year at a loss. This story is denied by a man who is in a position to know. He says that every manufacturer will live up to his agreement. There has been no disposition on the part of any of them, he declares, to get out of the agreement.

"All of the paper makers who signed the agreement will abide by it," he said.

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

Demonstrating Linotype Merit on the DETROIT FREE PRESS

IN JUNE last, one Model 19 Linotype was installed in the plant of the Detroit Free Press. The first night this machine was in operation Superintendent McConnell made the following report:

"The Model 19 produced 2,700 lines in 7 hours, actual running time—equivalent to 64,800 ems; 9,257 ems an hour; 6 3/7 lines per minute."

Based on this demonstration of Linotype merit, the Detroit Free Press ordered the following new equipment:

8 Model 19
2 Model 14
1 Model 9
1 Model 17

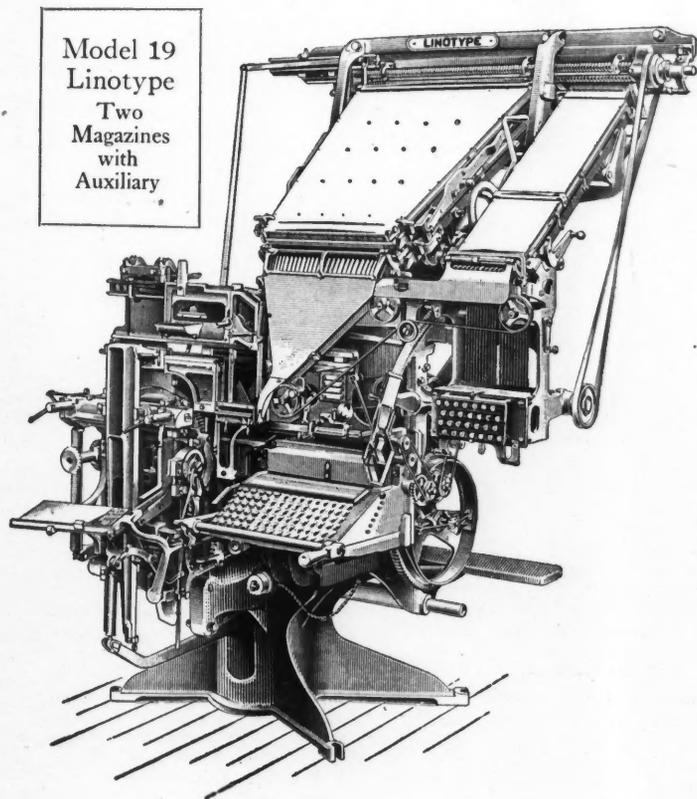
—12 Multiple Magazine Linotypes.

Let us prove to you the economies Multiple Magazine Linotypes will effect in your composing room. Write us today at our nearest Agency.

Mergenthaler Linotype Co.

Tribune Building, NEW YORK

CHICAGO - - - - - 1100 S. Wabash Ave.
SAN FRANCISCO - - - - - 646 Sacramento St.
NEW ORLEANS - - - - - 649 Baronne St.
Toronto: Canadian Linotype, Ltd. - - 35 Lombard St.



GOOD PROGRAM PLANNED FOR JOURNALISM WEEK

Leaders in Different Phases of Newspaper and Magazine Publishing Businesses Will Address Eighth Annual Conference to Be Held at the University of Missouri, May 7-11.

The programme of the eighth annual Journalism Week, to be held May 7-11, inclusive, at the University of Missouri, is still in the making. Some of the expected speakers are Ray Stannard Baker (David Grayson), of Amherst, Mass.; John T. McCutcheon, cartoonist of the Chicago Tribune; Roy W. Howard, of New York, president of the United Press Associations; Joseph Pulitzer, jr., publisher of the St. Louis Post-Dispatch; Wright A. Patterson, of Chicago, editor of the Western Newspaper Union; N. A. Huse, of New York, vice-president of the American Press Association and formerly editor of the Norfolk (Neb.) News; W. C. Edgar, of Minneapolis, editor of the Belman and of the Northwestern Miller; W. D. Boyce, publisher of the Indianapolis Times and owner of the Boyce syndicate of newspapers; David Beecroft, of New York, managing editor of Motor Age; Hugh McVey, advertising counsellor of the Capper publications, of Topeka, Kan.; Henry P. Robbins, editorial writer for the St. Louis Globe-Democrat, and Bernard Gruenstein, religious editor of the St. Louis Republic. All meetings will be open to the public.

Tuesday will be devoted to the writing side of journalism, Wednesday to public service, Thursday to the business side, and Friday to the community newspaper. The Journalism Week banquet will be Friday night, and Dean Walter Williams promises that it will be unique and distinctive as usual.

Augustus Thomas will give one of the chief addresses of the special programme by Missouri writers. Mr. Thomas, author and playwright, was born at St. Louis and was formerly special writer on St. Louis, Kansas City, and New York newspapers. He succeeded Charles Frohman as director of the Frohman theatrical enterprises.

The Missouri Women's Press Association will meet Tuesday. On Wednesday will be held meetings of the Missouri Association of Afternoon Dailies and the Association of Past Presidents of the Missouri Press Association, of which J. A. Hudson, of Columbia, formerly editor of the Macon Times, is president, and J. W. Jacks, editor of the Montgomery Standard, is secretary. The Missouri Press Association, of which H. J. Blanton, editor of the Paris Appeal, is president, will hold meetings Thursday and Friday. Among other meetings during the week will be that of the Missouri Collegiate Press Association, composed of editors of college and school publications.

Two baseball games have been arranged by the athletic department for the entertainment of the Journalism Week visitors. They will be with Washington University on Tuesday and Wednesday.

Atkinson Addressed Students

Roy Atkinson, of the Boston Post, lectured to the class in journalism at Northwestern College Monday night on the subject of "Resourcefulness." The class in "government" attended this lecture by invitation, filling the good-sized room to its capacity. Mr. Atkinson advised the students to stick to real newspaper ideals. His illustrations of resourcefulness were collected from various newspaper men about town.

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

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

PRIVATE SCHOOLS OFFER JOURNALISM INSTRUCTION

Sixty-three Privately Endowed Colleges, Municipal Universities, and Denominational Schools Give Training in Newspaper Work—1,334 Students Enrolled in 27 of Them.

Thirteen hundred and thirty-four students are enrolled in journalism in twenty-seven of the privately endowed colleges, which offer instruction in newspaper work, according to reports received this year by the secretary of the American Association of Teachers of Journalism. A total of sixty-three colleges and universities, all not State-supported, announced instruction in journalism this year, but reports of student registration have been made by only twenty-seven institutions.

New York University, in New York city, leads with a total enrolment of 553. Journalism and advertising at New York University are organized as two separate divisions. In the department of journalism there are 218 students, and in the advertising department 335 students. There is no duplication in these figures.

Columbia University, also in New York city, is second with an enrolment of 151. The University of Southern California, a Methodist-Episcopal institution in Los Angeles, follows with a registration of 99.

Columbia University and Marquette University, Milwaukee, have schools of journalism. Boston University, Howard College, Birmingham, Ala., and the universities of Denver, Notre Dame, New York, Pittsburgh, and Southern California have separate departments of journalism.

In all of the other institutions in the group, journalism is taught in departments of English or rhetoric.

At Boston University the department of journalism is in what is known as a college of business administration. At Marietta College journalism is taught under the head of publicism. At the University of Pittsburgh, the department of journalism is in the School of Economics.

Emory University of Oxford, Ga., unknown to the American Association of Teachers of Journalism, has been offering instruction in journalism for five years.

Talks on Associated Press

"The Associated Press" was the subject of a talk given to the students of journalism at Boston University recently by William U. Swan, for many years with the Associated Press in Boston and for the last year a member of the editorial staff of the Christian Science Monitor.

Writes Journalism Book

M. L. Spencer, head of the department of English at Lawrence College, Appleton, Wis., is the author of a book on "News Writing" which will be published by the D. S. Heath & Company of New York.

Personals

Bert W. Hoeking, a 1915 graduate of the course in journalism at the University of Wisconsin, has become a member of the staff of the Bureau of Business Standards, maintained by the A. W. Shaw Company, in connection with the business magazine System. He was formerly editor of the Maywood (Ill.) News.

J. W. Burke, formerly a student of journalism at the University of Wisconsin, is publisher of the Reporter, a weekly paper, at Roslyn, S. D.

Harold Jenness, who was graduated from the course in journalism at the University of Wisconsin in 1915, has recently returned from a six months' sojourn on the Mexican border, where he went as a member of the Idaho militia. He is managing editor of the Nampa (Idaho) Leader-Herald.

Here and There

A course in Current Periodicals is being offered for the first time this term in the Kansas State Agricultural College and is arousing considerable interest.

Two bulletins on agricultural journalism—"The Agricultural College and Its Editor" and "The Farm Paper"—were recently published by the department of industrial journalism in the Kansas State Agricultural College.

S. K. Ratcliffe, editorial writer on the Manchester (England) Guardian and contributor to American periodicals, will give a special lecture to the journalism students at the University of Wisconsin on Thursday, March 1. His subject will be "English and American Newspapers: A Comparison."

Two women students of the Oregon School of Journalism, one a graduate and one an undergraduate, were honored recently by having representative bits of their product selected for an anthology of college verse published by the Stratford Company, Boston, under the title, "The Poets of the Future." They were Miss Grace Edgington, a proof-reader on the Eugene (Ore.) Daily Guard, and Miss Lillian Porter, an undergraduate.

A new course in the technique of printing is being given to journalism students this semester at the University of Wisconsin, to supplement the course in the country newspaper given during the first semester of the college year and to prepare students to run a small printing plant in connection with a weekly newspaper. The work is in charge of Phil C. Bing, of the department of journalism.

The Daily Cardinal, the student daily paper at the University of Wisconsin, will celebrate the twenty-fifth anniversary of its establishment in April. It is planned to have a reunion of former editors of the paper, in connection with the celebration.

Be pleasant until ten o'clock in the morning—and nothing can spoil the rest of the day for you.

CONFERENCE PROGRAM STILL IN THE MAKING

James Keeley, Editor of the Chicago Herald, Is Among the Editors and Publishers Who Have Consented to Talk at the Annual Meeting of Teachers of Journalism.

The programme for the seventh annual meeting of the American Association of Teachers of Journalism which will be held in Chicago April 5, 6, and 7, is still in the making, but that part which has been completed is attractive enough to insure the attendance of teachers of journalism from all parts of the United States.

Included among the newspaper men who have consented to talk to the teachers are James Keeley, editor of the Chicago Herald; Tiffany Blake, editorial writer on the Chicago Tribune, who will talk on "The Editorial"; C. L. Speed, city editor of the Chicago Evening Post, who together with other city editors of Chicago newspapers will hold a symposium on news stories; Ray Long, editor of the Red Book, the Green Book, and the Blue Book; Hiram Moe Green, editor of the Woman's World.

James Melvin Lee, director of the department of journalism at New York University and president of the American Association of Teachers of Journalism, who is in charge of the details of the programme, has received assurances of most of the Chicago editors and publishers he has approached, that they will talk to the teachers. However, they ask that because of the possibility of war with Germany and the exciting times at Washington which keeps them tied closely to their desks, that no public announcement of their talks be made for fear they may be unable to keep their appointments. But inasmuch as the meetings will be held at the Hotel La Salle, within a few minutes' walk from most of the Chicago newspaper offices, Mr. Lee is confident that this year's meeting will rival the excellent one held in New York in 1914.

Unusual interest is attached to this year's meeting, inasmuch as a reorganization of the American Association of Teachers of Journalism is proposed, and because men engaged in college publicity throughout the United States will also attend. Members of the National Association of Teachers of Advertising and also the American Association of Agricultural Editors, will attend.

The different sessions will be held at the Hotel La Salle and on the campus of the University of Chicago. In addition to talks by men engaged in newspaper and magazine work, editorial and advertising, the teachers will have several round-table sessions in which to talk over their own problems.

During the conference tours of inspection will be made of the newspaper offices and of the Audit Bureau of Circulations.

Organize News Service

To give the students of each of the schools the latest news from the other institutions, the Collegiate News Service has been formed with the Beloit Round Table, Ripon College Days, Carroll Echo, Lawrentian, and Marquette Tribune as members of the Association.

Editorial Writers Talk

"I cannot see much hope for the man who tries to write anything that transcends his own convictions," said Douglas W. Swiggett, editorial writer on the Milwaukee Journal, in a recent lecture before the journalism students at Marquette University.

DAYS OF BIG NEWS

In times like these, when accuracy pays its highest premium, the public looks for the line:

“BY UNITED PRESS”

Because it has become recognized as a guarantee of responsibility and is so used by the strongest newspapers in the country every day.

The U. P. serves more afternoon newspapers than any other news agency in the world.

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**UNITED PRESS ASSOCIATIONS**

General Offices

New York City

## MARKETS OF THE WORLD TO BE OPENED TO AMERICA THROUGH INTERCHANGE OF NEWS

In Notable Address at Pittsburgh Press Club, Roy W. Howard, President of the United Press Associations, Describes Process Through Which American News Has Been Barred from South America and the Orient—Conditions Now Changing and Better.

The thirty-second annual banquet of the Pittsburgh Press Club, held at the Port Pitt Hotel on the evening of March 15, was attended by nearly a thousand of Pittsburgh's newspaper men and representatives of the great commercial industries of western Pennsylvania.

Former United States Senator George T. Oliver presided, and addresses were made by Senator Warren G. Harding, of Ohio; Dr. Almaro Sato, the Japanese Ambassador, and Roy W. Howard, president of the United Press Associations.

Mr. Howard's address was of especial interest to newspaper men, as he outlined the manner in which the United States has been kept a sort of hermit nation through the system of news distribution which has long prevailed.

Mr. Howard's speech, in part, follows:

"Some one has said, 'Tell me what you eat, and I'll tell you what you are.' With infinitely greater certainty may it be said, 'Tell me what you read, and I'll tell you what you are going to be.'

"The power of a single newspaper in forming and directing the public opinion of a local community is very generally understood. The tremendous potential power of the great press association is not. The effect of a single statement of fact, an interview, or a new idea appearing simultaneously in seven or eight hundred newspapers, read at almost the same moment by from fifty to sixty millions of people scattered from Maine to California, has not been visualized. This most far-reaching development of modern journalism—the process of national and international public opinion in the making—is probably the least understood of any of the great forces entering into our every-day life.

"In his inaugural address President Wilson declared that 'We are provincials no longer. The thirty months of turmoil through which we have just passed have made us citizens of the world. There can be no turning back. Our fortunes as a nation are involved whether we would have it so or not.'

"There can be no dispute over this statement. Since August 1, 1914, foreign names have become almost as familiar as local and State names. Every changing current in the tides of foreign public opinion has been described here by incoming cables. In consequence there has developed a false presumption that equally full reports have been sent out from this country.

### TRAIL-BLAZING BY NEWS ASSOCIATIONS.

"Recently our commercial interests have been troubled with growing pains, diagnosed as foreign-trade plans. Washington has been hankering for a stack of blue chips in the international game. Neither the pains nor the hankerings have received much consideration abroad. Both Washington and Wall Street have registered surprise. The suggestion that the American news agencies should have years ago begun trail blazing for our foreign commercial endeavors is received with surprise. The idea that the foreign correspondents of American news agencies could be and should be the most valued assistants of our diplomats is difficult of acceptance for the Minister or Ambassador whose 'deservingness' for his appointment was

determined by the size of his campaign contributions.

"To be successful citizens of the world we must be known by the world for what we are. Publicity logically precedes progress. Uncle Sam has had his press agent behind his show instead of ahead of it. For the past twenty years, and until the past two years, during which the United Press has become active in the foreign field, the only organized effort for the distribution of American news abroad has been in the hands of foreign news agencies.

"But while America has been sound asleep, England, Germany, and France have been making international hay. Reuter's, the English agency; Wolff's, the German, and Havas, the French, have all been furthering the interests of their particular countries abroad, and it is only within the past year that the activities of these agencies—the legitimate activities—have been met by American news-agency enterprises. That the work has thus far fallen chiefly to the United Press is due to circumstances in the making of which we had no part, but of which we have endeavored to take advantage. The existing situation is attributable to the exchange arrangements of the Associated Press with foreign news agencies by which the Associated Press is, and for years has been, barred from serving or selling its own American news abroad.

### HOW NEWS IS EXCHANGED.

"At the time this alliance was made it was regarded as a very important and valuable connection. The need of American publicity abroad had not then become apparent. The deal provided for an exchange of news between the Associated Press and Reuter's. Reuter's in turn exchanges news with Wolff's, Havas, and the smaller Continental agencies. The A. P. retains the right of news collection and distribution for all North America, but is barred from selling or distributing American news anywhere else. Instead, the A. P. delivers its American news to Reuter's in New York, to be distributed to the rest of the world. Reuter, in addition to all British territory except Canada, has enjoyed a monopoly of the Far Eastern field. Havas has had the exclusive right of news distribution in all of South America.

"American news does not go to the Orient according to the news judgment of the Associated Press, but is selected according to Reuter's judgment. Reuter's judgment is naturally not unaffected by the possibility of American competition with British interests in the Orient, and even though it should be thoroughly denatured by Reuter, this American news, selected according to British news judgment, is not served to the Japanese editor directly, but is delivered to the Kokusai, a Japanese agency with a British accent. The Kokusai, which has sought to become the official News Trust of Japan, has, I understand, a binding agreement to handle no news dispatches from the United States or any other part of the world except as these dispatches are turned over to them by Reuter.

"That our relationship with the Japanese people continues to improve steadily in spite of such a conspiracy in re-

straint of friendship can only be construed as the highest tribute to the brilliant gentleman from Japan—Ambassador Sato. That he has succeeded in spite of such a handicap is the best proof of the extent to which Japanese-American friendship and cooperation will proceed once the direct channels for the interchange of information are opened and utilized.

### MAKING AMERICAN NEWS NEGLIGIBLE.

"The situation as regards South America was even worse. From such of the Associated Press news as is sent to London by Reuter's, the Havas representative in London selects a few items for Paris. In Paris another Frenchman selects an occasional item to be cabled to Rio and Buenos Aires. South America gets from Havas only such news as the Frenchman feels certain will not cause the Rue de la Paix to run second to Fifth Avenue, or will not permit Broadway to alienate the Latin-American's affection for the Boulevard des Italiens.

"British interests regard Americans as potentially more menacing South American competitors than the French. Every cable approaching the east coast of South America is controlled by the British monopoly. British cables have always worked hand in glove with the British Government and British merchants. They long ago recognized the relationship of news to international commerce and international friendships. To-day they recognize it to the extent that they make a press rate between England or France and South America of from 16 to 20 cents, as against their press rate between the United States and South America of 42 to 44 cents a word.

"A year ago, profiting by a very successful eighteen months' experience in distributing American news in England and France, the United Press set out to establish an American news service in South America. We were able to do this largely because of the progressive action of the Central and South American Cable Company in reducing the press rate from New York to Buenos Aires from 22 cents to 15 cents a word.

"A two months' demonstration resulted in a ten-year contract with La Nacion, South America's greatest daily. We again proved that a news taste is an acquired taste. Starting with a few hundred words a day of American news—a side line to the general report cabled from the European bureau of the United Press—the report from New York has gradually been increased, until La Nacion now receives daily from two to five columns of the most informative news of every-day American development. From Buenos Aires this report, together with the European report of the United Press, is already being relayed to Chili and Peru, and as soon as projected American lines of the Central and South American Cable Company are put through, the report will go to Brazil.

### AMERICAN NEWSPAPER MEN ON JOB.

"We have applied the Monroe Doctrine to news, and with American newspaper men trained in the United Press offices at home on the job at Buenos Aires, Rio, Santiago, and Lima we are for the first time in history meeting our South American neighbor face to face on the pages of our daily papers, and finding him a much finer citizen than we had imagined him. We hope he is equally pleasantly surprised.

"Japan and the Orient furnish our next objective. The need of the hour is for Japan to know America better and

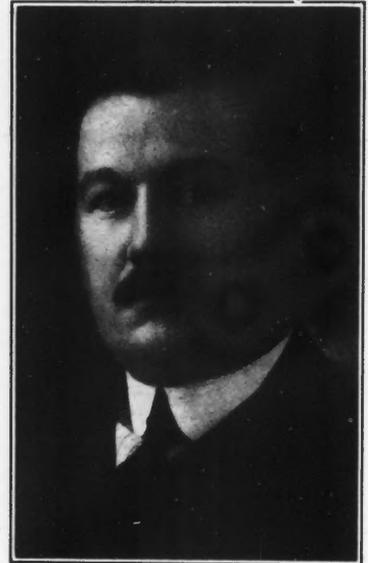
(Continued on page 34)

## BOOMING LYNN FOR MAYOR

Sphinx Club's Head May be Candidate to Succeed Mitchel

Leading the van of those successful business men whose names have been suggested as "the business man's candidate for Mayor of New York city," is Preston P. Lynn, president of the famous Sphinx Club, an organization of advertising men and publishers, and general manager for John Wanamaker in New York.

Mr. Lynn has modestly insisted that he is not a candidate. But his name has been presented to the recently organized Business Men's League which



PRESTON P. LYNN.

aims to place a really successful business man at the head of the New York city government.

Joseph Yeska, clothing manufacturer and chairman of the League, admitted that Mr. Lynn's name was being considered but said that it was entirely too early to choose a candidate.

"Within the next two months," he said, "we expect to have nearly 50,000 voters behind us in this movement to elect a man who will conduct the business affairs of New York in a truly business-like fashion. Then our executive committee will proceed to pick out the best man we can, regardless of party."

Mr. Lynn entered the employ of John Wanamaker as a boy twenty-five years ago. Since that time he has risen to the rank of the highest paid department store executive in the country. As head of the Sphinx Club, he has become well known by the leading advertising men and publishers and despite his Sphinx-like attitude at present, his friends say that if he can be induced to make the race he will be a sure winner.

### News Ban Affects Travellers

Great Britain has adopted stricter rules to prevent news leaks. Hereafter nobody will be permitted to take out of the country any documents to be delivered to some one else at the end of the voyage. Ambassador Spring-Rice has left at the State Department in Washington a copy of the new regulations. Travellers are advised not to carry written or printed matter on their persons or in their baggage.

The world is full of opportunities. The man who fails to take advantage of at least one is indolent.

# Cover Michigan and do it properly!

FIGURES  
DON'T "FIB"

There's nothing "peculiar" or "queer" as to why the experienced advertising manager or Agency should select Michigan FIRST in nine times out of every ten.

Those who are thoroly "seasoned" and have had past experience realize that Michigan's leading

Here's the "Blue List"  
of Papers That Will  
Deliver Your Message

Circulation Figures, Net Cash Paid

| City         | Popu-<br>lation | NEWSPAPER     | Circu-<br>lation | 5,000<br>Line<br>Rate |
|--------------|-----------------|---------------|------------------|-----------------------|
| Detroit      | 725,000         | News          | 225,379          | .17                   |
| Gd. Rapids   | 125,000         | Press         | 82,302           | .09                   |
| Flint        | 65,000          | Daily Journal | 22,168           | .04                   |
| Saginaw      | 55,000          | News          | 19,642           | .03                   |
| Bay City     | 52,000          | Times-Tribune | 18,000           | .03                   |
| Lansing      | 50,000          | State-Journal | 20,000           | .035                  |
| Kalamazoo    | 46,000          | Gazette       | 26,332           | .035                  |
| Jackson      | 40,000          | Citizen-Press | 15,941           | .025                  |
| Muskegon     | 35,000          | Chronicle     | 11,298           | .02                   |
| Battle Creek | 32,000          | Moon Journal  | 6,114            | .015                  |
| Port Huron   | 25,000          | Times-Herald  | 12,454           | .025                  |
| Ann Arbor    | 20,000          | Times-News    | 6,974            | .0215                 |
| Pontiac      | 27,000          | Press-Gazette | 10,640           | .02                   |
| Adrian       | 12,000          | Telegram      | 10,219           | .02                   |

## 14 EVENING PAPERS

will reach practically ALL of this prosperous commonwealth and do it right! It is inexpensive, too.

*"Evening Papers Bring Results"*

## VIGILANCE COMMITTEE MET IN INDIANAPOLIS

Conference Marked New Era in History of Organization, Declares Chairman Merle Sidener—Questions of Vital Importance to Advertisers and Publishers Were Discussed.

Merle Sidener, chairman of the National Vigilance Committee, who presided over a conference of that body in Indianapolis a few days ago, says that it marked a new era in vigilance work in a definite effort to standardize local vigilance work and to make it more effective, both as it pertains to the problems of the individual community and to the coöperation of all the local committees with the National Vigilance Committee.

Attending the conference, in addition to Mr. Sidener, H. J. Kenner, secretary of the National Vigilance Committee, and Richard H. Lee, special counsel, were paid secretaries from Better Business Bureaus and representatives of Vigilance Committees from many cities.

Movements were started definitely to chart the best ways to deal with medical frauds, fake financial promotions, oil frauds, and other unclean advertising. The National Vigilance Committee will directly coöperate with the Investment Bankers' Association of America to standardize rules to judge advertising used for the promoting of companies and the selling of securities. It was also decided to coöperate with the American Pharmaceutical Association and arrive at a standard whereby medical advertisements can be judged. The conference will also establish a closer relationship between the Better Business Bureaus and the National Vigilance Committee.

The conference, in brief, was a training course for better business bureau secretaries.

Chairman Sidener said the vigilance movement was started by George W. Coleman, a few years ago, when he was president of the Associated Advertising Clubs of the World and appointed a committee to find out what was the matter with advertising. "Those were the days of agitation," said Mr. Sidener, "but now the vigilance work is reckoned as one of the great constructive forces in the world of business—creating public confidence in advertising."

### NEWSPAPERS ARE CO-OPERATING.

The conference developed the fact that newspapers in all parts of the country are, for the most part, coöperating closely with the movement both as to financial and moral support. Along this line, Herbert B. Mulford, Chicago, a representative of the Investment Bankers' Association of America told of the difficulty newspapers and periodicals had in distinguishing between bona-fide and fake financial advertising. One newspaper, he said, had established a school in financial advertising with weekly meetings for men who handle such accounts; teaching them to know good from bad advertising. Another newspaper, he said, had declined \$57,000 worth of financial copy since the first of January, six men being required to look into the copy offered.

He said probably the worst practice of all was that promotion companies used the old trick of citing strikingly successful enterprises in the same field in which the company advertising operates. The conference appointed a committee to work with the bankers in de-

vising a standard where by such advertising may be judged.

### URGED FIGHTING OF FAKES.

Warren C. Platt, chairman of the Better Business Commission, Cleveland, and editor of the National Petroleum News, urged action against fake oil companies which use daily newspapers to exploit their stock. He said his paper had found that most of the fake concerns were promoted by the same gang, who shift from oil to gold, silver, to copper and what not, as they are driven from one operation to another. S. A. R. Weissenburger, secretary of the Cleveland Commission, showed that Cleveland brokers and trust companies were coöperating in helping to stamp out these frauds.

Frank Armstrong, chairman of the Iowa Vigilance Association, pointed out the wide operations of fake piano concerns and their advertising to the rural communities through the newspapers.

Lewis Clement, Toledo, representing the Piano Merchants' Association, attended the conference and asked that the National Vigilance Committee coöperate with the piano merchants in this respect. The Piano Merchants' Association of America is planning vigilance work to eliminate fraudulent piano advertising.

The conference agreed that the time was at hand to adopt a method that would fit the standards of the American Pharmaceutical Association in the judging of medical advertising. Prof. J. H. Beal, director of Pharmaceutical Research, University of Illinois, set out the Association's standards. E. F. Kemp, Chicago, representing the Proprietary Association of America, explained that his association was in favor of "truth in advertising" in medical copy and was working to that end. Chairman Sidener announced that he would later appoint a committee to work with the Pharmaceutical Association in establishing a method of procedure against medical frauds.

### WHAT ADVERTISERS DEMAND.

Richard H. Lee, Cleveland, special counsel for the National Vigilance Committee, said that the time had arrived when legitimate advertisers are demanding to know the attitude of newspapers not only as to fake medical advertisements but as to all other fake advertisements, inasmuch as bona fide advertisers would not permit their copy to associate with false and misleading advertising.

H. J. Kenner, National Vigilance secretary, in a series of charts pointed out how vigilance work by paid secretaries could be standardized and made more effective. The conference discussed the subject of financing a local bureau. G. M. Husser, secretary of the Advertisers' Protective Bureau, Kansas City, said the merchants there had been asked to contribute one-half of one per cent. of their advertising appropriation in support of a better business bureau.

The National Committee, which is made up of the chairman of local vigilance committees, with the paid secretaries, will hold another conference in St. Louis at the national convention of the Associated Clubs.

### THE MEN IN CONFERENCE.

Following is a list of the men who attended the conference: J. H. Beal, director Pharmaceutical Research, University of Illinois, Urbana, Ill.; E. F. Kemp, special representative, the Proprietary Association, Chicago, Ill.; S. A. Weissenburger, secretary Better Business Commission, Cleveland, O.; E. H. Robert, secretary Cleveland Ad-

## WOODHEAD COMES TO NEW YORK

Joins W. R. Hearst's Organization in This City, with Offices at the American

William Woodhead, widely known in the business and publishing circles of the country, through his connection with the Sunset Magazine, and as a former president of the Associated Ad-



WILLIAM WOODHEAD.

vertising Clubs of the World, has joined the service of W. R. Hearst, in New York city. Mr. Woodhead will be associated with Mr. Hearst's Illustrated American Magazine, a Sunday weekly and will have his headquarters in the office of the New York American. Mr. Woodhead will retain his interest in the Sunset Magazine.

vertising Club, Cleveland; W. C. Platt, chairman Better Business Commission, Cleveland; E. L. Greene, secretary Better Advertising Bureau, Chicago; Griffin McCarthy, secretary Better Business Bureau, St. Louis; G. M. Husser, secretary Advertisers' Protective Bureau, Kansas City; L. E. Holland, chairman Advertisers' Protective Bureau, Kansas City; Frank Armstrong, secretary Advertising Vigilance Association of Iowa, Des Moines; P. W. Steitz, secretary Better Business Bureau, Milwaukee; Karl G. Neumier, secretary Truth-in-Advertising Bureau, St. Paul; W. F. Chambers, chairman Vigilance Committee, Cincinnati; Herbert B. Mulford, Investment Bankers' Association of America, Chicago, Ill.; Lewis Clement, Piano Merchants' Association of America, Toledo, O.; Wm. Radlatz, president Cleveland Ad Club, Cleveland, Ohio; Andrew B. Remick, attorney, Better Business Bureau, St. Louis; R. H. Lee, special counsel, National Vigilance Commission, Cleveland, O.; Merle Sidener, chairman, National Vigilance Committee, Indianapolis; H. J. Kenner, secretary, National Vigilance Committee, Indianapolis; P. S. Florea, secretary-manager, Associated Advertising Clubs, Indianapolis; Carl Hunt, editor, Associated Advertising, Indianapolis.

### Church Ad Campaign in Dallas

Definite plans for an advertising campaign through the use of newspaper space for the churches of Dallas, Tex., was decided on at a meeting of the Dallas Pastors' Association. The pastors will have the coöperation of the Dallas Advertising League in the campaign.

The man who tears down the reputation of another is building a barricade across his road of progress.

## ADVERTISERS BOYCOTT FOUR TORONTO PAPERS

Exception Taken to Policy of Globe, Mail and Empire, Star and Telegram, in Refusing Commission on Business Originating Outside of Certain Limits—The Publishers' Defence.

TORONTO, March 13.—What is virtually a boycott of four Toronto papers has been started recently by a number of national advertisers, members of the Association of Canadian Advertisers. These advertisers take exception to the policy adopted some time ago by the dailies in question, the Globe, Mail and Empire, Star and Telegram, of not allowing commission on any business whatever, local or national, originating in Toronto or within ten miles of its nearest limits.

The matter has been debated between the Toronto publishers and the A. C. A. for a long time, the publishers claiming that they were under a heavy expense in maintaining a local staff of canvassers; that they covered the city thoroughly and that it was equivalent to paying two commissions to finance their own canvassers and to pay commission to an agency in addition on national business. The A. C. A. in opposition out that the advertising campaigns under consideration were national in scope; that it was not fair to national advertisers in Toronto, who had to pay more for their space than competitors in outside cities and that Toronto publishers stood absolutely alone among publishers of the continent in adopting and adhering to such a policy.

A strong resolution covering the point was passed at the annual meeting of the A. C. A. last October, and copies were sent to the publishers, with the request that the ruling objected to be modified so that "all firms in Toronto conducting general advertising campaigns, of which their local advertising is but a part, be granted the terms and conditions to which the character of their advertising undoubtedly entitles them, such as are granted similar advertisers located in other cities."

Negotiations looking towards a settlement of the difficulty continued until a few days ago, when the publishers announced that they were determined to hold to their position. Immediate action was taken by several of the large advertisers, and as soon as their contracts allowed, they dropped out of the four papers. The News and World, which have not joined the so-called Big Four in refusing to give commission on national business originating in Toronto,

The fight is being watched with interest by advertisers, advertising agents, and outside publishers. That some of the latter are not inclined to side with their brother publishers in Toronto is evidenced from the tone of an article in the Canadian Printer and Publisher appearing this week, which says: "The fight will be watched with first-class interest by many publishers in Canada not at all in sympathy with the Big Four group in Toronto. Some publishers feel that their interests in this conflict of wills are adversely affected—from these points of view: All friction is bad; advertisers may learn to depend less and less on newspapers for their publicity; and in experimenting with other and perhaps new forms of advertising, many advertisers may become less reliant on and smaller users of newspapers."



NO matter where you live, New England, in the Mississippi Valley, or on the Southern Seaboard—to think nationally, you must supplement your local journal with the New York newspaper carrying the most enlightened Washington correspondence. New York is the second largest city in the world. It is the capital of the western hemisphere, the American city most informed on international affairs. Its oldest, most authoritative and most forward—looking newspaper, **THE NEW YORK EVENING POST**, is a friend, a news service, and an adviser—that no American citizen of affairs can afford to be without.

**THE EVENING POST, 24 VESEY ST., N. Y. C.**  
 Send me The Evening Post daily for a 2-months' trial  
 reading. I enclose a dollar (Regular price \$2.00).  
 Name.....  
 Address.....  
 City.....  
 State.....

## CUT NEWS PRINT USE, JASON ROGERS WARNS

**Publisher of New York Globe Comments on Meeting of New York Publishers This Week, and the Necessity for Greater Conservation of Paper this Year than Last.**

"The newspapers of the United States are now apparently up against a more serious condition regarding print paper than they were toward the end of 1916," said Jason Rogers, publisher of the New York Globe, to a reporter of THE EDITOR AND PUBLISHER. Mr. Rogers made the remark after the meeting of New York publishers with representatives of the Federal Trade Commission. In the office of the Associated Press, in this city.

"I sincerely regret that the New York newspapers did not seem to rise to the occasion and contribute a small part of their contract tonnage for the relief of those unable to secure a supply," Mr. Rogers continued. "Instead of coming forward and leading the procession, our daily newspapers dodged the big issue by indefinite postponement of action.

"As soon as Monday's meeting was called together Commissioner Parry and Prosecutor Heney made plain statements of fact regarding news developments. I believe those facts should be known to the newspapers generally and what took place at the meeting.

### NEWS PRINT POOL NECESSARY.

"It was shown that unless a pool of about 150,000 tons were placed in the hands of the Federal Trade Commission by the newspapers holding contracts that they would not be able to care for the needs of the numerous smaller newspapers without any supply.

"It was stated that contributions from newspapers buying supplies from manufacturers who have signed the petition to the Federal Trade Commission to fix prices and regulate distribution had so far only produced about 17,000 tons for the six months period.

"It was clearly shown that unless newspapers buying supplies from other sources would, in a broad spirit of patriotism and public spirit, scale down their requirements and contribute tonnage, that conditions might grow much worse.

### TONNAGE MAY BE LESS IN 1917.

"It was stated that on account of the high pressure at which all paper mills were operated last year that they could not probably turn out as great a tonnage in 1917 as in 1916, that internal difficulties involved in car-shortage and in getting supplies of coal, wood pulp, etc., made the problem more confusing.

"After explaining these matters and answering questions, the Federal officials retired from the meeting, particularly urging the newspaper publishers of New York and vicinity, who consume 25 per cent. of the total tonnage, to do something big.

"As a result, a committee was appointed, which was to consider the matter and report at an adjourned meeting Tuesday morning.

"Immediately after the appointment of the committee, I suggested and handed them a copy of this resolution for consideration:

### PLAN TO REDUCE CONSUMPTION.

"We, the undersigned newspaper publishers of New York city, for the purpose of relieving the situation of the newspapers of the United States, at present unable to secure supply of print paper, calling for a tonnage of approxi-

mately 150,000 tons, each for himself and his newspaper, agrees to contribute such part of his contract allotment for 1917 as will bring his consumption for the year to 15 per cent. below 1916 use, as may be necessary in the judgment of the Federal Trade Commission to meet the situation."

"My process for reaching the above plan, and no such call as 15 per cent. would be required, was to provide a liberal leeway for shrinkage represented by those few publications which just naturally will not give up anything they have.

"On the basis of 1,800,000 tons of print paper consumed during 1916, an allowance of 10 per cent. below what all papers need during that year would provide a pool of 180,000 tons. This would be more than enough to care for all.

"If those at present without supply were forced to scale down these requirements, the same as those contributing to the pool, the plan would work out equitably for all.

"The few newspapers unwilling to do their bit toward the solution of a national catastrophe, so far as their craft is concerned, would eventually be generally revealed in their true colors, while the rest of us could, through greater coöperation, produce increased efficiency for our newspapers.

### ONE PAPER GETS INCREASED TONNAGE.

"It was brought out at the meeting that one of our large newspapers was getting a larger tonnage for 1917 than in 1916, notwithstanding the fact that some of us are trying to do business on from 15 to 20 per cent. less than we got last year.

"It was developed that one publisher, far from being willing to contribute any print paper, was in the market for several thousand tons, which he said he 'had to have,' which meant practically regardless of price and its effect on the cost of paper to smaller newspapers also in the open market."

"Another of our large newspapers was not represented at the conference. It was understood that it was not interested, as its requirements were all provided for.

"So far as the Globe is concerned, I stated that, while we were operating on less than 80 per cent. of our 1916 requirements, we would willingly contribute 5 or 10 per cent. more, if required to produce the end sought, provided enough other newspapers would do the same to secure the necessary tonnage.

### AGREED TO KEEP OUT OF OPEN MARKET.

"I explained that, regardless of demand for the Globe, we would not buy additional paper in the open market, and that we were stopping our presses at from 210,000 to 215,000 per day to keep inside of our tonnage allowance.

"Hardly a day passes when the demand on our circulation department would not require from 240,000 to 275,000 copies, but we stop at 210,000 when the size of the paper exceeds sixteen pages and we are in excess of our allotment for that week.

"When asked what we were going to do in regard to baseball extras, my response was that we were still going to stop the presses at 210,000, not going to run into overtime, and going to treat it just like any other news.

"Regardless of nearly all newspaper experience to the contrary, we do not believe in crippling the long-haul service to our readers by taking in more circulation than our allotment covers, and certainly shall not help establish higher prices in the open market by seeking additional supply.

### SAYS PUBLISHERS HAVE NOT CO-OPERATED.

"I cannot but help feeling sincere regret that the effective and painstaking efforts of the Federal Trade Commission in seeking to produce relief to the extent of from \$20,000,000 to \$30,000,000 for the year 1917 for the newspapers did not secure the instant and sincere coöperation of the New York newspapers.

"No one who has not been as near the machinery, as it were, as I have, can appreciate the difficulties of ironing out the innumerable and insurmountable seeming impossibilities involved in such a broad far-reaching problem as they have sought to solve.

"Just for example, consider that some mills did not cut down the allotments to their customers at all, others cut them just a trifle, while others cut them as much as they would stand. To reduce such a mass of irregular fractions, as it were, to a common divisor was only an elemental factor in the situation.

"As another item of the same kind any attempt to reduce the conditions of the mass of newspaper units to a standard where a fair rule that would fit them all was a seemingly impossible task. Some newspapers were operating on a very conservative basis, while others were not sincerely trying to do so.

"The newspaper business seems to represent too much individualism, or the effort to get all they can regardless of the other fellow. Those with plenty of money and assured of a supply, seem more willing to take advantage of an opportunity than to, by slight temporary sacrifice, produce relief for all.

"While our friends, the paper-makers, who have not yet seen the light may look on the intervention of the Federal Trade Commission as a brutal intrusion of a strong governmental arm, they will sooner or later realize that its control will be construction and not destruction.

"Our newspapers should help the Trade Commission in its plan to produce an equitable distribution and the restoration of a competitive market, by making their requirements represent the maximum proportion of the total tonnage available in the judgment of the Commission.

"Unless both parties to an arbitration are willing to abide by the equitable decision of the board of arbitration the result will always be unsatisfactory. The Federal Trade Commission is admirably equipped to bring order out of chaos in the print paper middle if we will only let them and help them as sane business men should.

"It will do our advertisers good if our newspapers temporarily refuse to accept their business unless materially reduced in volume. All the business we refuse is not profit—at best only the last 10 cents of every dollar earned sticks clear through to the dividend.

"As has been proved in Philadelphia, Buffalo, Pittsburgh, and other cities even a temporary loss of as much as from 15 to 25 per cent. in circulation will be gladly accepted by advertisers in preference to radical increase in advertising rates.

"In the absence of ability to produce two-cent newspapers as a process for conserving the use of print paper, the same end can be attained by limiting the press runs a little to below normal if essential to keep within a newspaper's possibilities for tonnage.

"As there are more ways of killing a cat than one, so there are many ways in which our newspapers can help save

## DAIRYMEN ADVERTISE IN NEW YORK PAPERS

**Spend \$17,000 in Three Weeks to Acquaint Public with Problems They Have to Contend With—May Extend the Campaign to Up-State and Foreign-Language Newspapers Later On.**

The New York State Dairymen's League recently conducted an advertising campaign through the newspapers of New York city. Half-page and quarter pages were used in ten dailies, covering a period of three weeks. The cost of the advertising was \$17,000. It is expected that later on it will be resumed, that foreign-language newspapers will be included, and that the up-State dailies will also share in the advertising.

### HOW THE CAMPAIGN WAS PLANNED.

The campaign was handled by Birchfield & Co. The copy was written by A. C. Barrell and the illustrations were by C. A. Birch-Field. The campaign was different from any other. In the first place, the dairymen had been endeavoring for some time to place their side before the public.

R. D. Cooper, president of the League happened to be an old college chum of A. C. Barrell, who called on him, and explained that the proper way to go about it was through the medium of newspaper advertising. Everybody reads the newspapers, and everybody would see the advertisements. Mr. Barrell obtained data, and wrote out the advertisements, which met with Mr. Cooper's approval. Mr. Cooper took the matter up with the League, of which there are 32,000 members, and the money for presenting the case of the dairymen to the public was raised by assessing each member something like fifty cents each.

### WHAT THEY ADVERTISED.

The idea of the dairymen was to sell more milk, in order that they may reduce their overhead expense, to explain that they have been selling milk at less than cost, and to acquaint the public with their problems and to give some knowledge of the nutritive value of milk. It was stated in the advertising that the dairymen's business is so unprofitable that there are 13,000 less cows in the State every year. The dairymen are more than satisfied with the results of what is considered one of the most successful advertising campaigns ever conducted through the newspapers of New York city.

their own and other newspaper men's faces, by perhaps radical and revolutionary methods, but they all will be justified at the present moment."

### Secures News Service

The most important contract for news service closed during the present week by the International News Service was with the Detroit (Mich.) Journal. The Journal was recently acquired by Messrs. Thalheimer and Wright, who own the Toledo Blade and the Newark Star-Eagle. Paul Block, New York advertising man, is also interested in the purchase. One of the first things the new management of the Journal decided on was to make arrangements for a news service, and in view of the fact that the Toledo Blade had been an International News Service client for several years the Journal naturally turned to that organization.

# Wheelbarrows vs. Motor Trucks

**I**F YOU were excavating for the foundation of a sky-scraper, would you haul away the debris in wheelbarrows or in motor trucks?

Some advertisers while laying supports for a great business, still use the wheelbarrow!

They are afflicted with a mental and physical inertia.

They plod sluggishly along as did their ancestors, and wonder why competitors who use motor trucks surpass them!

A century ago, when New York State's population barely exceeded the million mark, wheelbarrows had their uses.

## A DAILY FORCE OF ALMOST FOUR MILLION

|                                        | Paid 2,500 | 10,000 |       | Paid 2,500                            | 10,000                  |
|----------------------------------------|------------|--------|-------|---------------------------------------|-------------------------|
|                                        | Cir.       | Lines  |       | Cir.                                  | Lines                   |
| Albany Knickerbocker Press (M).....    | 41,090     | .06    | .06   | New York Globe (E) .....              | 210,994 .33 .31         |
| Albany Knickerbocker Press (S).....    | 35,144     | .06    | .06   | New York Herald (M).....              | } 99,597 { .40 .40      |
| Brooklyn Eagle 3c (E).....             | } 44,332   | .16    | .16   | New York Herald (S) .....             |                         |
| Brooklyn Eagle 3c (S).....             |            |        |       | New York Evening Post (3c) (E).....   | 20,744 .19 .17          |
| Binghamton Press-Leader (E).....       | 28,761     | .07    | .05   | New York Sun (M) .....                | } 192,210 { .39 .36     |
| Buffalo Courier-Enquirer (M&E).....    | 102,568    | .14    | .12   | New York Sun (S) .....                |                         |
| Buffalo Courier-Enquirer (S).....      | 101,795    | .14    | .12   | New York Sun (E) .....                | 171,247 .31 .29         |
| Buffalo News .....                     | 103,303    | .15    | .15   | New York Telegram (E) .....           | } 218,463 { .2925 .27   |
| Corning Evening Leader (E).....        | 7,832      | .0193  | .015  | New York Telegram (S) .....           |                         |
| Elmira Star-Gazette (E).....           | 21,549     | .04    | .035  | New York Times (M) .....              | } 340,904 .50 .45       |
| Gloversville Herald (M) .....          | 6,483      | .02    | .015  | New York Times (S).....               |                         |
| Gloversville Leader-Republican (E).... | 6,035      | .0143  | .0108 | New York World (M) .....              | } 398,894 .40 .40       |
| Ithaca Journal (E).....                | 6,804      | .035   | .015  | New York World (S) .....              |                         |
| Jamestown Post (M).....                | 8,751      | .025   | .0207 | New York World (E) .....              | 404,858 .40 .40         |
| Middletown Times-Press .....           | 5,222      | .0178  | .0107 | Rochester Union & Advertiser (E)..... | 39,276 .10 .06          |
| Mt. Vernon Daily Argus (E).....        | 6,888      | .0214  | .015  |                                       |                         |
| Newburgh Journal (E).....              | 5,076      | .0107  | .0107 |                                       |                         |
| New York American (M).....             | 329,984    | .40    | .38   |                                       |                         |
| New York American (S) .....            | 705,224    | .60    | .57   |                                       |                         |
|                                        |            |        |       |                                       | 3,661,707 6.3120 5.9179 |

Ratings Government Circulation Statements, October, 1916

Wheelbarrows and circular letters are of the same ilk,—relics of another age.

They do not conform to present usage.

To-day, if national advertisers and manufacturers would lay a solid foundation upon which to erect a permanent business system, capable of catering to the manifold wants of the 10,000,000 people of New York State, THEY MUST ACCEPT THE MOTOR TRUCK IDEA, AND WORK IT FOR ALL IT IS WORTH.

For efficiency's sake, the readers of these New York State Newspapers **STAND READY TO PAY OUT MILLIONS TO ADVERTISERS WHO ARE BIG ENOUGH AND BROAD ENOUGH TO APPLY THE MOTOR TRUCK PRINCIPLE, IN TELLING NEW YORKERS WHAT THEY HAVE FOR SALE, AND WHERE IT IS SOLD!**

## FAMOUS CHEF ON STAFF

## Philadelphia Public Ledger Has Mrs. Wilson as "Eats" Editor.

The Philadelphia Public Ledger has recently added to its staff a famous chef, who once catered to Queen Victoria in Buckingham Palace and is now telling Quaker City maids that bad biscuits make divorces and that "cooking certificates" are more important than eugenic findings to those contemplating matrimony.

The new "eats" editor is Mrs. Mary A. Wilson, who won local fame through her connection with the Press, where she conducted a highly successful department and demonstrated at the pure food shows. She began her new duties in great style on February 27, with nearly a page of copy, and has been given similar generous space several times a week since.

Mrs. Wilson, who really owns a romance-suggesting French Creole maiden name, was born in New Orleans and is descended from a long line of distinguished cooks. Her story of kitchen adventures sounds like a triumphant gustatory pilgrimage all over Europe, and to those who look upon eating as a fine art, it has all the thrills of a best-seller.

When the little French girl was seventeen she began her career in the kitchen of the historical St. Charles Hotel, in New Orleans, and four years later entered the service of the world-famed Simone, of Paris, where she learned to make pâtisserie. Next she progressed to the Café Royale, a favorite resort of the (then) Prince of Wales, and through him she received a call to serve as chef to Queen Victoria, in whose employ she remained for five years, going at last to Lake Como, then to Venice, where she was chef for Count Lee Monnonsky, and then to Heidelberg, where she took a course in food chemistry.

On her return to Paris she was engaged by a New York physician to come back to America as his dietist. She is now instructing a class of 300 poor mothers at the Children Homeopathic Hospital, and running a cooking school in addition to telling women readers of the Ledger how to make home happy.

## OVER MILLION IN PAPER PROFITS

## Riordan Co. Makes \$1,038,493.09 More in 1916 Than in 1915.

The Riordan Pulp & Paper Company transacted a gross business of \$1,526,615.88 for 1916, according to the Mail and Empire, of Toronto, Can. The gross business for 1915 was \$427,049.27. After deducting \$149,480.60 for depreciation and \$46,083.53 for interest paid during the year 1916 the net profits amount to \$1,331,051.75, compared with \$292,558.62 in 1915—an increase of \$1,038,493.13. It is said that there is a possibility of even a better showing for the coming year. In a statement, C. Riordan, the president of the company, says that the company anticipates that 1917 will be the banner year. The aggregate assets of the company are given as \$9,920,131.08.

## GRADUATES GET JOBS

## Wisconsin Journalism Students Have No Difficulty in Placing

Positions on daily and weekly newspapers, trade journals, agricultural periodicals, news services, and advertising agencies are now filled by students who completed the course in journalism at the University of Wisconsin last June.

Those in newspaper work are: Callendar A. Crosser, reporter, Toledo Blade; Martin H. Higgins, reporter, Chicago Journal, and Glenn V. Kraus, of Marshfield, in charge of two suburban weekly papers published by the Citizens' Publishing Company, La Grange, Ill.

Those on other publications are: James R. Bill, associate editor, Talking Machine World and Musical Trade Journal, New York, and Miss Ruth M. Boyle, editor of the household pages of Farm and Fireside, Springfield, O.

A. Wallace Meyer, of Oshkosh, and Arthur W. Prussing are copy writers in the offices of the J. Walter Thompson Company, advertising agents, Chicago.

Those in other work are: Norman C. Lucas, publicity work for the University Extension division, Milwaukee; Frank E. Trayer, M.A., of Racine, instructor in journalism, University of Kansas; Wyatt Rushton, A.M., Rhodes scholar, Oxford University, England.

## COLOR ADS FOR CHURCHES

## Chicago Publicity Men Make Merry Over Unique Idea.

The effective use of colors for church advertising was urged by speakers at the church publicity conference held by the Advertising Association of Chicago Monday night.

The discussion turned to missionary collections.

"Get out plenty of advertising matter," urged Arthur H. Rice. "Use pale refined tints—grays and browns. Your collections for the missionaries in Africa will jump 20 per cent. as a result."

"Can we advertise Billy Sunday in pale pinks and blues?" asked a minister.

"You can't," answered John H. Clayton. "Billy Sunday must be advertised in bright red and yellow, with a burning brimstone border. A couple of pink tailed devils with pitchforks would also be appropriate."

The conference was a prelude to an advertising campaign for Chicago churches.

## OKLAHOMAN STAFF CHANGES

## Changes on the Staff of the Oklahoma City (Okla.) Oklahoman.

Charles J. Brill, sporting editor for seven years, has resigned to become managing editor of the Oklahoma City Saturday Night, a weekly publication which local business men plan to issue April 1. Brill was succeeded by Roland D. Smith, of the sports department of the Chicago Tribune. Alvin Rucker, State editor, has resigned to become identified with Harlow's Weekly, as associate editor. Rucker is succeeded by J. W. Perry, of McAlester, who has been city editor of the McAlester News-Capital. H. W. Smith, city editor, has resigned to handle the publicity of all Oklahoma City theatres. He is succeeded by H. F. C. Dueberg, recently office manager of the Keeshen Advertising Agency. Paul Cottrell, field man and "star reporter," will leave on March 10 to become assistant secretary of the Chamber of Commerce. His "run" will fall to T. F. Killiam, from the copy desk of the Philadelphia North American. J. L. R. Nail and C. R. Mooney, reporters, have left the Oklahoman. William Harmouth, of Fairview, Okla., is an addition to the staff as copy-reader. Walter M. Harrison continues in charge as managing editor of both Oklahoman and the Oklahoman City Times.

Gossip is like water—a little is helpful; too much drowns us.—[Business Chat.

## PAPER LEARNS WHAT IS LOVE

## Nearly 24,000 People Define It for New Orleans Times-Picayune.

"What is love?" has been decided to the satisfaction of a great many people, but the Times-Picayune, of New Orleans, has taken the matter up in its columns and has had the question answered in cold type. In a three weeks' contest, finished recently, the paper received 23,761 replies to the question, some humorous, some serious, some in prose, some in poems.

The contestants were asked to answer the question, "What is love?" in thirty words or less, all answers to be original. No one was restricted as to the number of answers he sent in, providing the writer sent not more than one a day. A committee of well-known men and women was selected to pick the winners, fourteen prizes having been offered for the best answers. First prize was \$50; second, \$25; third, \$15; fourth, \$10, and then \$5 to each of the next ten.

The response to the contest almost overwhelmed the management, and the committee had a big job to name the winners. They finally announced that Molly Anderson Hale, of Mobile, Ala., was the winner of the first prize, with the following answer: "Love is the doorway through which the human soul passes from selfishness to service, and from solitude into kinship with all humanity." Second prize went to Mrs. William P. O'Toole, of New Orleans, whose answer was "Love is a chisel that carves into soft outlines the granite block of stern reality."

The fourteen prize-winners, together with the next 500 best answers, have been published in book form, embellished with a large red heart and the title "What is Love?"

## To Advertise in Newspapers

Representatives of the National Paint Manufacturers' Association held a meeting in New York city recently, at which plans were discussed for an elaborate campaign for "more paint." It is understood that the manufacturers plan to spend \$500,000 in a campaign of education, "instilling in the minds of the general public the great good that will result from the brightening up of their homes, offices, and buildings, through the generous application of 'more paint.'" Newspaper advertising is the medium through which the campaign will be conducted.

## Fund to Advertise Pittsburgh

"Pittsburgh, the Convention City" is the slogan adopted by the Pittsburgh, Pa., Chamber of Commerce, and for which they will expend \$50,000 in advertising. Frank J. Lanahan is the chairman approved by the board of directors for this committee. In the announcement of its purpose to establish the \$50,000 fund for two years, the Chamber points to its 1916 record, when thirty-five large and numerous small conventions were held in Pittsburgh. More than a score of large meetings have been already booked for 1917. But to properly advertise Pittsburgh's natural advantages as a convention city the Chamber will engage in an aggressive campaign.

## Australia Copies Type Faces.

At a meeting of the Interstate Tariff Commission for Australia, held recently, the question of a revision of the tariff on type came up for discussion. During the course of the argument it developed that no type faces are designed or cut

in Australia, all of the type used or cast there being copied from either London or American designs. The imports of printers' type into Australia are valued at about \$50,000 per year.

## Advertising Men Prepare

A new preparedness body, the Artillery Officers' Instruction Corps, has been organized in New York by advertising men and publishers' representatives at the Hotel McAlpin. The corps is limited in membership to one hundred. Eighty-four signed up on the first day. The corps will have weekly meetings—textbook affairs—which will be in charge of Capt. Royce Staver, West Point, '07. An advisory committee was appointed, consisting of Capt. Rupert Hughes, O. H. Blackman, Walter R. Hines, and Col. John C. Dooley, formerly of the United States Artillery.

## Eastman's Salary Restored

Through the intervention of newspaper friends, the salary of Col. Henry A. Eastman, Chicago city statistician, was restored in the 1917 appropriation bill after it had been eliminated by the Finance Committee. Col. Eastman in the old days covered the Lincoln-Douglas debates for a Chicago newspaper and later he was editorial writer for the old Times and Chronicle.

## But Will George See It?

Unless George Herbert Gedge, who left New York to join the British army, is a subscriber to the New Yorker Staats-Zeitung, he will not know that he is being sued for divorce. That newspaper has been designated by the Supreme Court to publish the summons, serving Gedge by publication, personal service being impossible.

## Will Bar Street Advertising

The new traffic ordinance that has been drafted and will soon be passed by the City Commission of Dallas, Tex., will contain a provision prohibiting any vehicle or person bearing advertising signs from traversing the streets. It is held that such vehicles are intended to drive slowly, attract a crowd, and tend greatly to increase congestion of traffic.

## Guarantees Deliveries

Subscribers are guaranteed delivery by the Middletown (O.) Journal. A statement printed across the top of the front page of the paper, beneath the heading, states that if the Journal is not delivered by seven o'clock in the evening, subscribers are at liberty to call a Western Union messenger, who will supply a copy immediately.

## Cause British to Worry

The British Government is deeply concerned over the publication in American newspapers of the manifests of British steamships leaving from American ports, as it is believed the Germans are supplied with information in this manner. It is not likely any formal protest will be lodged.

## Paul Derrick's Advertising Book

Paul E. Derrick, famous as an advertising man in the United States a number of years ago, before he removed to London, has written a book on advertising. Mr. Derrick originated and had a part in the creation of new trade characters, such as Quaker Oats, Gold Dust Twins, and Johnnie Walker. The title of Mr. Derrick's book is "How to Reduce Selling Costs."

## TOPICS AND SPEAKERS WANTED

## National Editorial Association Seeks Talkers and Themes for Convention.

Topics to be discussed by the National Editorial Association, during the week of July 8 in Minneapolis, are to be suggested by members. In order to obtain the widest possible variety of subjects, President E. H. Tomlinson, of the Morristown (N. J.) Daily Record, is sending out a letter asking each to tell what he thinks should be talked over at the next national gathering. He suggests some subjects himself, and asks the members if they know "just the right person" to speak on any of them or other suitable themes. The topics Mr. Tomlinson considers of interest, and on which the members are requested to express an opinion, follow: The art of passing on the high cost of production, increasing revenues, keeping down costs, the print paper situation, what schools of journalism are doing for us, political advertising: what shall we do about it?; efficiency in the mechanical department, what field secretaries are accomplishing, getting the news, advantages of the special representative, finding the costs for the ordinary newspaper office, getting the general advertising, where we are weakest, securing and holding circulation, how to make our associations more valuable, making the most of country correspondence, advertising we should do without, an advertising agent's ideas, making the paper a paying proposition, making the paper a community power, and financial success in its relation to serving the public.

## TEXAS PRESS ASSOCIATION

## Galveston Selected as Place for Annual Meeting in June.

The Texas Press Association will hold its annual meeting in Galveston, Tex., June 14, 15, and 16. Galveston was selected by the executive committee of the Association, at a meeting held recently at Austin, during "Newspaper Week" at the School of Journalism of the University of Texas. The action was taken following an announcement from Texarkana that because of lack of hotel accommodations that city could not entertain the Texas Press Association and the Arkansas Press Association in joint convention, as had been planned. Neither association will meet in Texarkana, it is announced.

Members of the executive committee who attended the Austin meeting are: Lee J. Rountree, Georgetown Commercial; Henry Edwards, Troupe Banner; W. C. Edwards, Denton Record-Chronicle; C. B. Gillespie, Houston Chronicle; T. B. Lusk, Italy Herald; Sam P. Harben, Richardson Echo; J. M. Adams, Plainview News, and Frank P. Holland, Holland's Magazine, Dallas.

## UNCLE SAM'S NEW PAPER

## It is a Weekly and is Published at Anchorage, Alaska.

The Government, notwithstanding the high cost of print paper, has ventured once more into the publishing business and started a "country weekly" in Alaska. It is a little sheet, filled with current news of town and country, and has been named the Alaska Railroad Record.

It will be the organ of the Alaskan Engineering Commission, and appears every Tuesday at Anchorage, Alaska. The editor is Charles W. Jones, formerly a resident on the Isthmus of Panama, and engaged in work on the

Panama Canal. Official orders of the Alaska Engineering Commission and circulars regarding work on the Government railroad leading to the coal fields, and other information will appear in the Record as the construction and the operation of the railroad progresses.

The Government for the last ten years has published a weekly paper, the Panama Canal Record, giving news regarding the Canal. Both the Canal Record and the Alaska Railroad Record are sent free to a large number of Government officials and others.

## The Scoop Reorganized

The Scoop, of Chicago, which for six years past has been written by the active newspaper men of the country, in their own and the interests of other professional writers, has undergone a complete reorganization, the property having been sold and incorporated under the title of the Scoop Publishing Company, in which Herbert E. Gimbel and De Lysle Ferree Cass are the principal stockholders. No change will be made in the general character of the paper, or in the personnel of its contributors. Mr. Gimbel, one of the new owners, is a well-known Chicago business man, who has in the past promoted many publication enterprises. Mr. Cass, who has for some time past been associate editor of the Scoop, has an extensive newspaper trade and technical experience, but is perhaps best-known as a fiction writer. William D. Eaton, the former publisher, will continue to contribute to the Scoop, but has now no financial interest. He is well-known to the newspaper fraternity at large, and has promoted many large interests, being the founder of the original Chicago Herald and one of the original incorporators of the Mergenthaler Type Company.

## Rich Ad Harvest in Canada

Canadian newspapers are reaping a rich harvest this week from advertising in connection with the floating of the third Canadian war loan. The official Government announcement occupying 672 lines of space appears daily from March 12 to March 23, and this is supplemented by a mass of advertising by bond dealers and stock brokers. On March 12, Toronto dailies carried anywhere from three to five thousand lines of matter bearing directly on the loan, and papers like the Toronto Globe and Toronto Mail and Empire estimate that during the eleven days of the campaign they will carry from thirty to forty thousand lines of advertising. All this copy is of the very highest quality. The Government advertising is being placed direct by the King's Printer, Ottawa.

## Raising Recruits Through Ads

An advertising campaign which is attracting much favorable comment from publishers, advertisers, and the public is being carried on in the six Toronto dailies by the 109th Regiment, which is endeavoring to recruit an overseas company in Toronto in record time. The series consists of ten four-column and nineteen three-column ads, which are run consecutively for twenty-nine days. The copy, it is understood, has been prepared by Britton B. Cooke, the well-known Canadian author, and is very strong stuff. The business has been placed direct by the regiment.

## Liberal Daily for Ottawa

When the Ottawa Free Press was absorbed by the Ottawa Journal, the Canadian capital was left without a Liberal paper. It is rumored that a new

Liberal evening paper will soon be launched to take the place of the Free Press. Such a step is not at all unlikely both from the political standpoint and from the fact that when the Free Press disappeared, both the Journal and the Citizen raised their advertising rates from three to five cents, thereby antagonizing some of the advertisers of the city.

## Loyal to the President

The Niagara Falls (N. Y.) Press Club, at its annual meeting, adopted resolutions pledging the support of its members to President Wilson in whatever steps he takes to protect American lives and property on the high seas, and passed resolutions condemning the action of the Senators who opposed the Armed Neutrality bill. The services of a publicity committee were offered to the Niagara Falls chapter of the Red Cross in a campaign to increase members and extend its influence. The following officers were elected: President, George E. Loeki; vice-presidents, William E. Tuttle, E. T. Williams, and Robert H. Gittins; treasurer, Walter Emerson; secretary, George F. Bleigh; executive committee, Robert C. Graham, J. Marshall Glass, Walter E. Enteanman, and N. Y. Moyer.

## Pan-American Trademarks Soon

Trademarks and copyrights which will afford protection in the northern group of Latin-American countries and the United States will soon be issued by a bureau of registration to be established at Havana, Cuba, according to an announcement by the International High Commission, after a meeting in Washington, D. C. The Commission stated that with the ratification by Costa Rica of the trademark convention enough of the republics now have sanctioned the Pan-American trademark and copyright agreement to make it become generally effective as soon as the necessary diplomatic negotiations have been completed. The need for such protection has long been felt by American business men, and agitation for general trademark and copyright agreements has been going forward since 1910. The International High Commission expects that the southern group of Latin-American republics shortly will ratify the agreement, and that another registration bureau will be established at Rio de Janeiro.

## Loyal Norwegian Editor

John Benson, through a movement started in the Chicago Scandinavian, of which he is editor, has been instrumental in cancelling the celebration this year of the Norwegian national holiday, May 17, which has been an annual event of considerable magnitude among Chicanos of Norwegian extraction. Mr. Benson urged that in view of the pending German-American crisis it would be unwise to hold any celebration that would savor of hyphenated Americanism. His attitude has been generally applauded.

## Art Critics at Banquet

A number of newspaper men attended the annual dinner of the Art-in-Trades Club, given at the Hotel Astor, New York, last week. Royal Cortissoz, art critic of the New York Tribune, and Harvey M. Watts, art critic of the Philadelphia Public Ledger, were among the speakers. Other guests included W. G. Bowdoin, of the Evening World; Robert J. Cole, of the Evening Sun; F. B. Taintor, of the Globe, and Charles H. Caffin, of the New York American.

## Canada's Food Ad Campaign

The Canadian Government starts this Saturday an advertising campaign to stimulate food production during the coming summer season. Every daily, weekly, and monthly publication in the Dominion gets the business, which is being placed direct by the King's Printer, Ottawa. There are three advertisements in the series, to appear weekly, the space occupied being eight inches by three columns.

## Ad Rates Raised; Weekly Killed

The Taylor (Tex.) Press announces that because of the high cost of print paper and printers' materials, it is forced to raise its advertising rates. The Press has also discontinued its weekly edition, and hereafter will issue only the daily, all unexpired subscriptions to the weekly being filled out with the daily edition.

## Strunsky Succeeds Franklin

Dr. Fabian Franklin, who for seven and a half years has been associate editor of the New York Evening Post, has resigned in order to devote himself to literary work. In consequence, Simeon Strunsky, who has been an editorial writer for the Evening Post since 1906, has been appointed associate editor. Mr. Strunsky is a graduate of Columbia University, a member of the class of 1900. From 1900 to 1906 he was a departmental editor of the New International Encyclopedia. He is author of the Patient Observer, Post Impressions, Belshazzar Court, and is a contributor to numerous magazines. A publication recently referred to him as "the finest essayist in contemporary letters." Mr. Strunsky's weekly article, "Post Impressions," in which he comments on current events in a humorous vein, is one of the most popular features of the Evening Post Saturday Magazine.

## Reporter Joins Army Birdmen

Joseph Van Walchshouser, reporter on the St. Louis Star for three years, has gone to Memphis, Tenn., to become an army birdman. He will be given the title of sergeant in the Officers' Reserve Corps of the aviation section of the army, and will undergo six months' training in manipulating an aeroplane. Walchshouser was one of the few applicants to pass successfully the severe examination held at Chicago a month ago. He is the second St. Louis newspaper man to give up his work for that of the army, Richard G. Tyndall, formerly night editor of the Republic, going to Leavenworth, Kan., to take up his duties as second lieutenant in the Seventh United States Infantry.

## Finds It Pays to Advertise

Clarence M. Woolley, president of the American Radiator Company, reported Wednesday, at the annual meeting of stockholders in East Orange, N. J. that still broader publicity is to be given to the company's products through the advertising policy that has proved so successful. American Radiator advertisements were placed last year in 336,000,000 copies of newspapers, magazines, and other publications, while only 12,000,000 letters and separate pieces of advertising were sent out.

Good words live forever. Bad ones lower the speaker in the estimation of the party he addresses.

## W. S. MERIWETHER AIDS UNCLE SAM'S NAVY WORK

Expert Gets Leave of Absence from New York World to Act as Publicity Manager for the Naval Training Association—Well Fitted by Experience for His Task.

By JOE A. JACKSON.

Walter Scott Meriwether, naval expert, has secured a leave of absence from the World to act as publicity manager for the Naval Training Association, an organization of patriotic men who are seeking to improve Uncle



WALTER SCOTT MERIWETHER.

Sam's first line of defence. In addition to handling the news of the Association, Mr. Meriwether is also sending out feature articles on the life in the navy. He is keeping these free of any propaganda, believing that it is better to awaken interest by simple descriptions of naval customs.

Mr. Meriwether is unusually well fitted for the task he has undertaken. He was formerly in the service himself, has written about it for many years and probably has a wider acquaintance among naval officers than any other writer. In fact, there is not among the higher officers on any of Uncle Sam's battleships one that he does not know personally.

He believes he has undertaken a patriotic duty in his effort to increase young men's interest in the navy and to point out to them the real facts, so they will know if they would like to enlist. He will undertake to dispel much of the popular fiction that exists in the popular mind.

In his office at 26 Cortlandt Street, New York, the other day he told me some of his experiences as a sailor and as naval expert for the Times, Herald, and World. I shall give them to you in his own words:

"I have never regretted the nine care-free years that I spent with Uncle Sam's webfoot—a service that I entered as an apprentice in 1882, to emerge as a ship's writer in 1891," he said. "There is now associated with me on the World another who had been a ship's writer in the old days of up and down t'gallant masts, of reef tackles and royal yards. I don't know whether the naval reporters of these days are such important personages as we regarded ourselves in the old, and were sometimes obliquely regarded.

"The writer to whom I refer, Gus C. Roeder, now and for many years one of the best known newspaper men in New York city, was attached to the old

steam frigate Tennessee at the time when she was flagship of the North Atlantic station. In addition to his duties as writer Roeder had been assigned to the office of the admiral, a combination that left him but little leisure.

### ON THE OLD KEARSARGE.

"It was in New Orleans and on the old Kearsarge of immortal memory and ten knots' speed that I was enlisted. In a previous year Col. Van H. Manning, Representative from my district, had delegated me as one of several candidates from his district for appointment to Annapolis. Throughout most of my schoolboy days I had followed the navy by staying on shore and reading about it in the volumes of Cooper and in the old adjective-freighted language of Headley. But these authors did not help me in the competitive examination and I was merely one of the also rans when Marbury Johnson, now Captain, walked off with the appointment. The ensuing spring found me a visitor in New Orleans. Just then the Kearsarge came in on an enlistment mission. I thought it over for a full hour and then presented myself before the recruiting officers. They gave me some kindly advice about the step I was contemplating, the tenor of which was that I had better give it more serious thought, as in those days there was no chance of any youngster who entered the service via the hawse pipe ever becoming an officer. But the notion of navy life had obsessed me, and eventually I found myself a duly enrolled apprentice and togged out in one of the ill-fitting rigs that were served out in those days.

### WAS MADE SHIP'S WRITER.

"From the Kearsarge I was sent to the old sailing sloop-of-war Saratoga of the training squadron, and with some 200 other youngsters found my sea legs in an extended cruise to English ports and the Mediterranean.

"Drafted to the corvette Swatara, I had attained the rating of captain of the mizzen-top when there occurred a vacancy in the post of ship's writer. I was temporarily assigned to fill the vacancy, and then one day Ensign William S. Sims, the distinguished officer who subsequently did so much to bring the target practice of the navy up to its present high standard, suggested that I make application for permanent appointment to that billet. I did so, but had little hopes from my temerity; it was like asking to be Pope.

"But to my vast astonishment the executive officer took the matter seriously, and in a communication to the Navy Department had my disabilities as an apprentice seaman waived, and I was duly installed.

"The Swatara went out of commission, and I was transferred to the Galena to be assigned to the office of the admiral when that vessel became flagship of the station under Rear-Admiral Bancroft Gherardi. One of Haiti's annual revolutions came along just then. It is betraying no secret to say that this country was then anxious to obtain a coaling station at Mole St. Nicholas, and when the squadron was ordered to Haiti as one of 'observation' its commander was entrusted with the duty of negotiating for the concession wanted.

### AN ADMIRAL'S NEWS SENSE.

"The mission of the squadron was an open secret and there was a deal of effort on the part of newspapers to get correspondents on board, but none was successful. But I had an arrangement with the New York Times by which I was to furnish the news to that paper, and my subsequent way to newspaper-

dom was immensely smoothed by the fine old admiral. His reports anent the progress of the negotiations went direct to the State Department, of which James G. Blaine was then Secretary.

"From time to time the admiral would go ashore and have conferences with some of the black leaders and on returning would make pencil memoranda of what had been said or done, including his own impressions of the various persons squabbling for ascendancy. Then on the eve of mail day, he would hand the notes to me and I was relieved of all other duty while incorporating them into a general report.

"After reading the ribbon copy the admiral, who well knew of my arrangement with the Times, would turn to me and with mock severity ask where was the carbon copy. I would produce it from behind my back and he would go over it, crossing out paragraphs here and there, and then hand it back, saying I could use the rest in my correspondence, I, of course, recasting the phraseology.

### LONG NEWSPAPER EXPERIENCE.

"With my information gleaned from such a source that correspondence naturally attracted considerable attention, and upon return of the flagship to New York, I was invited by the Times to become a member of its staff, and for the ensuing four years I was its marine and navy editor. Then I accepted an offer from the Herald and was in charge of the Havana bureau of that paper when the Maine was blown up in the harbor and was one of the war correspondents of the paper during the conflict that followed. Resigning from the Herald in 1907, I became assistant Sunday editor of the Times and in 1910 resigned to accept an offer from the World.

"My experience in the navy has been the most helpful thing of my whole career. The friends I made then are beyond price."

Mr. Meriwether has written many magazine articles in addition to his regular newspaper and features stories.

### REAL ESTATE ADVERTISING

William C. Roelker Talks About the Sort That Succeeds.

At a recent meeting of the Providence R. I. Real Estate Exchange William C. Roelker, advertising manager of the Providence Journal defined advertising as printed salesmanship. Any business requiring salesmen can profitably employ advertising, he said.

"So it is with the real estate game," asserted Mr. Roelker. "The physical limits of time and space and business prevent your seeing but so many people every day and the law of averages show you that you only sell so many out of every hundred you see. So your first problem is to present your offerings to more people. What better way of doing this than by advertising in the daily newspapers which reach nearly every man, woman, and child who might be a possible purchaser or renter?"

"Your second difficulty is like that of every other salesman—how to reach your man when he is in a mood to listen. How else can you get to him at just this hour and time except through his Sunday paper?"

"A clear concise story of the property, illustrated, giving all the facts and figures, will appeal to possible purchasers under these circumstances in a way that no other method can approach. You can't sell a hundred thousand dollars' worth of land by a two-

column two-inch ad. You must make it impressive or don't do it.

"No salesman and no store who said: 'I have a pair of shoes to sell' and went no further would do much business. No advertisement that does not present a definite, tangible proposition is worth the paper it is printed on. Build your ads as you train your salesmen and they will bring home the orders."

### Ad Women's Dinner Dance

The array of speakers announced by the League of Advertising Women of New York for its annual dinner dance is one of the best that has been presented in New York in some time. Rufus Steele, former editor of the San Francisco Call, heads the list, followed by Miss Helen Rowland, of the New York World; Edward James Cattell, Statistician of Philadelphia; Ivy Lee, of the Bethlehem Steel Corporation, and Mary Shaw, playwright. The dinner will be held at the Hotel Astor on March 20, and a dance will follow. Miss J. J. Martin is president of the organization and Miss Mabel Graswinckel is the secretary-treasurer.

### STARK JOINS BLOCK FORCES

Well Known Newspaper Representative Makes New Connection.

"The soliciting force of the New York office of Paul Block, Inc., has been further augmented by the addition of Mr. Walter B. Stark. Mr. Stark has had many years experience representing publications of all kinds. A number of years ago he represented the Atlantic Monthly, House Beautiful, May Manton Publications, and about fifteen religious publications. Several years ago Mr. Stark established his own business as a publishers' representative, handling the advertising of the magazines published by the Bennett Publishing Co., of Boston, and the May Manton publications. He has until recently been the head of the corporation known as Walter B. Stark & Christie. Mr. Stark severed his connection with this organization to join the forces of Paul Block.

### OFFERS LANGUAGE PRIZES

New Bedford Standard Offers Pupils Inducement to Learn English.

The New Bedford (Mass.) Evening Standard has offered some valuable prizes to the boys and girls of New Bedford who are the children of foreign parentage, as an incentive to them to learn to read and speak the language of the country of their adoption. In a letter to the school committee, the publishers state that for the purpose of encouraging proficiency in reading English among the children of foreign-born residents they tender "the School Department a sterling silver medal of both artistic and intrinsic value (the design to be approved by your Board), replicas of which upon acceptance of the offer will be awarded annually by the school authorities.

"The sole object of the gift is to inspire the children of non-English-speaking parents at an early age with an ambition to read the language of their adopted country, thus aiding their fathers and mothers in sooner becoming familiar with American ideas and institutions."

The man who writes the truth is remembered long after the libeller has been discharged.

**CAR SHORTAGE AFFECTS NEWS PRINT DELIVERY**

**Publishers Who Find Deliveries Irregular, Due to Lack of Cars, Have Complaind to the Federal Trade Commission and the Interstate Commerce Commission, for Relief.**

Many publishers have complained recently of delay in receiving paper from the mills. News print that is ordinarily only five to ten days in transit, is now delayed as much as two and three weeks. It is not infrequent, it is said, that ten days elapse before paper can be moved from the mill, due to the inability to get a sufficient number of cars. This difficulty is giving publishers as much concern at present as any other phase of the news print problem. Large and small newspapers suffer alike in this regard.

A number of publishers have obtained relief by writing to the Federal Trade Commission and to the Interstate Commerce Commission. The Commission has obtained cars, not only for publishers, but for mills as well, in order to get the raw material to them.

The Canadians will not allow any cars to come across the frontier, stating that when cars leave that country, it is almost impossible to get them back, due to the shortage of rolling stock on the American railways. The International Paper Company has been compelled to purchase 200 cars in order to keep a supply of wood and pulp moving to its mills in this country.

"In ordering paper from the mill," said one publisher, "it is always well for the newspaper to request that the shipment be followed by a tracer. It is better to start the tracer right behind the car when it starts on its journey, or with it, than to start it after the car is marooned on a siding in some tank town, or cross roads switch. Publishers in the past have relied on the mill to do all this. Now it's a matter the publishers must take into their own hands. Getting a tracer behind every car will facilitate shipments."

**California Papers Suspend**

The high cost of printing and paper has had its effects upon the newspaper publishing business in California, as is evidenced by the discontinuing of several papers during the past few weeks. The Vallejo Evening Tribune and the Pittsburg (Cal.) Daily Dispatch recently expired. The latter had been in existence for only a few days. Other papers which have discontinued publication are: The Brawley Star, the Orange Star, and the Taft Bulletin.

**TOOK TRADING STAMP GRAFT**

**Such Charge Is Made Against Two Expelled Arkansas Senators.**

The fight in Arkansas over the trading-stamp and anti-coupon legislation has grown so hot that two members of the Legislature of that State have been charged with having accepted bribes from the trading-stamp interests, and criminal proceedings have started, while the Arkansas Senate expelled both by a vote of twenty-five to eight.

Senators Ivison C. Burgess, of Russellville, and Samuel C. Sims, of Hazen, are the men charged with soliciting and accepting bribes to kill the Anti-Trading Stamp and Coupon bills now pending. It being alleged that the two accepted \$2,000 from a supposed agent of the trading-stamp people by the name of McGarvey in return for the original copy of one of the bills, but who turned out to be a detective from the W. J. Burns Detective Agency.

The two men were arrested on orders from Prosecuting Attorney M. E. Dunaway, after they had been trailed all day by detectives, who allege they saw the money pass into their hands in exchange for the bill. McGarvey, at the time of the arrest, was charged with offering the bribes, and was arrested in company with the Senators.

The Trading Stamp bills were both introduced in the Senate by Burgess. Senator Sims is Chairman of the Committee on Public Service Corporations, to which both bills were referred for recommendation as to whether they should pass.

Sims and Dunaway are said to be political foes. Much mystery was thrown around the identity of McGarvey, who was supposed to be a representative of Eastern trading-stamp interests till Prosecutor Dunaway revealed his identity, which seems to absolve the trading-stamp companies of being in a conspiracy to bribe the State Senators.

**O'Donnell, Sentenced, Appeals**

Sentence of four months in the parish prison and a fine of \$300 were imposed on Hugh A. O'Donnell, editor of the New Orleans American on March 3, after his conviction of criminally libelling Mayor Behrman and city commissioners. It was charged that O'Donnell published an editorial intimating that the officials had been improperly connected with a deal for the purchase of a race track. Although the Judge who presided, F. D. Chretien, is said to have admitted from the bench that he had doubts of the guilt of Mr. O'Donnell, he denied the motion for a new trial, but did admit the defendant to bail in the sum of \$500 pending decision on the appeal that was filed.

**NEWS PRINT COST TO N. Y. PAPERS ENORMOUS**

**Metropolitan Dailies Paid \$246,241.21 More During January, 1917, Than They Did for the Corresponding Month In 1916, Showing Loss of \$65,000—Despite Increased Advertising Patronage.**

There was an apparent loss of \$65,000 among the newspapers of New York, due to the present price of news print, for the month of January. This cost is estimated by a publisher who has looked into the question, from the premise that all the newspapers are paying \$3.10 per 100 pounds for their paper. Add 20 cents to cover expense of freight, cartage, and so on, and the price will reach \$3.30 per 100 pounds. One paper is known to have contracted for a price at least 10 cents under that figure, while with another the publisher makes his own paper, and thus does not have to pay manufacturing profits.

The sixteen daily newspapers of New York used 3,696,484 pounds of paper daily

during the month of January, that figure being reached from the last post-office statements. At \$3.30 per 100 pounds the cost would be \$753,371.51. Compared with January, 1916, and calculated in the same manner, the consumption was 3,604,445 pounds daily; at \$2.15 per 100 pounds, the price paid then, the cost for the month was \$507,130.30. The increase for January, 1917, over the same month in 1916 was, according to these figures, \$246,241.21.

There was an increase in advertising patronage in January, 1917, over January, 1916, of 862,945 lines. Averaging the rate at 15 cents a line, the additional business, this publisher figures, would be worth \$129,441.70, while the economy effected by a decrease of 616 pages for the entire month of the same period would equal 1,556,096 pounds, or \$51,461.17, a total of \$180,982.87, which leaves a net loss, due to the increase in the price of news print, of \$65,000.

The man who is determined to make a fool of himself has lots of chances to do a good job.

**AN OPEN LETTER**

Minotte E. Chatfield  
President

William A. Hendrick  
Treas. and Publisher

Charles E. Graham  
Secretary

THE TIMES COMPANY

**TIMES LEADER**

NEW HAVEN, CONN.

March 14, 1917.

Mr. Alexander Troup, Publisher,  
The Evening Union,  
New Haven, Conn.  
Dear Mr. Troup:

A representative of the Audit Bureau of Circulations, that great organization which is the final authority on the circulation of newspapers, has just reached New Haven, as you know. He will immediately begin the work of thoroughly auditing the circulation books of the Times-Leader, the Journal-Courier and the Evening Union. He will also audit the New Haven Register providing the publisher of that newspaper will sign the application blank and submit his books and records.

The presence of this expert auditor, it seems to me, offers the newspapers of New Haven an opportunity of settling, once for all, the long disputed question as to their actual circulation. I, therefore, make you the following offer:

The Times-Leader, which is to be examined first, will permit you or your assistant, to accompany the A. B. C. auditor in all of his work in the Times-Leader office, you or your assistant to have complete access to all of our books and records to which the auditor himself has access. In return, you are to agree to permit the publisher of the Times-Leader, or his assistant, to have exactly the same privileges when the auditor does his work in the office of the Evening Union.

I believe that the merchants of New Haven are weary of circulation controversies and I am confident that they would welcome an arrangement of this kind. It would be virtually certain to end all disputes for some time to come—as no publisher could claim that the auditor had been misled in an examination in which he himself had assisted the auditor.

If this offer meets with your approval, which I earnestly hope will be the case, I will request that you immediately make known your acceptance, in the columns of the Union, and come to our office to assist the auditor.

I am sending a similar invitation to Mr. John Day Jackson, publisher of the Register, and Mr. Edward T. Carrington, business manager of the Journal-Courier, and trust that the proposition will meet with their approval as well as your own.

Very truly yours,

WILLIAM A. HENDRICK,  
Publisher,  
NEW HAVEN TIMES-LEADER.

**INTERTYPE**

Model A  
Single Magazine  
\$2100

Model B  
Two Magazines  
\$2600

Model C  
Three Magazines  
\$3000



Many publishers bought their first Intertypes because they thought the policy of "FAIR PLAY—FAIR PRICES—FAIR PROFITS" should be encouraged.

Some of them have since bought more Intertypes because they believe in getting the greatest possible value for their money.

**INTERTYPE CORPORATION**  
Terminal Bldg. BROOKLYN, N. Y.

# EDITORIAL

## "STANDING BY THE PRESIDENT"

NEWSPAPERS all over the country are practically unanimous in the belief that it is the duty of all loyal Americans in the present crisis in our international affairs to "stand by the President." Even newspapers opposing the party in power on domestic issues join in the admonition to show to the world that, in the matter of defending national honor, the President has the united and unstinted support of all the people.

And that he has such support is perfectly true. To deny it or to materially qualify the claim is to show lamentable ignorance of the temper and spirit of American citizenship.

Yet some newspapers, preaching solidarity to their readers in editorial utterances, permit their cartoonists to lampoon the President, and their headlines and news writers to malign his purposes and policies. He is pictured as timid, if not craven; as weak and vacillating; as submissive to repeated insults and outrages by a foreign ruler. The effect of such cartoons, and of such unfair coloring of the news of events, is to destroy the confidence of many people in the President's capacity for leadership.

The President is entitled to immunity from attacks from the rear. If he is to serve the nation effectually in its crisis he must be free to deal with the foe in front. Some of the papers whose editors are vigorous in denunciation of the sort of foreign propaganda which would breed disloyalty and dissension here, are themselves, perhaps without such intent, furthering the interests of possible foes by breeding distrust of the President.

The way to "stand by the President" is to stand by him without qualification. To hold him up to public contempt, through cartoons or biased news stories, is to assist the enemies of the nation.

## PASSING OF COMPARATIVE PRICES

FOR many years THE EDITOR AND PUBLISHER has fought against the practice of many store advertisers in quoting "comparative prices." It is gratifying to note that this utterly bad practice is passing.

In the days when advertising was largely a contest between merchants in the art of fooling the people, the "comparative price" device was universally used. It was never intended to impress thoughtful people, but was an appeal to credulity and to cupid-ity.

Some stores have carried the practice to the extent of never quoting an original price on any commodity advertised. Every item offered had been "reduced from" some higher price, or had been "formerly priced" at a much higher figure. Such advertising has always been an affront to the intelligent reader.

The man or woman with average buying sense would hesitate to make a purchase in a store featuring these "reductions" in its advertising. For it is obvious that to buy any article at the first price fixed for it would be folly and extravagance. There would always be the prospect that, within a few days, the article in question would be "reduced" to half the price demanded for it to-day.

Comparative prices, flaunted in department-store advertising for so many years, have done more to destroy reader-confidence in advertising than all other forms of so-called "fraudulent advertising." The reader of such advertising must conclude that a store which, in order to speed up sales, finds it necessary to cut its original prices in half, must be a store of perils and pitfalls for patrons. *Unless the original prices were outrageously exorbitant, the "reduced" prices would mean quick disaster for the merchant.* And, as readers of advertising observe, these merchants seem to thrive on selling at ruinous prices, the conclusion is inevitable that such merchants are merely liars and cheats, and thus all advertising is discounted.

For the sake of the influence and prestige of advertising, editors and publishers of newspapers owe it to themselves and to their readers to wage persistent war upon the "comparative price" humbug, and to use drastic means, if necessary, to persuade offending merchants to abandon it.

*The great moments of life are but moments like the others. Your doom is spoken in a word or two.—Thackeray.*

## GIVE YOUR FULL CO-OPERATION TO THE COMMISSION!

IN the news print crisis of 1916-17, and particularly since the Federal Trade Commission has ascertained and made known that the paper shortage has been "largely artificial," and prices unfair and extortionate, the attitude of the newspaper publishers of the country has been one of extraordinary moderation.

If like conditions had been shown to exist in any other industry, the press of the nation would have exercised its full power to put an end to them—in the public interest. Prohibitive prices for news print, based upon unjustified claims of enormously increased manufacturing costs, have meant not merely confiscation of the earnings of many newspapers, but have menaced the very existence of a free and independent press in America. This menace has been of sinister portent to the people themselves. In the public interest the power of the press might well have been utilized to the utmost to force manufacturers to return to policies of fairness and the square deal.

But the publishers have refrained from fighting a battle in which their own interests have appeared to be paramount. They have always taken up the gauntlet in behalf of the people when the public welfare was threatened—until now. In this crisis they have been content to rely upon the agencies of the Federal Government. They have chosen to make no use of their strength in their own behalf. They have shown full confidence in the work of the Federal Trade Commission. That confidence has been justified. The members of the Commission have labored faithfully—not to serve either industry involved in the controversy, but to serve the public interest and to enforce the principle of the square deal and the restoration of competition.

The results are still in chancery. The arbitration plan, by which fair prices have been fixed and immediate relief promised, may yet fail of its object unless both manufacturers and publishers show a common desire to cooperate fully, and to the end, with the Commission. The publishers must relinquish a part of their contract tonnage, in the face of the fact that it is already insufficient for their normal needs, and they must absolutely eliminate all waste of news print, through abolishing all returns. They must, in short, curtail their use of white paper, in order that the balance between consumption and production may be quickly restored to normal.

The manufacturers must accept the prices fixed by the Commission—prices based upon ascertained manufacturing costs, plus reasonable profits. Many of them have already done so—others must follow suit quickly. The publishers expect, confidently, that the news print man will meet them half way. No manufacturer is asked to sacrifice a dollar of legitimate profit—and none must be permitted to practice extortion.

Not only in this crisis in the news print market have the publishers shown marked moderation—for in other years, when monopolistic tactics were used to create artificial shortages and to boost prices, the publishers refrained from any concerted effort to enforce justice for themselves. They relied then, as now, upon the Federal Government to see to it that laws were obeyed, that monopolies in restraint of trade should be dissolved.

The duty immediately confronting publishers is to sign the agreement prepared by the Federal Trade Commission, and to do this before March 20. The duty immediately confronting manufacturers is precisely the same. The businesses of paper making and of publishing are interdependent. Strife is unprofitable—and unnecessary. If continued it will mean disaster for both industries. It must be ended—and ended on a basis of mutual concessions which are to result in mutual benefits. No other policy than that of the square deal yields dividends—and no other policy endures.

## FRANKLIN—LAUZANNE

FRANKLIN, the first great editor of America, was sent to France to win friendship and support for the cause of American liberty. He won the friendship of a great people—a friendship which has never faltered in all the years of the Republic's life; and he won that immediate military aid which turned for our colonial armies the spectre of defeat into final victory.

Now France, fighting a great war for her ancient ideals of Liberty, Equality, and Fraternity—her territory once more the theatre in which human history is being enacted—sends her foremost editor to return, unofficially, Franklin's visit. Stephane Lauzanne has been our guest for several months. He has lectured to our people in many cities, from coast to coast; he has written and talked for our newspapers—always with FRANCE as his theme. He has given to hundreds of thousands of Americans a thrill of renewed interest in the aims and ideals of our sister Republic—he has made us realize that France, during the past thirty months of unimaginable sacrifice, has been fighting our war as well as her own.

M. Lauzanne's mission to us has been carried out with the tact and simple dignity which made our own Franklin an Ambassador-Extraordinary. The great French journalist has been free to talk to the American people—while his country's Ambassador at Washington has not. If impending events should align us with France in the defence of international rights it may hereafter appear that the visit to us of M. Lauzanne, in this period of national anxiety, was of historic consequence.

WHEN the history of the news print crisis of 1916-17 comes to be written, and the story is told of the parts played in the economic drama, and of the men who played them, one man will stand out in clear relief. It will be the name of a modest editor and publisher of the South, who has labored unselfishly and with rare tact and understanding to bring relief to all publishers from threatened disaster. He has been the tireless attorney, without fee, for every consumer of news print paper. THE EDITOR AND PUBLISHER refers, of course, to Frank P. Glass, of Birmingham, the chairman of the Paper Committee of the American Newspaper Publishers Association.

CHARLES K. BLANDON, publisher of the St. Paul Dispatch and Pioneer Press, predicts that after the war, and after present upset economic conditions shall have passed, the price of news print will range between \$50 and \$60 a ton. If his prediction is well founded—and he is in a position to know, as his newspapers own and operate a paper mill—the penny paper would appear to be generally doomed.

MR. DODGE asked the Commissioners to fix a price which would "enable us to survive and the publishers to live." The Commissioners complied with that request. Selling at the prices fixed, the International can survive and earn handsome profits; and, buying at the prices fixed, the publishers can live—and may also earn profits commensurate with renewed efforts to develop business and to eliminate waste and wasteful methods.

JASON ROGERS, publisher of the New York Globe—a favorite paper with baseball enthusiasts—announces that, hereafter, baseball will be treated for its actual news value by that newspaper. Every advertiser will applaud Mr. Rogers—for every advertiser knows the negligible value of the average sporting extra, which is bought merely as a news bulletin and discarded the moment the scores of the games have been scanned.

ERNEST G. SMITH, manager of the Wilkes-Barre Times-Leader, writing under date of March 3, speaks of "THE EDITOR AND PUBLISHER, which we consider here to be the premier publication devoted to the cause in all the country." In spite of the urgings of traditional modesty, THE EDITOR AND PUBLISHER cannot find any valid grounds for disputing the generous verdict of Major Smith.

# P E R S O N A L S

NEW YORK.—Col. Franklin P. Sellers, for twenty-six years religious editor of the Brooklyn (N. Y.) Eagle, celebrated his seventieth birthday Friday, March 9. Members of the Eagle staff held a reception for the veteran and presented him with several tokens of their esteem.

Allan C. Hoffman, advertising manager of the Scientific American, accompanied by W. T. Churchill, of New York, are spending some time fishing and in other recreation in and about Galveston, Texas.

Emerson D. Owen, a Scranton (Pa.) newspaper man, has accepted a position in New York as head of the publicity department of the United Cereal Company.

Thomas J. Vivian is to give a series of talks on "News and the Newsmakers," at the Hotel Plaza on March 21, 28, and April 4, at 11 A. M.

Joyce Kilmer, of the New York Times and a member of the Journalism Faculty of the New York University School of Commerce, has just published "The Circus and Other Essays." Most of the essays in this book appeared first in the Sunday edition of the Times.

E. W. Bliss, of the World's war desk, is making a recuperative voyage to Texas and return.

Richard H. Waldo, secretary of the New York Tribune, addressed the Retail Trade Committee of the Johnstown, Pa., Chamber of Commerce's "Get Together" smoker. Three hundred business men attended and Mr. Waldo dissected the advertising of the local papers in an amusing and then serious manner.

J. V. Knight, special correspondent in Cuba for the New York World, resigned after only one week and returned to New York and Washington on a special mission for the Cuban Government. Mr. Knight was for two years a member of the editorial staff of the New York Times.

Gus C. Roeder, of the World, has suffered a relapse and is recuperating at Atlantic City.

Ernest Howard, a World editorial writer, is resting in Florida after a second partial collapse from overwork.

OTHER CITIES.—W. J. Murphy, publisher of the Minneapolis Tribune, is sojourning at Summerville, S. C., recuperating from a recent illness.

J. W. Perry, of McAlester, Okla., has been appointed State editor of the Daily Oklahoman.

Matthew Hamilton has joined the editorial staff of the Stockton (Cal.) Record. For several years he has been connected with the Argonaut in San Francisco.

Thomas Brady, jr., of the editorial force of the New Bedford (Mass.) Standard, addressed the members of the Dartmouth Club, in that city, on Wednesday evening, March 14, telling about "life on the Mexican Border." Mr. Brady served on the border as a sergeant-major in a Massachusetts regiment.

Charles A. Miller, associate editor of the Nyack (N. Y.) Evening Star, has resigned to enter the employ of Fleischmann's Yeast Company in Boston. He has been succeeded by Harold W. Belcher, late of the International News Service, New York city.

Charles P. Spatz, editor of the Boyerstown (Pa.) Democrat, will be an aspirant for a Congressional seat this fall.

*IT is fine to meet men who look upon their whole life as a sort of sacrament—something infinitely precious to be offered up on the altar of the common good.—Thomas Dreier.*

Carroll S. Bartram, who has been identified with Minneapolis and St. Paul newspapers since 1881, has retired from newspaper work to become superintendent of the insurance department of one of the larger fraternal orders for Minnesota and North Dakota.

John Kendrick Bangs, humorist and editor, lectured at Southern Methodist University in Dallas, Tex., on the evening of March 9.

Frank G. Carpenter, special writer, is in Galveston, Tex., working on his next line of special articles, which will deal with trade conditions growing out of the European war, under the title, "The New Industrial Empire."

The Detroit Tigers have arrived at their training camp at Waxahachie, Tex. The following newspaper men from Detroit are with the squad: Joe S. Jackson, N. W. Beasley, E. A. Batchelor, and Harold Wilcox.

A. C. Weiss, president and general manager of the Duluth Herald and director of the Associated Press, spent some time in Dallas while on a tour of a number of cities of the Southwest. From Dallas he returned direct to Duluth.

H. D. Jacobs, who has been manager of the United Press at Dallas, Tex., for several months, has resigned to accept a position as reporter on the Dallas Evening Journal.

Charles R. Stark, jr., of the Providence (R. I.) Journal, has been appointed publicity agent for the Providence Chapter of the American Red Cross, for the campaign to secure 5,000 members.

Major G. Edward Buxton, jr., treasurer of the Providence (R. I.) Journal, has been named Scout Commissioner in command of the Rhode Island Boy Scouts. George B. Utter, of the Western Sun, has been appointed a commissioner, and J. Harold Williams, of the Journal, a special commissioner.

Avery Carr, formerly with the St. Louis Republic, in various editorial capacities, as well as with the Globe-Democrat, is now connected with the staff of the St. Louis Post-Dispatch as copy reader.

John J. Meegan has returned to the staff of the Buffalo Times, after working for several months on the Cleveland News.

Richard J. Murray is again covering police for the Buffalo Times, having returned from the Mexican border, where he was with the Seventy-fourth Regiment of Buffalo.

R. Morris, formerly editor of the Valjejo (Cal.) Times, is now in newspaper work at Tulsa, Okla. He was for several years managing editor of the Willows' Journal.

W. A. Yarwood, of Long Beach, Cal., has been made advertising manager of the Salt Lake City Herald-Republican. He formerly was in charge of the advertising of newspapers in San Bernardino, Cal., and in Ogden, Utah. His last position was with the Long Beach Telegram.

David S. Ricker has been appointed city editor of the Marysville (Cal.) Appeal, succeeding W. P. Jones, who re-

signed to accept a reportorial position on an evening newspaper. Ricker was at one time Sunday editor of the Chicago Tribune.

Mrs. Kate Brew Vaughn was engaged by the Dallas (Tex.) Morning News to visit Dallas and conduct a cooking school for its readers from March 12 to 17 at the City Hall Auditorium.

State Senator L. H. Nord, of Minnesota, gave a dinner in St. Paul a few nights ago to all the newspaper men who are reporting the legislative proceedings.

CHICAGO.—James Evans Crown, former Chicago newspaper man and more recently city editor of the New Orleans Item, is at the Palmer House in Chicago, after returning from Michigan, where his young daughter was recently buried. Mr. and Mrs. Crown spent a year on a Texas ranch in an effort to cure their daughter of tuberculosis.

Mrs. Audrie Alspaugh Chase has left the Chicago Tribune staff to become movie editor of the Chicago Examiner. With the permission of Joseph Medill Patterson, editor of the Tribune, Mrs. Chase will use the pen name, Kitty Kelly, which she formerly used when writing criticisms of motion pictures for the Tribune.

Jay Jerome Williams, City Hall reporter for the Chicago Examiner, has been confined to his home for several days with a severe cold. During his absence John L. Spellman, political editor of the Examiner, has been taking the City Hall run.

Charles V. Power and Charles G. McArthur have recently joined the Chicago Tribune staff. Mr. McArthur was formerly with the Chicago Examiner. Mr. Power has been assigned to the North Side police run.

Jeannette Rankin, of Montana, the first woman to enter Congress as a Representative, who has been writing a series of articles for the Chicago Herald, will deliver an address before the Chicago Woman's Club March 19.

PHILADELPHIA.—Francis R. Zeigler, art critic of the Record, will go to New York on March 19 to see the initial production of his translation of Wedekind's "Awakening of Spring," which will be presented by Gilbert Stein under a two-year contract.

Tom Daly, copyist of the Evening Ledger will be honored by the Northeast High School on March 23. The students have arranged "An Evening With Tom Daly," when many of his poems will be recited and the events of his literary experience related.

The Rev. Dr. Christian F. Reisman addressed the organization meeting of the Church Advertising Association at the City Club, last week when he told the assembled clergymen that newspaper ads were the very best bait to use to get people to come to church. The Rev. George W. Steckle, D.D., a Presbyterian minister, was elected president of the association.

W. S. King was elected president of the Quaker City Ad Club at a recent meeting; J. S. Weeks, vice-president; C. B. Cobaugh, and F. K. Esherick, second and third vice-presidents; G. M. Dauphinee, secretary, and W. L. H. Bunker, treasurer. J. A. O'Donnell, sales manager of the H. O. Wilbur & Sons Company, addressed the club.

#### Visitors to New York

William G. Naylor, editor of the Ocean (N. Y.) Times.

Victor Ross, Toronto Globe.

William Simpson, business manager, Philadelphia Evening Bulletin.

William F. Dunser, publisher of the Reading News-Times and Telegram.

George B. Browne, publisher of the Anderson (S. C.) Mail.

Guy D. Barham, publisher of the Los Angeles Herald.



The Minneapolis Tribune  
has contracted for  
the Haskin Service.

## VICTOR F. LAWSON ILL

## Dean of Chicago Newspaper Fraternity Is Confined to His Home.

Victor F. Lawson, publisher of the Chicago Daily News, has been ill at his home in Chicago for two or three weeks. Despite the efforts of his associates to lighten as much as possible the burden of the management of a great newspaper, Mr. Lawson has insisted on performing his full day's work every day, though he has not gone to his office.

One of Mr. Lawson's aides said his illness is not of a serious nature. On the advice of his physicians, Mr. Lawson for some time subsisted on a liquid diet. He is said to be on the road to recovery.

It is not known whether Mr. Lawson's enforced vacation from his office has interrupted the method of handling business and correspondence which has become almost a tradition among Chicago newspaper men during his half-century publication of the Daily News. This interesting and efficient system, as told to succeeding generations of reporters, is to divide all pending matters according to days, with a day for each pile of papers. As each day comes around, Mr. Lawson disposes of the business indicated by the particular group of papers set aside for that day. If a man comes in to talk about a matter that is set for some other date, he is courteously requested to come back on the date designated.

The news that Mr. Lawson, who is acknowledged to be the dean of the Chicago newspaper fraternity, is recovering, has been received with gratification. Mr. Lawson bought the Daily News in 1876, when he was twenty-six years old, and has since made it one of the greatest newspapers of the country.

## Named to Greet Gerard

Mayor Mitchel, in naming a committee of distinguished citizens of New York to welcome home former American Ambassador to Germany, James W. Gerard, included the following editors and publishers: Herbert F. Gunnison, of the Brooklyn Eagle; John N. Harmon, Brooklyn Times; William E. Lewis, New York Morning Telegraph; James Luby, New York Sun; Andrew McLean, Brooklyn Citizen; Adolph S. Ochs, New York Times; William C. Reick, New York Sun; Dr. Edward A. Rumely, the Evening Mail; Ogden M. Reid, the New York Tribune; H. B. Swope, New York World; H. L. Stoddard, Evening Mail; Oswald G. Villard, Evening Post; Louis Wiley, New York Times, and Don C. Seitz, New York World.

## PERSONALS

(Continued from page 21)

**PITTSBURGH.**—T. R. Williams, business manager of the Pittsburgh Press, recently addressed the assembly of the School of Economics of the University of Pittsburgh on "Newspaper Making."

L. G. Boggs, editorial writer on the Times of Fairmont, W. Va., was a visitor to Pittsburgh the past week.

William E. Moffett, advertising manager of the Pittsburgh Leader, is in New York city on a business trip.

Col. and Mrs. O. S. Hershman are in New York. Col. Hershman is president of the Pittsburgh Press.

Claude E. Moorehouse is now publicity agent for the Paramount Film Company in the Pittsburgh district. Ray Sprigle takes Mr. Moorehouse's place as night editor of the Pittsburgh Post.

Senator George F. Oliver is now in Pittsburgh giving personal attention to the Gazette-Times and Chronicle-Telegraph, of which he is president.

E. B. Hurley, formerly of the Philadelphia Press, has joined the editorial staff of the Pittsburgh Post.

Edward J. Bailey has joined the advertising staff of the Pittsburgh Dispatch.

**CANADA.**—John Ross Robertson, proprietor of the Toronto Telegram, is spending a few weeks at the Royal Palm Hotel, Miami, Florida, where he has been accustomed to go every spring for the past fourteen years.

W. J. Douglas, managing director of the Toronto Mail and Empire, is expected back from a sojourn in South Carolina in the course of a few days.

John Lewis, one of the editorial writers on the Toronto Star, and a recognized authority on Canadian political history, addressed the Canadian Club of Toronto on Monday on "Fifty Years of Confederation."

M. O. Hammond, city editor of the Toronto Globe, has been engaged for some time past in writing a book containing sketches of the men who arranged the confederation of the Canadian provinces fifty years ago; it will be published in May.

**MILWAUKEE.**—L. Neiman, publisher of the Milwaukee Journal, is sojourning in California.

Gerald Murray, for several years with the Milwaukee Free Press, has joined the staff of the Chicago Examiner as a rewrite man.

Herman and Julius Bleyer, veteran Milwaukee newspaper man, held an unique celebration last week. The brothers who are twins observed the sixty-seventh anniversary of their birth and the thirty-sixth anniversary of their marriage. In honor of the occasion a family gathering was held in the home of Herman Bleyer.

Arthur McClellan, San Francisco, is now on the staff of the Milwaukee Free Press.

Chester Vonier, of the Sentinel's night copy desk, has recovered after a few days' illness.

**SAN FRANCISCO.**—E. K. Gaylord, editor and owner of the Daily Oklahoman, of Oklahoma City, is passing a few days here. He is an enthusiastic booster for Oklahoma. This is his first trip to San Francisco in several years, and he expressed surprise at the city's numerous improvements.

William W. Ellsworth, president of the Century Publishing Company, delivered a lecture on "Forty Years of American Publishing" at Lisser Hall, Mills College, last Thursday evening. He has been connected with the Century Company for forty years, and has been president of the concern during the past three years.

## Hungry Editors Recanted

Gustav and Max Theimer, Socialist editors of the Issue, went to Elizabeth, N. J., jail rather than pay their poll taxes. They declared they would die there before they would pay. Six hours and a meal of beef stew caused them to recant their principles and pay the tax.

## "Dry" Ad Law in Idaho

The Idaho Legislature, just before its adjournment, passed a bill prohibiting liquor advertising in the State.

## WILL REVIVE EVENING ITEM

## One-Cent Philadelphia Daily to Appear on May 1 Next.

PHILADELPHIA, March 14.—The Evening Item, redivivus, will appear on May 1; an eight-page paper, which will be sold for one cent. James J. Wray will be publisher, editor, and general manager, he having bought the plant from the Eastern Newspaper Syndicate, which occupied the Item Building after Harrington Fitzgerald, only survivor of the three sons of Col. Thomas Fitzgerald, discontinued publication.

Since December 8, Mr. Wray has been getting out a lively Sunday Item, of sixteen pages, with a comic supplement, sold for two cents. This emphasizes sports, in charge of H. Walter Schlichter; politics, edited by Sam Hudson, and the drama, managed by Harrington Fitzgerald, who also contributes two columns or more of art news and criticism. The tone of the paper is distinctly improved, and the amount of advertising carried, excellent, considering the short time the paper has been under way.

Mr. Wray was at one time in the mechanical department of the New York Journal, was on the Police Gazette, and more recently was editor of the West Philadelphia Quiver. He is married to the Countess Montlong, of Paris, France.

The business of the syndicate has been turned over to him and every week the presses publish 101 papers, of which only 16 are advertising sheets, delivered free. In the list are church and business papers and one negro weekly.

## MacKINNON TO PHILADELPHIA

## Well-Known Circulation Manager Goes to the North American.

A. E. MacKinnon has been appointed director of circulation for the Philadelphia North American, and will assume his new duties in the near future. Mr. MacKinnon's return to active newspaper work after two years in other lines is an event of interest to newspaper circulation men all over the country. He was formerly connected with the New York World, and for a year was vice-president of the Hamilton Corporation, and more recently was business manager of the Newark Ledger. He is well known throughout the country as a former president of the I. C. M. A.

## Clemens's Co-Worker Pensioned

Tyler Parker, of Montgomery, Mo., was made happy last week when news reached him in a message from Speaker Clark stating that President Wilson had signed a special pension bill giving him \$30 a month. It found Parker ill in bed. He has been setting type by hand for nearly sixty-four years, and worked with Mark Twain at Hannibal before the Civil War.

## MILITARY MEN INTERESTED

## Army Officers May Accompany Ad Club Caravan to St. Louis.

The military significance of the San Francisco Advertising Club's proposed overland caravan to St. Louis has been evidenced by the fact that the United States Army is considering sending two military observers to note the condition of the roads between San Francisco and Denver. Steps have been taken to secure the cooperation of the army and officers of the Western Department of the army have laid the matter before Secretary Baker of the War Department.

The demonstration of the practicability of the roads between San Francisco and Denver, and the course of the new proposed Lincoln Highway running north from Reno through Elko and the northern end of Salt Lake, will be proven by the test undergone with the motor prairie schooner.

A one and one-half ton truck is being especially constructed for the Ad Club caravan and will accompany the twenty machines comprising the tour. This truck will carry gasoline, supplies, and emergency equipment.

The Ad Club pilgrims will leave San Francisco on the afternoon of Sunday, May 20. The Ad Club of Oakland, will join them and accompany them to Truckee, that night, by way of Auburn.

## Pearsall's Enlarged Quarters

Increased space being necessary, W. Montague Pearsall, advertising agent, has moved from the seventh to the ninth floor of the Mail and Express Building, 203 Broadway, New York. The agency now occupies the editorial rooms recently vacated by the Evening Mail. Before embarking in business nineteen years ago, Mr. Pearsall served on the Mail and Express for seven years, and so has spent a quarter century in the same building.

## Letters to Successful Publishers

Mr. H. D. BURRILL,

Publisher,

THE JOURNAL,

Syracuse, New York,

Dear Mr. Burrill:

For six years past, without a break, THE JOURNAL has used our daily illustrated service. You have helped us with suggestions and friendly criticism. We have found it wise to follow your advice on more than one occasion.

During the six years, THE JOURNAL'S circulation has increased from 30,000 to approximately 50,000. We do not mention this to claim any part of the credit. We bring out the point because we like to have it known that such an aggressive, result-getting publisher elects to use our service regularly.

You have made one of the big newspaper successes of the country. Good luck to you and to your capable managing editor, Mr. Chase!

Very sincerely,

THE CENTRAL PRESS ASS'N.  
New York and Cleveland.

The Best Known Slogan  
in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

## CONGRESS TO PROVIDE ADEQUATE CENSORSHIP

Existing Laws Do Not Prevent Publication of News Which Might Embarrass Administration, Editorial Courtesy Being the Only Safeguard—Doubt as to Presidential Power.

WASHINGTON, March 12.—Immediately upon the convening of the extra session of Congress, April 16, steps will be taken to provide an adequate censorship for news of vital importance to the Government.

Secretary of the Navy Daniels's appeal to newspapers and cable companies of the country to refrain publishing information of any kind as to merchantmen which shall arm under President Wilson's order has revealed the fact that there is no law upon the statute books giving the Federal Government censorship over the news distributing forces of the country.

Efforts of the executive branch of the Government to obtain such legislation have been futile. From the War and Navy Departments recommendations for laws that would prohibit the publishing of movements of the armed forces of the nation in time of war, and providing punishments for violations have been made to Congress, but neither branch of that body has acted upon these suggestions.

When the Senate Judiciary Committee had before it the proposed espionage and neutrality acts, the idea of including an express provision for censorship was discussed, but found no place in the measure.

### PRESIDENT MAY HAVE POWER.

That President Wilson, however, could establish, if given the war power, as strict a censorship as the military and naval branches of the Government might consider necessary to protect the movements of the armed forces from disclosure, is the contention of some of the legal officers of the army and navy.

This power, they say, is extremely broad and is not limited by definition, but may in interpretation be extended to almost any length that the defence of the nation might make necessary.

Other army and navy officials, on the contrary, assert that the lack of express laws granting censorship will prove a handicap to the Government until Congress sees fit to give to the military authorities powers similar to those conferred upon the British army and navy through the Defence of the Realm act.

For about nine months the War Department, as a result of the presence until recently in Mexico of American troops, has conducted what might be termed a censorship of the items of the news given out by the Department.

Major Douglas MacArthur has had supervision of all news given out through the Department, and by what he terms a "gentleman's agreement" with the newspapers and news associations, whereby certain information was given out with an understanding that it was not to be published, and by withholding such other facts as he did not deem wise to make public, has maintained a censorship that has proven satisfactory to the Department.

### THE NAVY CENSORSHIP.

Several weeks ago Secretary of the Navy Daniels designated Commander R. R. Belknap to perform a somewhat similar service for the navy. Commander Belknap, however, has devoted his attention principally to getting information into shape for presentation to

newspaper men, while Secretary Daniels has been the source through which the news has come.

The Secretary can, by withholding such information as in his opinion is not proper for publication, accomplish what a censorship for the Navy Department might be expected to do.

A bill was introduced in the last Congress which would place the control of the more powerful stations under operation of the Navy Department, but this bill, like many others, was not acted upon because of the congestion of legislation in the closing days of the Congress.

Dr. Lee De Forest, the wireless expert, in speaking Friday before the executive committee of the American Defence Society in New York, said that the development of a wireless system by which military authorities in Berlin could send orders to reservists in this country and receive from them information relative to the movements in the United States would be quite easy.

With a receiving and sending station in Mexico and the powerful German stations at Nauen and Hanover the reservist in the United States, with a small wireless outfit that may be set up in a coal bin or other cubby hole could be kept advised as to what is expected of him.

A receiving wireless station does not have to be set up at high altitude. Its wires can be stretched within a house and catch the waves, according to experts. The same conditions and appliances could of course apply to any news dispatches transmitted from this country to Germany, or from Germany to the United States.

### PACIFIST MAIL NOT BARRED.

With the suggestion of censorship and its needs came reports that the Post Office Department had barred pacifist propaganda from the mails. This suggestion was ridiculed by Postmaster-General Bursleson, who pointed out that such action is impossible without an act of Congress, as it would be an invasion of the right of free speech.

The Post Office Department did recently find it necessary to bar certain peace propaganda literature from the mails, but the action was based on the fact that the material in question contained an attack on the character of certain individuals. It had the power to do this under existing laws.

The oft-repeated complaint of German officials that the shaping of Germany's course toward this country has been handicapped by incomplete or incorrect information led to the statement at the State Department that delays in the American censorship at Sayville have been eliminated.

Ever since the break in relations the German officials have complained that they did not know what was developing in the United States, and that they were entirely dependent on indirect reports censored in England. For days the German Foreign Office professed to believe that German ships in this country had been seized, German sailors interned and various other unneutral acts committed.

Officials say there will be no basis for further complaints as a special effort is being made to expedite wireless dispatches to Germany. Moreover, the Swiss Minister is permitted to send a certain amount of news to Germany. While it is not known definitely if he has sent reports of President Wilson's decision to arm American merchantmen, officials say there would be no objection to his doing so, provided he did not send further information as to military details.

## "BABE" MEIGS'S NEW JOB

Has Been Made Assistant Publisher of the Chicago American.

M. C. Meigs, who has recently been appointed assistant publisher of the Chicago Evening American, is none other than the famous "Babe Meigs," known wherever football is played as a member of the 1905 championship football team of the University of Chicago.

Mr. Meigs began his business career as Iowa salesman for the J. I. Case T.



M. C. MEIGS.

M. Company, of Racine, Wis., in 1901. In 1904 he did special sales work for the Case Company and began to develop a "nose for advertising." The Case Company had a hill-climbing traction engine. He conceived the idea of building a very steep platform to run the engine on, and also of running it over blocks to show its strength. In demonstrating at fairs he attached a steam callopo to another engine, which was played every half-hour to attract the crowd. So successful was the stunt that the engines sold like hot cakes.

In 1904 he entered the University of Chicago, where he "covered" sporting events and College news for the Hearst papers in Chicago. Incidentally, he found time to make three 'varsity letters. He was on the football team which won the Western championship in 1905, played first base on the baseball team, and was a member of the water-polo team.

In 1908 he entered the employ of Rogers & Co., Chicago, designers of high-grade direct advertising literature, returning to J. I. Case T. M. Company as advertising manager two years later. He was responsible for the spending of \$300,000 a year in various forms of publicity, with a force of twenty-five to fifty people in his department. In April, 1913, Mr. Meigs entered the employ of the Chicago Examiner to sell advertising. A year later he went with Lord and Thomas in the plan department, which connection he severed March 1 of this year, to take up his duties with the American.

### Sporting Edition Double Price

The Schenectady (N. Y.) Union-Star has notified its readers that, commencing with the issue of March 19, the sporting edition of their paper will be sold at two cents, instead of one cent as formerly. The home edition will continue to sell at one cent for the present.

Swallowing a rival business is frequently the cause of commercial indignation.

## NO ARMS FOR VILLARD

Having Borne Them Once He Will Not Do So Again.

Proclaiming that free speech and a free press, even at a time of national travail, are the breath of life of the republic, urging that no system of universal military service be introduced into this country until it has been put to a referendum of all the people and warning the country against backward steps in war, Dr. Oswald Garrison Villard, of the New York Evening Post, spoke on "The Time for Hesitation" before the Pittsburgh Chamber of Commerce, where more than 500 heard him.

"If the nation finally goes to war with the German Government," he said, "let it keep before it the fact that it is at war with the German Government and not the German people.

"Wealth should be made to bear the burdens of war since the mass of the people must make the greater sacrifices.

"I am one who will have nothing of war. Having borne arms, I cannot bring myself to bear them longer. I believe that war accomplishes nothing, that it is the most stupid thing in the world."

### Need Not Divulge News Source

Judge Baldwin, of the Illinois Circuit Court, sitting in Chicago, has ruled that no newspaper can be forced to disclose the source of its information concerning articles it publishes and that no one can be forced to tell who wrote the article. The decision came when attorneys for garment manufacturers attempted to trace the authorship of a story ascribed to Ben Schlesinger, president of the Garment Workers' Union, in regard to the Chicago garment workers' strike.



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## RAISING THE PRICE OF THE PAPER

"We're charging more for our paper than before and want to make the paper worth more," an editor in Cedar Rapids, Iowa, writes, in asking for samples and prices of our features.

That's one thing Adams features can be used for.

It is our theory that features can be used by a paper to accomplish almost any desired end. Distribute them through your paper in just the right way and it makes the advertising space on every page worth more, and justifies you in raising your advertising rates. Or take on a few new Adams features and advertise them a little and it will help you raise your subscription rates.

Write for samples of the great Adams line of 30 small, space-saving, idea features.

THE  
GEORGE MATTHEW ADAMS  
SERVICE

8 W. 40th ST., NEW YORK

## VOLUNTARY CENSORSHIP OF NEWS IS ESSENTIAL

Otherwise, Says George Wharton Pepper, of the National Committee of Patriotic and Defence Societies, People Are Lulled into False Sense of Security as to Preparedness.

By GEORGE WHARTON PEPPER,  
Chairman, National Committee of Patriotic and Defence Societies.

Secretary Daniels's appeal to the press associations and newspapers of the country not to send out or print news about the instalment of armament aboard American merchantmen and the departure of American ships for European ports has met with a response which shows how wholly patriotic our press really is.

Although there may be no present power of censorship over the press of this country, an appeal to the patriotism of the newspapers to refrain from printing the shipping news sufficed to prevent publication. It was more effective than the strictest kind of censorship.

The patriotism of the American newspapers and of American newspaper men is a matter of national pride, and nowhere is it recognized with more enthusiasm than by the National Committee of Patriotic and Defence Societies, which was organized February 21, 1917, to assist in the coordination of the work of national preparedness and patriotic service carried on by twenty-eight of the leading organizations of the United States.

As chairman of the Committee I have asked the cooperation of THE EDITOR AND PUBLISHER to enable me to call the attention of the press to the great necessity of accuracy in reporting military and naval subjects and in dealing with all other matters referring to our national defence.

In various communications which the National Committee has already received, thoughtful writers have deplored the tendency on the part of even the best informed newspapers in the country occasionally to print misleading statements in regard to the nation's present condition and contemplated measures of defence.

Sometimes this comes from mere ignorance on the part of the men who write the stories, and sometimes, perhaps, from a misguided desire to praise the United States and to tell people what they want to hear. It is, at any rate, certain that even the best and most trustworthy papers frequently print stories about national preparedness which not only are not in accord with the facts, but actually dangerous, because they lull our people into a false sense of security.

### A CASE IN POINT.

Take, for instance, the matter of the proposed fortifications at Rockaway Beach for the defence of the port of New York. Many of the great metropolitan papers published articles on this subject and spread information that the Government was about to erect forthwith a mighty battery of sixteen-inch guns at the Beach. As a matter of fact, there are no sixteen-inch guns available for this purpose. It would be months, if they were at once ordered, before they could be made available. Furthermore, there is not a land mount in the possession of the United States capable of carrying a sixteen-inch gun. Thus the impression given by the newspaper articles to which I refer was unwarranted and tended to close the minds of the

## LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



public to well-grounded appeals for adequate preparedness.

The public is also misled by such statements as that a million and a half men in this country have gone through schools where they received military training. The implication is that these men are soldiers. As a matter of fact they received when undeveloped boys only the most superficial kind of military drill, with but a small amount of training. A great majority of them have never lived under canvas, and they know nothing of sanitation and personal hygiene in camp, trench digging, or the methods of modern warfare.

There has also been a great deal of loose talk in some papers to the effect that the navy is in a position to supply armament for all merchant ships. The statement has actually been published that 2,500 guns are available for this purpose. It is not possible to publish the real facts in this connection, but it may be averred with emphasis that these statements have been in many instances misleading and inaccurate.

### TAKES TIME TO BUILD NAVY.

Announcements that ships are being built and millions of money have been appropriated cannot suffice to give us a navy. As a matter of fact, in the discussion of the Navy bill in the Senate the other day it was brought out that the sites for the United States armor-plate and gun plants, appropriations for which have been passed, have not yet even been selected.

A statement was recently published that the Atlantic Coast was adequately protected and patrolled by the Coast Artillery. This is contrary to the facts.

All of this information was not only false and misleading, but it made the average man feel that he was secure and that adequate protection for this country is immediately available. This is dangerously untrue. The great difficulty that the United States has to contend with to-day lies in the fact that many months must intervene before any plan for national defence on which Congress may decide can be made avail-

able. Time is an essential factor in preparedness.

Now what I am asking the press associations and newspapers of this country to do is to exercise care in handling preparedness stories. There are some men in the country who believe that the press is unwilling to print the truth about preparedness because the truth is unpalatable to the public and would lay them open to the charge of trying to create a scare. This view I do not share.

But whether the newspapers are willing to print the truth or not they ought at least to be unanimous in their determination to take the utmost care to verify facts and present the real situation. They ought at least to insist that what they do print shall stand the test of accuracy.

The papers should emphasize the point that actual work on arms, armament, and equipment must be begun now, and must be carried through if we are going to have anything like adequate protection.

One more point I should like to touch upon in this connection is that of misrepresentation in headlines. Even if the reporter understands his subject and gets it right the headline writer often gets it wrong. For instance, the following case. When the National Defence act was passed the headlines blazoned forth "680,000 men provided for army," but nothing was added in the headlines touching on the fact that under the provisions of the bill five years would elapse before the full quota was mustered for the regular army, and the time required to muster the quota provided for in the States was entirely problematical.

### THE FACTS ARE NEEDED.

Our purpose is to get the facts—the real facts—to the people of this country, carefully avoiding anything in the nature of attacks on individuals or partisanship of any kind. We have but one aim, and that is to render public service; and what better service could any group of men perform than co-

## KOLYNOS GETS RESULTS THROUGH NEWSPAPERS

Business of Dental Preparation Company Doubled in Less Than Two Years Through Exclusive Use of Daily Papers—Uses No Other Kind of Publicity.

The newspaper advertising campaign of the Kolynos Co., manufacturers of a dental preparation, has been unusually successful. This company has been advertising for a little less than two years, and in that time has about doubled its business. The account, which was developed by Fenton & Gardner, has been confined to large cities. The company had never advertised before, and the decision to use newspapers to the exclusion of all other media was to test the efficacy of the daily papers in the bringing of results. Increased demand followed the first appearance of the advertising. Last year the company advertised in New York, Pittsburgh, Detroit, Chicago, and Denver, with most satisfactory results. The publicity occurring in widely separated portions of the country was easy to check up. Results were quick and gratifying.

Recently Fenton & Gardner have been placing quarter and half-page copy in New York city newspapers only. The campaign, which was handled by Roy Gardner, is said to have been one of the best conducted for the Kolynos Co.

While no information to the effect is given out by the advertising company, it is understood that the Kolynos Co. will conduct a constantly increasing newspaper campaign, adding new towns to the list and reaching out into new fields, much on the plan that has been followed for the past two years. The copy will be confined to daily newspapers.

operating with the press associations and newspapers in any effort to promote the publication of the truth and to prevent the publication of inaccuracies about so vital a matter as the defence of our native land.

We have the fullest faith in the intrinsic patriotism of the American people, if they are once correctly informed. The trouble is that at present the vast majority of our fellow-countrymen are in the densest ignorance in regard to matters of national defence—an ignorance which is fostered by misleading, if not actually inaccurate articles in the public press, at times doubtless inspired by interested parties, but more often, I believe, due to carelessness and the desire to print an interesting story without sufficient care in checking up the accuracy of the statements it contains.

That is why I am asking the cooperation of the press associations and newspapers of the United States—to get the truth and nothing but the truth to the people of the country.

### Frank V. Strauss Changes Name

Frank V. Strauss, banker, and until recently president of the advertising firm of Frank V. Strauss & Co., publishers of theatre programmes, has notified friends and business associates that he has changed his name to Storrs. Mr. Storrs said he changed his name because his old one was generally regarded as Prussian, and this prevented him doing business in London and Paris. He is an American, having been born in Cleveland, and his father, Nathan Strauss, served in the Union army during the Civil War.

**AD SPACE AT INTRINSIC VALUE**

Should Only Be Sold on Such a Basis, Says L. B. Palmer.

That a solicitor should sell advertising space on the merits of its intrinsic value and not with a string attached in the form of a promise of free publicity was contended by L. B. Palmer, manager of the American Newspaper Publishers Association, at a dinner given to the advertising staff of the New York Evening Post on the night of March 9, at the Hotel Majestic. Introduced by the toastmaster, H. A. Ahern, advertising manager of the Evening Post, as one who would speak on the subject, "Anybody Can Give a Thing Away, But It Takes a Salesman to Sell It," Mr. Palmer told of the campaign of education against free publicity that it has been necessary to carry on.

It has been difficult enough, at best, he said, to bring portions of the advertising public to a proper conception of the distinctive functions of the news and advertising columns. Many people have not realized that a newspaper has only two things to sell, the paper itself and its advertising space, and that the object of the latter is to help meet the pay-rol expense. Mr. Palmer recalled instances showing how the misconception had to be combated. When a number of railroads found it necessary to convey a message to the public, giving their view of the situation as it existed, they made elaborate arrangements to supply a daily story which they thought ought to be published free. Another instance was that of an organization which launched a patriotic movement and then depended on the newspapers for free publicity on the ground that the movement was patriotic. Yet the leaders had arranged to recompense every other agency employed for its services except the press.

Maylin Hamburger, of the Hanff-Metzger Advertising Agency, discussed the value of advertising in higher-priced newspapers, contending that higher prices are offset when the newspaper offers unusual values to its readers for their investment. A manufacturer of silos advertised in a class publication, a wealthy farmer bought one, and forty-seven others who saw that one did likewise.

Geo. P. Metzger reminded the younger solicitors that before a man can sell anything he must first sell himself to the customer. A "prospect" is always on the defensive at first, but, if the salesman sells himself, there comes a moment when the attitude of the customer is changed and he really wants to have his arguments overthrown.

**BILL TO TAX ADVERTISING**

Assemblyman Marsh's Measure Would Levy on a Progressive Scale.

Advertisements in newspapers and magazines will be subject to a special tax if a measure introduced in the New York Assembly by Robert McC. Marsh, of the Twenty-fifth New York District, becomes law. Under the provisions of this bill "advertisements, advertising signs, and devices" would be classed as taxable.

Advertising would be taxed on a progressive scale varying from the size of the advertisement or sign or according to the prominence with which the advertisement is displayed, or any other circumstance affecting its value from an advertising point of view.

Mr. Marsh said that the intent of his bill was simply to make possible the levying of a tax on advertising dis-

played on billboards, roofs, and walls of houses, and that there was no intention to tax advertisements in newspapers or other publications. The bill is now pending before the Assembly Cities Committee.

Assemblyman John G. Malone, of Albany, chairman of that Committee, said that Mr. Marsh had not moved to have his bill amended so as to make its meaning clearer. It is the opinion of experienced legislators in Albany that the bill goes much further than the expressed intent of its introducer.

**VERY ANCIENT TRADE-MARKS**

Were Used Eight Thousand Years Ago, Says Attorney Remick.

That the trade-mark, as a form of advertising, existed as far back as 6,000 years before the birth of Christ, was the statement of Andrew B. Remick, an attorney, in an address on "Trade-Marks and Helps in Selecting and Protecting Them," delivered before the Advertising Club, of St. Louis, at a luncheon meeting this week.

In those days, the potters began to learn the value of advertising, and in order that they might win new customers through the good service given by their products, he said, they saw to it that their names were inscribed on each article they sent out.

"Trade-marks are valueless until they are advertised," said Remick, "and the only way in which at least 85 per cent. of them can be popularized in the beginning is through a campaign of advertising in the newspapers.

"All zone advertising must be done through the medium of the daily papers, and the campaigns to popularize a product in the beginning usually require from four to six months. This requires, also, the expenditure of a great deal of money, and hence arises the necessity of having a registerable trade-mark from the beginning."

**MAYOR KIEL RENOMINATED**

Did Much to Win A. A. C. W. Convention for St. Louis.

Mayor Henry Kiel, who is credited with doing more to win the thirteenth annual convention of the A. A. C. W. for St. Louis than any other member of the Advertising Club of St. Louis, going to Philadelphia last year to do it, has just been nominated for reelection by the Republicans. At his appearance at the Tuesday luncheon of the Club this week, he was given an ovation that lasted several minutes.

On account of the Club's appreciation of his past services, a non-partisan organization, headed by many members of the Club, worked diligently for his success at the recent primary. He won with a majority that practically snowed under his two opponents. Mayor Kiel has offered the Convention Bureau everything it wants from the city government in the way of municipal buildings, the use of streets, proclamations, orders, keys, official "pep," and everything that will go to make the convention a success.

**SENATE PUNISHED ADVERTISER**

Fined and Sent to Jail Chiropractor Who Intimated Graft.

The Oklahoma Senate, in session at Oklahoma City, tried Willard Carver, a chiropractor of that city, on a charge of contempt in connection with the publication of an article in the Pointer, a daily publication of that city, of which

Howard A. Tucker is editor and publisher. The article complained of charged the members of the Senate with having been influenced in the passage of a bill affecting chiropractors and bore the heading "Was the Oklahoma Senate Bought?" The matter was published as a paid advertisement.

The Senate found Carver guilty of contempt and assessed his punishment at a fine of \$500 and ten days in the county jail in custody of the Sergeant-at-Arms of the Senate.

**ETHICS AND ADVERTISING**

Dr. Thomas Dixon Disputes His Expulsion from Medical Society.

Dr. Thomas Dixon, of Brooklyn, who was expelled from the Kings County Medical Society last month, has written a letter to the members of the council of that organization, explaining several things he was not given the opportunity to put before an open meeting. He expressed the opinion that the vote of 164 for his expulsion and 11 against did not represent the real sentiment of the society, as the majority of members present declined to vote.

After observing that "tradition must be defied in order to reach progress," Dr. Dixon pointed out in his letter the progress of the clergy, who now advertise their sermons the day before the Sabbath. To convince the council that his idea of this question was right, and after criticizing the council for hiding behind the word "unethical" rather than calling advertisers names, Dr. Dixon wrote:

"My booklet on the care of the eye was good business. The eyesight test I insert every Sunday in the Brooklyn Daily Eagle, enabling the public to test the eyes and find out if treatment is needed, is much better. It has not only drawn patients from the city proper but also from a radius fifty miles outside. It has increased my receipts fully 50 per cent., enabling me to hire extra help to attend minor details, thereby giving me freedom to attend to the more exacting requirements of my specialty. Any physician can do the same thing in the line of work he follows, provided he can show the right kind of training and experience. This is what I wanted to tell the members and was in hopes you would invite discussion in an open meeting, but you never did. It is reasonable to suppose such information would be of importance to medical men in view of their present unfortunate economic condition."

**SEX COUNTS FOR LITTLE**

Journalism Offer Equal Chances to Men and Women, Says Mrs. Burgess.

"Journalism is one of the few professions that gives women the same chance as the men. Sex counts for little in the newspaper world."

So said Mrs. C. A. Burgess, former Milwaukee newspaper woman, in an address before the Scoops Club of the College of Journalism, University of Wisconsin.

"I am not going to advise you young men and young women against going into the newspaper business as I might have done fifteen years ago when I was actively engaged in the profession. I do not now believe the work is any harder in the demands it makes on a person than any other line of endeavor. Newspaper people must be on the job every minute, but the excitement and pleasure incident to the work makes up for what is lost in sleep," she concluded.

**Many German Papers Stopped**

Correspondence of the Associated Press from Berlin says that it has required a thirty-two-page booklet for the Imperial post office to enumerate the list of newspapers and periodical publications in Germany of recognized standing which "temporarily will not appear during the course of the war." The list includes 1,430 publications, but, of course, does not include the hundreds, if not thousands, of "fly-by-night" papers and magazines which, in many instances, have come into being since the beginning of the war, and have died a natural death within a short time. The 1,430 which are enumerated constitute just about one-eighth of the publications that flourished before the war, but that have had to cease issue since then because of the increased shortage of paper, high prices, scarcity of labor, dropping circulation, and other things.

**Farewell Dinner to Lasher**

Harry B. Lasher, advertising manager of the Philadelphia Press, has been advanced to Chicago to take charge of the Western advertising field for that paper and allied interests. Before his departure he was given a rousing farewell dinner at the Adelphi, and was presented with a handsome travelling bag. In response to a toast he spoke on "Integrity in Advertising," his favorite subject, dwelling with enthusiasm on the fact that the day of "circus" advertising was about past, and emphasizing the vast improvement and successful reforms which have taken place during his twenty-six years' experience in the business. William C. Yerkes acted as toastmaster. E. L. Gilchrist succeeds Mr. Lasher on the Press.

**Papers Barred from Canada**

Under the consolidated orders respecting censorship issued by the Department of the Secretary of State of Canada, the following publications have been declared to contain objectionable matter and their possession within Canada has been prohibited from February 20, 1917: The New World, New York city; the Jewish Morning Journal, New York city; the Oregon Deutsche Zeitung, Portland, Ore.; Raivaaja, Fitchburg, Mass.; Bull, New York city; Atlantian, New York city; Dziennik Ludowy, Chicago; Waechter and Anzieger, Cleveland; Minneapolis Freie Presse-Herold, South Minneapolis; Christlicher Bundesbote, Berne, Ind.

**Florida Press Association**

The Florida Press Association will meet in annual convention at Jacksonville, Fla., April 19-21, inclusive. A strong local committee has been formed to entertain the editors and publishers while guests of the city. Oscar Conklin, of Miami, is president of the Association, and Gilbert Leach, of Leesburg, secretary. Besides the entertainment, it is believed that the business sessions will be most important.

**Studying Canadian Ads**

The Bureau of Advertising of the A. N. P. A., having applied to the Canadian Press Association for samples of the advertising material which has been used in Canada in connection with recruiting, has been supplied with full particulars of the various campaigns, and it is understood that this material has been placed at the disposal of the authorities at Washington by way of possible suggestion for similar work in the United States.

## LACK OF LABOR FORCES CIRCULATION CONTEST

Philadelphia North American, Inaugurating Big Subscription Campaign, Says Adoption of Method Is to Secure Workers Who Could Not Be Otherwise Obtained.

Because of the scarcity of the right kind of labor, the Philadelphia (Pa.) North American has found it necessary to inaugurate a circulation promotion contest, under the direction of Blair & Austin. Three automobiles, ranging in value from \$2,000 to \$1,000, and one valued at \$750, making a total of \$5,250 in autos, and \$5,860 in gold, divided into a \$600, a \$500, a \$300, and ninety-three smaller prizes, will be given to the 100 winners of the contest. In explaining why the North American inaugurates the contest and is giving the prizes, E. A. Van Valkenberg, publisher, says:

"In normal times the North American has a large force of employees in its circulation department. The nation-wide labor famine, which prevails in all lines of business, has been seriously felt by the North American for many months past.

"At this time, when readjustments on a scale larger than ever before are taking place, due to the change in price of the Philadelphia newspapers, our need for capable, experienced men and women is greater than ever. Having exhausted all sources which usually supply man and woman power of the high order required, we have adopted a novel, practical, and promising plan to meet the emergency.

"North American readers belong to the discriminating and live-wire class. We are appealing to them to help us by furnishing, from their own ranks, the men and women we so much need. The plan we propose will give to those who aid us during the next few weeks liberal and certain rewards in return for their labor.

### GOOD PAY FOR SERVICES.

"Eleven thousand one hundred and ten dollars in gold and automobiles will be only a part of our recompense for their services. No trade deals will be made, but we shall pay to the automobile dealers the full retail price of their cars, thus insuring to the most successful workers the best car in each class that money will buy.

"The case in a nutshell is this: We need more high-class man power than is available in the labor market, and we, therefore propose to distribute, as rewards to those of our readers and friends who will help us, an equivalent to the sum that we would pay the men and women who, under normal conditions, would jump at the chance to get the positions which now go begging.

"The campaign will be managed by experienced men, and will be conducted in the same fair and impartial manner which has always governed the North American's dealings with its readers and the public."

### Boosts Price to Three Cents

The Milwaukee Journal's Sunday edition, for years sold at two cents, has been boosted to three cents because of the high cost of print paper, ink, etc. The increase, already in effect, has not had any noticeable effect upon the Sunday circulation.

Be careful: Remember bunglers make more trouble in the business world than rogues.

## CUTTING CIRCULATION COSTS

S. E. Allen, of the Tacoma (Wash.) Tribune, Tells that Paper's Methods.

"Savings from the ordinary sources are small when compared with the losses through inefficient and unnecessary promotion," says S. E. Allen, circulation manager of the Tacoma (Wash.) Tribune in speaking of the saving effected through circulation economy.

"The remedy for this loss must be applied before reaching the circulation department. All that a circulation manager can do is to get the circulation and superintend the distribution. It is up to the publisher to produce a paper of merit or furnish enough money to buy his circulation every thirty, sixty, or ninety days. A dollar spent in improving the product is worth five dollars spent for premiums, solicitors' commissions, or other expensive methods usually applied.

"I believe the editor should keep his thumb on the pulse of the public, through the cooperation of the circulation department. We have employed the merit system almost entirely during the last three years and have had no solicitors on our city circulation for two years. We work through our carriers and make careful check of all stops and in that way feel out the weak spots."

### N. E. Circulation Managers

Preparations for the next meeting of the New England Circulation Managers' Association are already under way, and include the lengthening of the session from a half day to a full day. At the two previous meetings the Association has met for luncheon and has only devoted a half day to business. The officers have recognized the fact that the great good of the Association comes from the heart-to-heart talks and comparisons of work, and responding to the enthusiastic requests of the members, have decided that the next meeting will convene in the morning, adjourn for lunch, and continue in the afternoon. The meeting will be held at Worcester, Mass., on Wednesday, April 11. This will probably be the last meeting before the meeting of the I. C. M. A. in June.

### Took Newsies to Washington

Six carriers of the Knoxville (Tenn.) Sentinel, chaperoned by H. L. Baker, circulation manager of the paper, enjoyed a trip to Washington this week to see President Wilson inaugurated. The boys were winners in a circulation contest in which nearly one hundred carriers participated. Those who did not win the trip received cash prizes. The newsies who went to Washington travelled in Pullman cars and had the time of their young lives. They returned to Knoxville on Thursday.

### Former Newsies Immortalized

The Providence (R. I.) Sunday Journal last Sunday devoted an entire page to an illustrated story on "Journal Carrying Was Their Training School." The article gave historical sketches of men prominent in business to-day who started as newsboys. Among them were Police Commissioner Walter A. Presbrey, Maj. James T. P. Bucklin, William P. Chapin, William D. Martin, cashier, Fire Commissioner Arthur W. Dennis, Dr. Edward S. Allen, David S. Fraser, and George M. Baker.

If a man gets into hot water, it is usually because he has been advertising for trouble.

## COURT DECIDES TWO ACTIONS

One Decision for Wheeler Syndicate; One for John N. Wheeler.

The two actions brought by the Wheeler Syndicate, one against John N. Wheeler, Inc., and John N. Wheeler individually, and the other against Wheeler and "Christy" Matthewson, have been decided by Justice Giegerich, of the Supreme Court. The Justice finds in the first case for the plaintiff the Wheeler Syndicate, and in the other case the decision is for the defence, dismissing the complaint.

Wheeler originally formed the Wheeler Syndicate. When it was incorporated he received a stated amount of stock for the perpetual and exclusive use of the name "Wheeler." When he left the concern and later formed "John N. Wheeler, Inc.," it was claimed that it was causing confusion in the trade, as both were engaged in syndicating stories, comic strips, etc., to the newspapers. An injunction was therefore sought by the Syndicate to prevent the use of the name Wheeler by the defendant John N. Wheeler, in a newspaper syndicate business, and it is this case that the Justice decides in favor of the Syndicate by granting the injunction.

In the other suit the facts were as follows: Matthewson, in collaboration with Wheeler, wrote baseball articles, which were syndicated to the newspapers. When Wheeler left the concern, Matthewson cancelled his contract on the ground that he could not collaborate with anyone else. Under the terms of the contract and the circumstances surrounding it, the Court held that Matthewson was within his rights and dismissed the complaint. The action was one to restrain Matthewson from writing for any one else and Wheeler from syndicating his articles.

### Circulators Earn Dinner

Whenever the employees of the circulation department of the El Paso (Tex.) Herald make a new record, H. H. Fries, the circulation manager tenders them a dinner. Such an occasion was celebrated on Tuesday, March 6th, and a dinner was given the employees at the Valley Inn, Ysleta. Papers on different subjects were read and discussed. After the dinner the entire force motored to the West Ysleta Country Club, where dancing was enjoyed until a late hour.

The man who waits for some one to offer him something better than he has follows the lane without a turning.

## EDITOR MAKES ASSIGNMENT

Found Burden too Great to Bear— Assets Equal Liabilities.

Philip F. Franklyn, editor and proprietor of the Gaithersburg (Md.) Journal, a weekly newspaper which made its appearance several months ago, has made an assignment for the benefit of his creditors.

The liabilities are placed at \$3,800 and the assets are, it is believed, sufficient to meet all obligations. The paper will, it is thought, continue to be published, but under new management.

In the police court several weeks ago, Franklyn voluntarily acknowledged that he was a former penitentiary convict, asserting that ever since his release from prison seven or eight years ago he had been hounded by two men who had served with him in prison, and had been forced by the men to pay them large sums of money under threat of exposing his prison record. Franklyn asserted that he had finally become unable to stand longer the tortures of the two men and decided to make a clean breast of everything and thus rid himself forever of the blackmailers.

The reporter who is governed entirely by fairness need never be afraid of libel suits.

**413 PAGES  
148 ILLUSTRATIONS**

I. C. S.  
ADVERTISER'S  
HANDBOOK **50¢**

**ADVERTISING!**

HERE'S just the book on Advertising that you need to be your always-ready assistant, to answer your many questions, to be your memory for details about the rules and practices, tools and accessories of the Advertising business. It will broaden your knowledge; it will save you days of time each year; it will help you to keep a tight check on advertising and printing expenditures; it will familiarize you with the technical details of the Advertising and Printing Arts.

The Advertiser's Handbook explains the Principles of Advertising; how to write good "Copy"; how to plan and lay out Advertisements; Type and Printing Styles, Illustrations, Engraving, Printing Methods, proper cuts for different papers, Electrotyping, Stereotyping, etc. It teaches Advertising for Stores, Mail Order Businesses, Technical and Trade Papers; Street-Car and Outdoor Publicity; Designing and Preparing "Copy" for Circulars, Catalogs, Booklets, Folders, Sales-Letters. It tells how to plan and conduct small and large Campaigns; how to Judge Mediums; how to read Proof; how to Key and Check Advertisements and Publications; the work of the Advertising Agency, etc.

The I. C. S. Advertiser's Handbook has the contents of a full-size book condensed into pocket size, ready to go with you anywhere and be at your instant command. Every statement is clear and concise, every principle is made easy to understand and to apply. It is bound in cloth, red edges, gold-leaf stamping, printed from new, clear type on good book paper, elaborately illustrated and completely indexed.

The regular price is \$1.25, but for a LIMITED TIME you can get a copy, postpaid, for only **50¢**

You run no risk! Your money back if desired

International Correspondence Schools,  
Box , Scranton, Pa.

So good that our **DAILY COMICS** have been used by

|                         |            |
|-------------------------|------------|
| PHILADELPHIA BULLETIN   | since 1904 |
| CHICAGO NEWS            | " 1907     |
| CINCINNATI FREIE PRESSE | " 1912     |
| BUFFALO TIMES           | " 1913     |
| PITTSBURG PRESS         | " 1914     |

**The International Syndicate**

Features for Newspapers

Established 1889

Baltimore, Md.

## PATRIOTISM KEY NOTE OF A. A. C. W. CONVENTION

**Monster Flag Will be Raised and Great Open Air Patriotic Concert Will be Held—Subscriptions for Entertainment Already Reach Half of \$85,000 Fund Desired.**

With approximately half of the desired \$85,000 convention fund raised the early part of this week, and with scores of subscriptions coming in daily, the Convention Board of the Advertising Club of St. Louis announces the completion of the drive for this week, which is for the purpose of gathering the funds for the entertainment of the delegates to the thirteenth Annual convention of the Associated Advertising Clubs of the World, in St. Louis, June 3 to 7.

The response has been more than gratifying, many of the subscribers giving double the amount asked, or later increasing the amount already promised. The spirit of adequate entertainment is abroad among the St. Louis business men, who are coming to the front in every way possible to make a success of the master event.

The details of the programme are being carefully worked out. Official colors for convention have been selected as blue and white—blue signifying truth, and white purity. The national colors will also predominate throughout the sessions, and the entire business district of the city will be decorated. "The decorative scheme of the convention will typify patriotism," said General Director J. F. Oberwinder. "The patriotic theme and spirit will not be shown in the decorations, but there will be a monster flag-raising, accompanied by a salute, as a part of the programme." The music, from the opening to the close of the convention, will be patriotic. A mammoth, public, open-air patriotic concert will be given Sunday evening on 12th Street Square.

This section of the city practically will be given over to the visitors during their stay in St. Louis, and will be known as "Advertising Plaza," as the headquarters will be located at the Jefferson Hotel, the general sessions will be held in the Jefferson Theatre, and the national exhibit and the seventeen different departments will be held in the City Hall and Municipal Courts Buildings, all contiguous to this spacious locality.

### OUTLINE OF BIG PROGRAMME.

An outline of the programme has been given out by Manager Oberwinder, as follows: The convention will officially open Sunday, June 3, with an inspirational meeting in the afternoon at the Jefferson Theatre; an outdoor concert in "Advertising Plaza" at 12th Street, Sunday evening; opening session at Jefferson Theatre Monday morning; starting of departmental sessions, Monday afternoon; the same meetings of departmentals will be held Tuesday and Wednesday; general sessions will be held Thursday, at which time the officers' reports will be made known; Tuesday night a banquet will be given for all advertising-club presidents, at which time the sites for next year's convention will be considered; general presentation of trophies, election of officers and selection of 1918 meeting-place; reunion of all former presidents of the A. A. C. W.; educational department will open school on Tuesday, in specially constructed school-house.

A speakers' bureau, to be conducted by the Convention Board of the Advertising Club of St. Louis, has been per-

fecting to acquaint the clubs of other cities with the plans for the international convention here.

### MILLION RESERVE FOR ADS

**Big Sugar Company Sets Precedent Regarding Publicity Funds.**

The annual report of the American Sugar Refining Company for the year ending December 31, 1916, issued this week, contains an item new to great corporations and of much interest to advertising men and publishers. It is a statement that they have established a reserve of \$1,000,000 for trade-mark advertising. This is the first time that advertising has been given this recognition in the balance-sheet of a great industrial corporation. It makes the company a pioneer in setting up a reserve to secure permanency of an advertising policy which in the end will bring the company closer to the consuming public.

It is believed that this reserve is the direct action of the president of the company, Earl D. Babst, who will com-

plete his second year in the presidency in July next. Mr. Babst is a great believer in advertising of all kinds, especially the newspaper variety. During the past year the company has done a greater amount of advertising than ever, particularly of their trade-marked packages. They have made the Domino package brand one of the best known of the nationally advertised articles, and there is reason to believe that this class of advertising is to continue.

### GIVES YACHT TO UNCLE SAM

**Crawford Fairbanks Contributes Pleasure Craft to Coast Defence.**

Crawford Fairbanks, owner of the Terre Haute (Ind.) Tribune, has donated his yacht, Granada III, now at Miami, Fla., to the national Government, for use in event of war with Germany or any other Power.

Mr. Fairbanks is a member of the winter colony of Miami. He offers his handsome yacht as a gift, outright, to the Government, if the Navy Department finds it available for service in the coastwise patrol.

Capt. U. C. Crawford, who is in charge of the coast naval reserve, indicates that every boat so offered will soon be accepted by the Government for the training of a cost reserve defence.

The Granada III is one of the finest as well as one of the swiftest yachts at Miami, and Mr. Fairbanks has entertained many Terre Hauteans and others aboard the boat.

We are fit for what we fit ourselves for.—[Business Chat.]



The Service That's Different, as it furnishes all kinds of assistance as well as the finest of features, is what more than 200 daily papers are getting from

**THE NEWSPAPER ENTERPRISE ASSOCIATION**

1279 West 3rd St. Cleveland, Ohio

# The Ault & Wiborg Company of NEW YORK

## News Ink

57 Greene St. New York City

Write Us—

## TIPS FOR THE ADMANAGER

Van Patten, Inc., 50 East 42d Street, New York city, is making contracts with the newspapers, in selected sections, for the General Film Co., "Is Marriage Sacred," 440 Fourth Avenue, New York city, and is placing contracts with newspapers generally for the Pyrene Mfg. Co., "Pyrene Fire Extinguisher," 52 Vanderbilt Avenue, New York city.

The Fisher-Smith Advertising Co., 122 East 25th Street, New York city, is again placing mail order copy for the Adipo Co., medical, New York city.

Williams & Cunnynham, 59 East Madison Street, Chicago, Ill., are again placing orders with newspapers in cities where they have agents for the Hart, Schaffner & Marx, clothing, 36 South Franklin Street, Chicago, Ill.

The George L. Dyer Company, 42 Broadway, New York city, is sending out orders to some newspapers for the Manhattan Motors Corporation, "Vim Delivery Car," Broad and Huntington Streets, Philadelphia, Pa., and 56th Street and Broadway, New York city, and is placing 280 line, 5 column, 2 time orders with a selected list of newspapers for the H. Black Co., "Wooltex," women's clothing, Cleveland, O.

The Brooks Advertising Agency, State Bank Building, New York city, is handling the advertising of the Arkansas Soft Pine Bureau, Bank of Commerce Building, Little Rock, Ark.

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is sending out orders to some Southern newspapers for the John Wanamaker, catalogue, Philadelphia, Pa.

Lord & Thomas, Mellers Building, Chicago, Ill., are again making contracts with large city newspapers for the Hudson Motor Car Co., "Hudson" automobile, Jefferson Avenue and Conners Creek, Detroit, Mich.

The Wylie B. Jones Advertising Agency, Binghamton, N. Y., is again placing newspaper orders generally for O. H. White, "Othine," medical, Buffalo, N. Y.

A. McKim, Ltd., Lake of the Woods Building, Montreal, Can., is making up a list of newspapers east of the Mississippi for the Salada Tea Co., Toronto, Can., Spiller & Co., 100 Hudson Street, New York city, representative.

The Standard Advertising Agency, 150 Nassau Street, New York city, is placing orders with a few newspapers in selected sections for Brill Brothers, coffee, Philadelphia, Pa.

The Thielecke Advertising Co., Webster Building, Chicago, Ill., is placing orders with a selected list of newspapers in large cities for the Dodge Publishing Co., Mishawaka, Ind.

The Hermon W. Stevens Agency, Globe Building, Boston, Mass., is sending out 53-line 2-times a week, 3-months orders to newspapers generally for the Brookline Chemical Co.; "Farr's Gray Hair Restorer," Brookline, Mass.

The Wm. D. McJunkin Advertising Agency, 35 South Dearborn Street, Chicago, Ill., is making contracts with some Western newspapers for Martin & Martin, "E-Z" Stove and Shoe Polish, Chicago, Ill., and also making contracts with some Middle West newspapers for the Colfax Hotel, Colfax, Iowa.

The Frank Presbrey Co., 451 Fourth Avenue, New York city, is placing 500-line orders with newspapers in selected sections for the R. E. Taylor Corporation, 427 West 42d Street, New York city.

The Dooley-Brennan Co., Harris Trust Building, Chicago, Ill., will shortly start a newspaper campaign for the Cudahy Packing Co., ham, bacon, etc., 111 West Monroe Street, Chicago, Ill.

The Brown Advertising Agency, 99 Nassau Street, New York city, later may use newspapers in other cities for the Louisiana State Rice Milling Co., Inc., New Orleans, La.

The Battle Creek Advertising Agency, Post Building, Battle Creek, Mich., is handling the advertising of the Maple-Flake Mills, Hygienic Food Co., Battle Creek, Mich.

N. W. Ayer & Son, 300 Chestnut St., Philadelphia, Pa., are placing orders with large city newspapers in selected sections for the Jos. Dixon Crucible Co., lubricating oils, Monmouth Street, Jersey City, N. J.

J. D. Barnhill, Inc., 110 West 34th Street, New York city, is making 4,000-line contracts with some Texas newspapers for the A. C. Penn, Inc., hardware, 100 Lafayette Street, New York city.

The Atlas Advertising Agency, 450 Fourth Avenue, New York city, is again placing orders with newspapers in selected sections for the Pacific Coast Borax Co., "Twenty Mule Team Borax," 100 William Street, New York city, and Chicago, Ill.

The Duff Barker & Co., 323 Fourth Avenue, Pittsburgh, Pa., are making up a list of some New York State and Pennsylvania newspapers, for the Erie County Milk Association, Erie, Pa.

The Berg Advertising Agency, Rowell Building, Fresno, Cal., is sending out orders to newspapers in Ohio and Tennessee, including tributary border cities, for the California Peach Growers, Inc., "Blue Ribbon Brand Peaches," Fresno, Cal.

Calkins & Holden, 250 Fifth Avenue, New York city, are placing three and four time orders with newspapers generally for the Pierce-Arrow Motor Car Co., "Pierce-Arrow Motor Truck," 1695 Elmwood Avenue, Buffalo, N. Y.

B. V. D. advertising is handled by Sherman & Bryan, 79 Fifth Avenue, New York city, and not by E. J. Goulston, 225 Fifth Avenue, New York, as stated last week. The Goulston agency handles the Reis underwear account.

The Lawrence-Oswald Co., Swetland Building, Cleveland, O., handles the business of the Ackerman Wheel Co., the Mutual Motor Stores, C. E. Conkey Co., and the Reliable Auto Heater & Manufacturing Co., Cleveland, O.; and the American Chemical Co., Sidney, O.

The E. P. Remington Agency, 1280 Main Street, Buffalo, N. Y., is placing orders with newspapers for Anchor Picture Hooks.

The Van Cleve Agency, 1790 Broadway, New York city, is placing orders with newspapers in selected sections for "Queen Quality Shoes" of the Thomas G. Plant Co., Boston, Mass.

The Dake Advertising Agency, 121 Second Street, San Francisco, and Los Angeles, is placing orders for the Standard Metal Co., Pittsburgh.

The Hotel Publicity Corporation, 23 West 31st Street, New York, is offering contracts on an exchange basis with the Hotel Lenox, Buffalo; Hotel Cumberland, New York, and the Robert Treat Hotel, Newark.

The Erwin & Wasey Co., Chicago, handle the account of the Osgood Lens & Supply Co., 1241 South Michigan Avenue, Chicago; A. C. Fash, advertising manager.

The Erickson Co., 381 Fourth Avenue,

New York, is placing the Acorn Range advertising for Rathbone, Sard & Co., Albany, N. Y.; A. M. Blanchard, advertising manager.

H. Walton Heegstra, Inc., 19 South La Salle Street, Chicago, has secured the account of the Wells-Abbott-Nieman Co., Schuyler, Neb., millers of Puritan Flour.

The Canadian Advertising Agency, Ltd., Unity Building, Montreal, Canada, handles the account of the Canadian Fairbanks-Morse Co.; Pallmore, Ltd.; Dominion Cartridge Co.; Canadian Explosives, Ltd.; Canada Paint, Co., Ltd.; Daggett & Ramsdell's (New York); Gunn's Ltd.; Gunn Langlois & Co., Ltd.; Jose Grands, Ltd.; Perrin Frères, Ltd.; François Vibert, Paris; Sherwin-Williams Co., of Canada, Ltd., and the Champion Spark Plugs Co., Ltd.

The Macavoy Advertising Agency, Conway Building, Chicago, Ill., is making 300-inch one-year contracts with a selected list of newspapers for the Smith Motor Truck Co.

The Margon-Robinson Co., Lincoln Building, Louisville, Ky., is making up a list of Southeast newspapers for Dr. W. G. Korony, manufacturing chemist, Louisville, Ky., and also making up a list for Kampfmüller Rheumatic Remedy Co., Louisville, Ky.

The Montgomery Advertising Agency, Jacksonville, Fla., is sending out orders to a few large city newspapers in selected sections for the Jacksonville Heights Improvement Co., Jacksonville, Fla.

The Mahin Advertising Co., 104 South Michigan Avenue, Chicago, Ill., is making 2,000-line, one-year contracts with Middle West newspapers for the Perry Auto Lock Co., Chicago, Ill.

The Volkman Advertising Agency, 5 Beekman Street, New York city, is placing orders with some New York city newspapers for the Galvor Co., "Galvor Bandolier," 1416 Broadway, New York city, and again sending out orders to newspapers in selected sections for Dr. R. H. Kline Co., medical, 14 Broad St., Red Bank, N. J.

The Singleton Hunting Co., Citizens' Building, Cleveland, O., is making up a list of newspapers, in selected sections, for the Marathon Tire & Rubber Co., "Marathon Tires," Cuyahoga Falls, O.

The Russell M. Seeds Co., of Indianapolis, Ind., handles the motor bodies account of the Parry Manufacturing Co., Indianapolis, Ind.; the motor-car business of the Interstate Auto Co., Muncie, Ind.

The Walter B. Snow Agency, 136 Federal Street, Boston, Mass., handles the machinery account of the Bird Machinery Co., East Walpole, Mass.; the Lebanon Machinery Co., Lebanon, N. H., and the Rockport Granite Co., Pittsfield, Mass.

The J. P. Storm Advertising Co., 35 West 39th Street, New York city, handles the maternity apparel account of Lane Bryant, Inc., New York city.

The Erickson Co., 381 Fourth Avenue, New York city.

Sherman & Bryan, of New York, handle the account of the Sport Shop, 500 Fifth Avenue, New York city.

The three-column ten-inch ads of Penn's Thick Chewing Tobacco advertisements now appearing in all the daily papers of California, Arizona, and Nevada, excepting those of San Francisco and Los Angeles, were originated and released by the H. K. McCann Co.'s San Francisco office.

Street & Finney have secured the account of the Elmwood Poultry Farm,

North Leominster, Mass. An extensive advertising campaign is being planned.

The Chamber Agency, 616 Maison Blanche Building, New Orleans, is making yearly contracts for twice-a-week advertising in Louisiana, Mississippi, Alabama, and other Southern papers for the Pelican Cracker Factory, New Orleans.

The Colony Advertising Agency, 1 Madison Avenue, New York city handles the advertising copy for the Rubberset Co., Newark, N. J.

The Erickson Co., 381 Fourth Avenue, New York city, handles the account of the Magnesia Association of America, 381 Fourth Avenue, New York.

The H. H. Stalker Co., Toledo, O., handles the threshers and farm tractors account of the Banting Manufacturing Co., Toledo, O.

The Lazell Perfume account, of Newburgh, N. Y., is handled by N. W. Ayer & Son., of Philadelphia, Pa.

The Atlas Advertising Co., New York city, handles the account of the Bethlehem Motors Corporation of Allentown, Pa.

Vanderhoof, Condit & Comrie, of Chicago, handle the accounts of the Commercial Truckmobile Co., 1606 Michigan Avenue, Chicago; the Thomas Nurseries, Tower Hill Building, Chicago; the Kewanee Implement Co., Kewanee, Ill., and the Kewanee Private Utilities Co., Kewanee, Ill.

## New Orleans States

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

**36,660 Daily**

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

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

## Advertising Agents

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

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

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

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

## Publishers' Representatives

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

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

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

**PAYNE, G. LOGAN, CO.,**  
1233 Marquette Bldg., Chicago,  
Ill.; 200 Fifth Ave., New York,  
N. Y.; 8 Winter St., Boston,  
Mass.; Kresge Bldg., Detroit,  
Mich.

**AD FIELD PERSONALS**

H. K. McCann, of the H. K. McCann Co., who recently returned to New York after a hurried trip to San Francisco, was in conference there with the management of his Pacific Coast district office on an important new account. L. S. Briggs, head of the art department of the New York office of the H. K. McCann Co., and J. Newton, head of the copy staff in New York, are in San Francisco on special duty for a short time, in connection with the same business.

Alfred H. Bartsch, who has been advertising manager of the Bosch Magneto Company for seven years, resigned March 5 to become a member of the firm of McLain-Hadden-Simpers Company, Advertising and Merchandising Council, of Philadelphia, and New York. Robert S. Westcott, who has been assistant advertising manager, will assume the duties of advertising manager.

W. C. D'Arcy, president of the D'Arcy Advertising Co., is leading a fight against the adoption of a bill now before the Missouri Legislature to place a special tax on soft drinks. The D'Arcy Company is especially interested in the defeat of such legislation, as it represents two of the largest selling soft drinks in the world—Coca-Cola and Bevo.

Robertus Love has resigned his position with the Ruebel-Brown Advertising Company, of St. Louis, where he had charge of the publicity department.

Alpheus Stewart, formerly of the Censor, is now doing special work for Reedy's Mirror and American Justice, St. Louis.

Lee-Jones, Inc., advertising agency, of Chicago, is about to open a branch office in Detroit, Mich., with D. Minard Shaw, formerly of the Taylor-Critchfield-Ciague Agency, in charge.

Bland Boillard, of the Danielson & Son advertising firm, Jack Joyce, of the Standish Advertising Company, and Daniel V. Reilly, of the Reilly advertising firm, have been admitted to membership in the Town Criers, of Providence, R. I.

Sol Oppenheim, recently hotel advertising solicitor for the Morning Telegraph, announces that he and George Glavis, another ex-solicitor for the same paper, have taken over a controlling interest in the Review, a theatrical paper founded by the Shubert Amusement Company.

Carlyle N. Montanye, for the last two years associated with the advertising department of To-day's Housewife, has joined the forces of the Associated Farm Papers and will be a member of the New York staff.

**Making Los Angeles Take Notice**

The Los Angeles Express-Tribune plant is housed in its new home, which is finely equipped. On March 5 the new octuple Goss press, with a capacity of 72,000 sixteen-page papers an hour, was placed in regular operation. It is one of a battery of four large presses. The composing-room is on the fifth floor, and the editorial and newsrooms occupy the fourth floor. Under the management of Charles C. Rosewater, who assumed direct charge of the business departments of both newspapers on March 1, the Express and Tribune are already showing improvement. L. A. Hoskins is managing editor of the Morning Tribune and the Evening Express.

A sharp retort may sound smart, but it doesn't get you anywhere.

**SPHINX CLUB DINNER**

**Monthly Feast Was Marked by Many Enjoyable Features.**

The Sphinx Club of New York held its 151st monthly dinner on Tuesday evening in the Astor Gallery of the Waldorf-Astoria. At the opening of proceedings two toasts were drunk, one to the President of the United States, and one to the famous Oscar Tschirky, manager of the Waldorf. On Tuesday Oscar started his twenty-fifth year as manager of the Waldorf, and in response to the congratulations of those present he announced that he was the only man left on the pay-roll of the Waldorf who was on it the day the hotel opened. Louis Wiley, publisher of the New York Times, proposed the toast to the President, and R. F. R. Huntsman, publishers' representative of the Brooklyn Union, proposed that to Oscar.

Bert Moses spoke on the subject of "Deadhead Reading Notices." He attacked the press agent and showed the tremendous amount of money that the newspapers give away annually by allowing themselves to entertain an angel who never gives anything in return for what he gets but soft words. "The dollars you get from a press agent are as scarce as fleas on a fish," he said, whereupon one of the diners asked if he meant a dogfish. "The time is surely coming when newspaper publishers will be as pleased to see a press agent as Roosevelt would be to attend a golden-wedding anniversary where there was only one child," said Mr. Moses.

Frederick Nash, sales manager of the General Chemical Company, manufacturers of Ryzon baking powder, asked, "Do ethics apply to advertising and selling, and does it pay?" and then proceeded to answer it. He upheld the value of positive advertising. In the last general election, he said, two candidates had to be "sold" to the American people. He asserted that if the Republican National Committee had devoted its entire time to outlining the good selling qualities and points of Mr. Hughes, and had stopped there, instead of attacking his opponent, they would have made a much better impression, and he believed that Mr. Hughes, as a result, would have been elected.

Frank P. Sibiey, a war correspondent of the Boston Globe, gave a most delightful and charming talk on happenings on the border, showing during the course of his talk the value and absolute necessity for organization.

**JOURNALIST'S GOLDEN WEDDING**

**Even Illness Could Not Keep John Tregaskis from Celebrating.**

John Tregaskis, of Brooklyn, who forty-five years ago was one of the best-known figures in metropolitan journalism, left a sick bed to celebrate with his wife the fiftieth anniversary of his wedding. Many of their friends attended the reception, to present their compliments to the couple. Dozens of letters and telegrams poured in from men and women in all walks of life, and particularly from old newspaper friends, expressing the best wishes of those who could not call in person.

**Sun Rises in Fillmore, Cal.**

The Daily Sun, with H. G. Comfort as editor, has commenced publication in the thriving little city of Fillmore, Cal.

Bankruptcy is avoided by the man who pays in cash, instead of promises.

**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.

|                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ALABAMA</b><br>NEWS ..... Birmingham<br>Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916.                                                                                                                                                                                                   | <b>MONTANA</b><br>MINER ..... Butte<br>Average daily 12,470. Sunday, 20,371, for 6 months ending September 30, 1916.                                                                         |
| <b>CALIFORNIA</b><br>EXAMINER ..... Los Angeles<br>A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.<br>MERCURY-HERALD ..... San Jose<br>Post Office Statement 11,434. Member of A.B.C.                                                                                                                                                          | <b>NEW JERSEY</b><br>JOURNAL ..... Elizabeth<br>PRESS-CHRONICLE ..... Paterson<br>COURIER-NEWS ..... Plainfield                                                                              |
| <b>GEORGIA</b><br>JOURNAL (Cir. 57,531) ..... Atlanta<br>CHRONICLE ..... Augusta                                                                                                                                                                                                                                                                                                           | <b>NEW YORK</b><br>COURIER & ENQUIRER ..... Buffalo<br>IL PROGRESSO ITALO-AMERICAN.. New York<br>DAY ..... New York<br>The National Jewish Daily that no general advertiser should overlook. |
| <b>ILLINOIS</b><br>HERALD-NEWS (Circulation 15,190).....Joliet                                                                                                                                                                                                                                                                                                                             | <b>NEBRASKA</b><br>TRIBUNE ..... Hastings<br>Circulation A. B. C. report, 7,100. Full leased wire report United Press.                                                                       |
| <b>IOWA</b><br>REGISTER AND TRIBUNE.....Des Moines<br>Essential to covering Des Moines and vicinity.<br>SUCCESSFUL FARMING ..... Des Moines<br>More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.                                                                                                                                         | <b>OHIO</b><br>VINDICATOR ..... Youngstown                                                                                                                                                   |
| <b>KENTUCKY</b><br>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.                                                                                                                                                                                    | <b>PENNSYLVANIA</b><br>TIMES ..... Erie<br>DAILY DEMOCRAT..... Johnstown<br>TIMES-LEADER ..... Wilkes-Barre                                                                                  |
| <b>LOUISIANA</b><br>TIMES-PICATUNE ..... New Orleans                                                                                                                                                                                                                                                                                                                                       | <b>TENNESSEE</b><br>BANNER ..... Nashville                                                                                                                                                   |
| <b>MICHIGAN</b><br>PATRIOT (No Monday Issue).....Jackson<br>Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.                                                                                                                                                | <b>TEXAS</b><br>CHRONICLE ..... Houston<br>The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.                                                                         |
| <b>MINNESOTA</b><br>TRIBUNE, Morning and Evening...Minneapolis                                                                                                                                                                                                                                                                                                                             | <b>UTAH</b><br>HERALD-REPUBLICAN ..... Salt Lake City                                                                                                                                        |
| <b>MISSOURI</b><br>POST-DISPATCH.....St. Louis<br>Daily Evening and Sunday Morning.<br>Is the only newspaper in its territory with the beautiful Rotogravure Picture Section.<br>The POST-DISPATCH sells more papers in St. Louis every day in the year than there are homes in the city.<br>Circulation entire year, 1916:<br>Sunday average ..... 356,193<br>Daily average ..... 204,201 | <b>VIRGINIA</b><br>DAILY NEWS-RECORD ..... Harrisonburg<br>In the famous Valley of Va. only paper in the richest Agricultural County in United States.                                       |
|                                                                                                                                                                                                                                                                                                                                                                                            | <b>WASHINGTON</b><br>POST-INTELLIGENCER ..... Seattle                                                                                                                                        |

**ROLL OF HONOR**

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

|                                              |                                                           |
|----------------------------------------------|-----------------------------------------------------------|
| <b>ILLINOIS</b><br>SKANDINAVEN ..... Chicago | <b>NEBRASKA</b><br>FRIE PRESSE (Cir. 128,384).....Lincoln |
|                                              | <b>NEW YORK</b><br>BOULETTINO DELLA SERA.....New York     |

**DECISION MAY CHANGE STATUS OF AD AGENTS**

**New City Court Dismisses Suit of Elizabeth R. Clarke, Publisher, Against Albert Frank and Company—Plaintiff Will Appeal the Case—How Advertising Agencies Now Stand.**

If a decision of City Court Justice William L. Ransom of New York city stands in the Appellate court, the entire status of advertising agents and their relations to publishers will undergo a change, or else the present contracts will have to be changed.

The decision came about in the suit brought by Elizabeth R. Clarke, publisher of Daily Attractions, a New York weekly, against Albert Frank and Company, New York advertising agents. On the trial of the action the plaintiff presented a contract made by the Frank company with her for the publication of an advertisement of the Mason-Seaman Transportation Company. This was a written form of order of the Frank Agency in which the term for which the ad was to run and the rate were set forth. The order contained the usual stipulation that it might be cancelled at any time by the Frank company. The plaintiff claimed that she objected to the cancellation privilege, whereupon the Frank Company wrote waiving its right to cancel. The plaintiff also proved publication, payment of a part of the contract price and failure to pay the balance.

**COURT'S DISMISSAL GROUNDS.**

At the conclusion of the plaintiff's case, the defendant moved to dismiss, upon the grounds: (1) That there was no proof in the case that the person in the employ of the Frank Company was authorized to waive the cancellation clause, and (2) upon the ground that the order blank and the papers in evidence showed that the Frank Company was an agent, acting for a disclosed principal, the Mason-Seaman Transportation Company, and for that reason any claim the plaintiff might have for the unpaid bill was necessarily against the Mason-Seaman Transportation Company. The Court declined to dismiss upon the first ground, but did so upon the second ground, pointing out that since the order blank of the Frank Company described the Frank Company as advertising agents and described the Mason-Seaman Transportation Company as its client, and since the advertising was indisputably for the benefit of the Mason-Seaman Transportation Company, not the Frank Company, and since the plaintiff in accepting the contract had agreed for an "agent's commission" to the Frank Company and in rendering monthly bills and statements had deducted from the rate 10 per cent., which was described as "agents commissions," it must be held that as a matter of law the Frank Company was the agent of the disclosed principal, the Mason-Seaman Transportation Company, and the case must consequently come within the rule of law that where an agent deals with a third party on behalf of a principal, whose name is disclosed, such principal and not the agent is liable on contracts made with the agent, except where the agent has committed some fraud.

**SOME TESTIMONY BARRED.**

The plaintiff then sought to overcome this opinion of the Court by offering to prove that the forms and expressions used in the documents de-

scribed were those customarily used in the advertising business and that it was universally understood that the word "agents" did not describe the usual relationship of principal and agent, that the word "client" was used solely for identification of the space and was not used to describe the principal whom the agent represented, and that the words "agents commission" were used and understood to be in the same sense as the word "discount." The Court refused to permit such testimony to be presented. The plaintiff then sought to show that she had extended credit to the Frank Company and not to the Mason-Seaman Transportation Company. This also the Court declined to hear because of the form of the action, the plaintiff having sued Frank and Company as principals and not as agent, and such testimony would have involved a contradiction of this relationship.

As to the cancellation matter, the Court held that the Frank Company had definitely and unmistakably waived its right to cancel, and that the defendant had no right to cancel in view of its waiving the right reserved in its printed form. In its answer the Frank Company denied that it had waived this right.

As the case now stands, companies carrying on business in which the Frank Company is engaged, and using the form of order blanks they use, are thereby constituted agents and do not deal on their own account. They are in a position to place the responsibility on the shoulders of their clients, provided they have disclosed the name of their client or principal.

The plaintiff has made arrangements to carry the case to the higher Appellate court.

**VERDICT FOR BOSTON POST**

**Watson Loses Libel Suit, but Will Appeal the Case.**

City Councillor James A. ("Jerry") Watson lost his \$50,000 suit against the Boston Post for alleged libel. The jury which heard the testimony in the trial in the Suffolk Superior Court, that has been in progress for some days, returned a sealed verdict which was opened on March 13 before Judge Keating. The verdict read:

"In the suit of James A. Watson against the Post Publishing Company the jury finds for the defendant. To the question as to whether or not the Post was actuated by malice in publishing the article on December 3, 1915, the jury answers 'no.'"

Watson claimed that he had been damaged by a letter written by City Councillor Henry E. Hagen, and published in the Post on December 3, 1915, during the City Council campaign of that year.

The jury was unanimous for the Post. Watson has appealed the case to the Supreme Court.

**The Pittsburgh 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

**SON SUCCEEDS HIS FATHER**

**J. B. Richardson New Head of Davenport Democrat and Leader.**

Changes in the staff of the Davenport (Iowa) Democrat and Leader, following the recent death of J. J. Richardson, were announced March 5, after



FRANK D. THROOP.

a meeting of the board of directors. Following the desire of the directors to always have a Richardson at the head of the paper, J. B. Richardson, a son of the former publisher, was elected president of the company. For twenty-two years prior to 1912 Mr. Richardson was actively connected with the paper, being manager during the last twelve years of that time. He then retired from the newspaper business and established himself as a bond broker. He will continue this business, giv-

ing the publishing business the benefit of his experience and advice, without associating himself actively with the management. M. N. Richardson was elected a director to succeed J. J. Richardson, and Nathaniel French was also elected a director to succeed Charles H. May, resigned.

Frank D. Throop, who has been business manager of the paper for eighteen months past, continues as secretary and treasurer of the company, and has been made publisher. He is the third generation of Throops engaged in the newspaper business in Iowa, his grandfather having established the Mt. Pleasant Free Press, and his father having been editor of the Mt. Pleasant News. For fifteen years before coming to the Democrat, he was connected with the Muscatine (Iowa) Journal.

J. J. Richardson was the founder of the Democrat and continued his connection with the paper for nearly sixty years, until his recent death.

**Young Journalists Dine**

The first annual banquet of the N. Y. U. Scoop Club was held recently and was a great success. Many well-known newspaper men were present and offered valuable advice to the budding journalists. Don Seitz, of the World; Melville E. Stone, of the Associated Press; Richard H. Waldo, of the Tribune; Mr. Hughes, of the Globe, and Joyce Kilmer, of the Times, made addresses.

The man who is fond of exposing the other fellow's bad points is unconsciously painting a picture of himself.

**A Twenty-Five Cent Ante is just about right, but when you see**

our proofs of

**"That Little Game"**

the sky is the limit when it comes to genuine humor.

The service is furnished in mat form, three, 3-column mats per week, or six, " " " " "

Let us send you proofs

**World Color Printing Company**

R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.

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

**SELLING POWER**

The Detroit Free Press reaches that class of buyers who have actual purchasing power. That means a minimum of waste in your appeal.

**The Detroit Free Press**  
"Michigan's Greatest Newspaper."

VERREE & CONKLIN } Foreign Representatives } New York Chicago Detroit  
Largest two-cent morning circulation in America.

**PHILADELPHIA**  
America's Greatest Industrial City.

**The PRESS**  
Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN  
World Building, HARRY B. LASHER NEW YORK  
Tribune Building CHICAGO

**R. J. BIDWELL CO.**

Pacific Coast Representative of

**DAILY NEWSPAPERS**

SAN FRANCISCO OFFICE  
of the  
**Editor and Publisher**

742 Market Street  
SAN FRANCISCO

TIPS FOR DEALERS

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

NEW INCORPORATIONS

**NEW YORK**—Dispatch Printery and Bindery Corporation, publishing and printing; capital, no par value; begin business with \$500. Directors, A. M. Eberhardt, M. E. Howard, J. G. Griffin, all of New York.

**NEW YORK**—Trade Extension Company, Inc., advertising; capital, \$15,000. Directors, C. G. Mooney, C. T. Krouse, R. Brown, all of The Bronx, New York.

**BAY SHORE, N. Y.**—C. T. Hancock Company, Inc., advertising; 100 shares, no par value. Directors, J. L. Lockwood, L. C. Butler, C. T. Hancock, all of New York.

**PHILADELPHIA, Pa.**—Philadelphia Item Company, printing and publishing; capital, \$100,000. Directors, Martin E. Smith, T. Morley Smith, and M. E. Dote, all of Philadelphia.

**SYRACUSE, N. Y.**—Hall & McChesney Company, publishers; capital, \$100,000. Directors, G. H. Bond, G. S. and F. H. McChesney, all of Syracuse.

**NEW YORK**—Latham Advertising Service Company, incorporated at Dover, Del., general advertising; capital not stated. Directors, Leroy Latham, of Plandome, N. Y.; George Morrell, of New York; I. H. C. Lindemann, Edward Awning, Joseph Plaza, all of Brooklyn, N. Y.

**NEW YORK**—The Knocker Publishing Company, general publishers; capital, \$1,800. Directors, George M. Bundy, Merritt F. Beal, Merritt F. Best.

**NEW YORK**—The George Batten Company, advertising agency, has filed papers of incorporation at Albany. The capital stock is stated as \$1,000,000, and the following are named as incorporators: George Batten, W. H. Johns, J. V. L. Wyckoff. Mr. Batten has been president of the agency, Mr. Johns first vice-president, and Mr. Wyckoff a member of the board of directors.

CHANGES IN INTEREST

**ROMNEY, W. Va.**—Gov. John J. Cornwell, of West Virginia, has relinquished the editorship of the Hampshire Review, Romney, of which he is now the owner. The firm in charge now is known as Cornwell & Dinkle, publishers, with Lewis K. Dinkle as editor and manager.

**ORANGE, Tex.**—The Daily Outlook is the name of a new newspaper at Orange. The first issue appeared on March 1.

**GUERNEVILLE, Cal.**—A. A. Willoughby, who has been editing the Guerneville Times since the death of Andrew Smith and Henry Hunter, the former editor and publisher, respectively, of the paper, has bought the paper and plant from the Smith estate.

Tied to No Party, the Friend of All, its Field is The Universal Public, Especially that Portion in North-eastern Wisconsin where Times are Good and Money Plentiful. — The Northwestern at Oshkosh, Enlarged, Improved and Strengthened.

G. LOGAN PAYNE COMPANY,  
Chicago and New York

NEWSPAPER ACTIVITIES

The importance of the movies to Trenton, N. J., has become so great that the Trenton Times has found it necessary to publish a movie department page three times a week, Wednesday, Saturday, and Sunday. There are nineteen movie theatres in Trenton with a total seating capacity of 14,270.

The St. Louis Globe-Democrat now issues an "Extra Final" edition just before daylight, which publishes the happenings after the regular city edition is off the press. It is meeting with popularity.

The Chicago Daily News has published a book of 100 cartoons of the late Luther D. Bradley, for many years cartoonist for that paper. What is desired, the News says, is to give as many as possible of Mr. Bradley's friends and admirers opportunity to acquire a book intrinsically valuable and fitting as a memorial, the question of profit not being at stake. In addition to representative cartoons, the book contains biographical and appreciative material and portraits hitherto unpublished.

Under the caption of "Have It Repaired," the Indianapolis Star prints about two columns of advertising cards. These ads are something of a novelty, as they cover about all lines of repairing, and afford a handy guide for householders.

As part of the general trend towards improving advertising, the Cleveland (O.) News has required all real-estate want advertising to carry either a telephone or street address as well as the box number from now on. The object is to eliminate a tendency on the part of certain persons to hide their identity under a box number. Both sellers and buyers are included in the ruling, which has the approval of the Cleveland Real Estate Board.

"Dollar day," the bargain day festival and the advertisers' delight, was a feature of shopping day at Providence, R. I., recently. The newspapers carried many columns of advertising, the Evening Bulletin using extra sections to handle the increased copy.

LIVE TOPICS DISCUSSED BY OUR READERS

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

Six-Cent Paper Plenty

CONNHAUT PRINTING COMPANY,  
CONNHAUT, O., March 9.

**THE EDITOR AND PUBLISHER:**  
Can you not furnish us with a list of Eastern and Middle Western mills who should be able to furnish us with roll news in car-load lots? Our experience so far leads us to believe that the net results of the Federal Trade Commission's investigation, for several months at least, will be that for the small city daily there will be plenty of print at \$6 per hundredweight in less than car lots, or \$5.25 per hundredweight in car loads, but that below these figures, "we cannot fill the orders we already have booked." Thanking you for an early reply, we are,  
**THE CONNHAUT PRINTING COMPANY.**

[So far as the Federal Trade Commission is concerned, their decision has not yet been put into effect. When it becomes effective, it will be mandatory on the companies that have signed the agreement to furnish the paper for the prices set by the Commission between March 1 and August 31.

The plan of distribution which the Commission will adopt, has not yet been decided upon, but it is being worked out at the present time, and undoubtedly some announcement will be made within the next week or two.

In the meantime, we would suggest that you drop a letter to the Federal Trade Commission and state your experience exactly and also state that you are willing to sign the agreement which they have asked publishers to sign, binding them to the plans of the Commission so far as the price and the distribution is concerned for the six months' period. This signature, on your part, is absolutely necessary before the 20th day of this month, if you would participate in

Another Remarkable Record

The New York Times in February, 1917, led all other New York morning newspapers in *eighteen important classifications* of advertising. The Times published *more national advertising, more local display advertising and a greater total display advertising* than any other New York morning or evening newspaper in February. The average net paid daily and Sunday circulation of The New York Times is 340,904 copies.

The EVENING TELEGRAPH

Philadelphia publishes regularly

More Real Estate Advertising

THAN ALL the other Philadelphia newspapers, evening and morning, COMBINED.

THE REASON:

The buying power of the readers of THE EVENING TELEGRAPH is greater than that of the readers of any other Philadelphia newspaper, evening or morning.

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



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

**The New Orleans Item**  
Largest Circulation of any Louisiana Newspaper  
Largest afternoon Circulation in the entire South  
(October Post Office Statement)  
**Sunday 68,942**  
**Daily 55,365**

**"From Press to Home Within the Hour"**  
It's exclusive carrier service enables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from press to home within the hour." The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

the reduction in price, and if you do that, then you should be entitled to roll paper at the mill in car-lots at not less than \$2.50 a hundred pounds.

Large publishers have agreed to give up an amount of paper equal to ninety thousand tons, if necessary, to take care of the smaller publishers of the country, and from that amount there should be more than sufficient paper to go around.  
**THE EDITOR AND PUBLISHER]**

Commission Discrepancies

AURORA, Ill., February 24.

**THE EDITOR AND PUBLISHER:**  
In a recent issue of your publication appears this paragraph:

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

It never seems to occur to the men who complain about difference in rates between local and foreign advertising, that the local rate is net and the foreign rate is gross.

When agents get their compensation from the advertisers instead of the publishers all rates will be net and the discrepancies complained of will disappear.

J. K. GROOM,  
Mgr. Nat'l Advertising Dept.,  
Aurora Beacon-News and Elgin Courier.

THE BOSTON EVENING RECORD

printed last month twice as much local store advertising as it printed in February, 1916, and gave its advertisers a net paid circulation of more than 42,000 copies a day.

The Record is being talked about for its excellence as a newspaper, and ample proof that its readers are good buyers is found in its growth in local advertising.

The New York Call

Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper.

Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

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

## ECONOMY

Of space demands the best copy and the most important names in the shortest form.

We have them.

National Editorial Service, Inc.,  
225 Fifth Ave., New York.

**NEWSPAPER**  
prosperity is based on circulation.  
**FEATURE**  
elements of the right kind make and hold circulation.

**SERVICE**  
by experts means material and methods that have been PROVED.

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

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
87 WEST 89TH ST., NEW YORK

**FLAGS-MAPS-ATLASES**  
TIMELY SUGGESTIVE  
**PREMIUMS**

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

DELIVERY GUARANTEED  
**S. BLAKE WILLSDEN**  
Premium and Advertising Specialties.  
1606 Heyworth Bldg., Chicago

## The McClure Method

Our features are sold on individual merit. Any service may be ordered singly.  
**THIS MEANS:**  
The greatest possible variety from which to choose.

The submitting of each feature to your own editorial judgment.  
The opportunity to order a budget consisting only of what you want.  
A material reduction from individual prices on budgets.

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

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

USE  
**UNITED PRESS**  
FOR  
Afternoon Papers

General Offices, World Bldg., New York



## ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

**T**HERE ARE MANY BROAD SMILES ON the various faces of New York advertising men just now, caused by the way the new Franklin Simon & Co. clothing advertising is apparently getting deeply under the hide of R. H. Macy & Co.

If Franklin Simon & Co. run an ad on Monday, for instance, Macy will use generous space answering it on Tuesday—and the intent of the Macy copy is so obvious that it appears quite ridiculous—almost childish, in fact.

It was not so very long ago that nearly every Macy clothing ad, as most other clothing ads, was merely a bombastic claim that their suits at \$19.98, for instance, were really worth something like \$28.63.

When Bloomingdales began showing the ridiculousness and fallacy of such silly claims, Macy & Co. took their cue and cut out the comparative price stuff, to a large extent, and toned their copy down considerable.

This, however, was done quietly and excited only passing notice—mostly favorable—it being commented that it was good business.

Now, however, it seems to hurt. This new Franklin Simon & Co. copy is being written by Frank Irving Fletcher, an advertisement-writer "than which there ain't no whicher, leastwise not in this neck of the woods."

Fletcher is the man who made Saks clothes famous—so famous, in fact, that one can now find Saks suits in practically every clothing store in the country.

This same Fletcher man can take a stubby fountain pen and a pad of paper and create "atmosphere" around any ordinary prosaic article of barter and trade—atmosphere so pungent, so alluring, so subtle, that, regardless of your religion, morals, or ethics, you fall for it.

And now he is getting under the hide of Macy's. It is really amusing—and is being watched by a great many advertising men.

**I**N THESE DAYS OF WARS AND RUMORS of wars—in these days of loud lamentations anent the cost of high living, newspaper publishers, one and all, have apparently made up their minds that they would get theirs—or at least a part of it, by boosting advertising rates.

That is all right, too. No one should kick about it. Everything else is boosted, and there is no law compelling newspapers to refuse to do as others do.

A newspaper solicitor recently went out to raise the rate of an advertiser. He looked for a howl, of course. He expected it, and was prepared for a long-winded session.

Imagine his surprise, however, when the advertiser fell for the advance without a murmur, and even with a smile.

Imagine, too, how that smile fell when said advertiser added a little codicil stating that the contract was signed with the understanding that no advertiser in the paper was buying space at less than card rates—that there were no rebates of any kind except those specified on the card, and that in case anyone bought space at less than the published rates this advertiser would be rebated to that rate on all advertising placed on the contract.

The advertiser did not ask for a cut rate. He did not ask for a secret rebate. He asked for a square deal—and was told that if he felt that way about the paper he had better stay out of it.

Was that merely a dignified (?) way of admitting that such a codicil could not be put on the contract? And if not, why not?

The contract is still unsigned.

**R**ALPH B. PECK IS NOW vice-president of Lord & Taylor's. This is one of the biggest vices Ralph Peck has ever had, and those who know him predict that before long he will rattle a few dry bones in that magnificent mausoleum.

Ralph Peck has a whole great big mess of that make-good kind of stuff in him. He is a hustler from Hustleville, Michigan, and an advertising man of the old school.

It was some time ago that he left Grand Rapids to do the advertising for Newcomb, Endicott & Co., of Detroit. Later he traded that job with McMinn, who, by the way, is still at Newcomb, Endicott & Co.'s, for the advertising managership of Chas. A. Stevens & Bro., Chicago.

From there he went to Mandel Bros., and from there to Simpson, Crawford & Co., New York, switching between that store and Seigel, Cooper's, until the smash-up, when he went to Pittsburgh to run the Boggs & Buhl store, after the May Co., of Cleveland, St. Louis, Denver, and Akron, took it over.

When Boggs & Buhl again took charge of the store, Peck returned to New York, and is now on Fifth Avenue.

Lots of advertising men know Ralph Peck, and lots of them like him, because he is a darn good fellow, and his success is pleasing to record.

### Boston Press Club Election

James C. White, political editor of the Boston Herald, was elected president of the Boston Press Club at the annual election. Mr. White succeeds Roy Atkinson, who supported the candidacy of the new president. Frank Sibley, of the Globe, was elected vice-president. The other officers are: Judd E. Dewey, treasurer (re-elected); Walter G. Ryan, secretary; H. E. Ellis, financial secretary (re-elected). The di-

rectors: Robert Norton, Post; H. Lyman Armes, Post; Charles Loring, Auto List; H. B. Vittum, Houghton & Dutton's, and Thomas Grenall, Record. Armes was elected on stickers, the regularly nominated candidate on the ticket for a director being Dr. Edmund J. Carpenter. At the very beginning of his administration President White appointed an advisory board, consisting of various past presidents of the Club.

## The True News

—FIRST—

Always—Accurately

International News Service  
38 William St., New York City

## Today's Housewife

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

More Than a Million  
Net Paid  
Guaranteed

GEORGE A. McCLELLAN  
General Manager

There is always room for the best feature

## Goldberg's Cartoons

for example

The Evening Mail Syndicate  
203 Broadway, New York

### Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

### The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

## Successful

Men in every walk of life are all familiar with

### Romeike's Press Clippings

Among our patrons are professional and business men and women, public persons and the leading Banks, Trust Companies and Corporations.

### Romeike Clippings

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

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

## Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street  
New York

**FALSE ADVERTISING A CRIME**

**Bartley J. Doyle Would Make Misrepresentation Punishable.**

Speaking at the Providence, R. I. Town Criers' banquet on the subject of "Advertising and Selling," Bartley J. Doyle, president of the Keystone Publishing Company, Philadelphia, said: "Misrepresentation in advertising matter should be an offence punishable by law."

Further, Mr. Doyle said: "He who gives false statements in advertising does an injustice to every other line of business. I do not believe in contracting for advertising. It is necessary to sell goods on their own merit. I believe the day of the drummer is passing and that the era of salesmanship is only just dawning through the method of advertising."

"Salesmanship is closely bound up with advertising. One is coordinate with the other. It is the intangible something that represents the shortest possible time in reaching the contact point of the buyer and the sale. As to the man who does not believe it pays to advertise, I will say that a man's success in business is due to keeping his name constantly before the public—'Wrigley's,' for instance.

"Reiteration in advertising is the one main point to be kept in view, but commonplace repetition must be guarded against. You must appeal to a man's buying instincts by giving him a jolt—something original, something new. It is only as we can enlarge our vision and meet the other fellow half way, that we can cash in on the big things of life."

**Canadian News Print Hitch**

Another hitch in the proceedings towards the final settlement of the news print difficulty in Canada has occurred. Since contracts expired last fall, manufacturers have been charging publishers three cents per pound at the mill for their supply, on the understanding that, should a less price be agreed upon as a result of the negotiations, the balance would be rebated to the publishers. It was further understood that this rebate would be effective from January 1. It now transpires that the manufacturers are only allowing the rebate from March 1. The matter has, of course, been brought to the attention of the Government, who made the arrangement with the manufacturers, and it is anticipated that the difficulty will be settled to the satisfaction of the publishers.

**Profitable Waste Paper Day**

The sum of \$6,000 was distributed to 5,000 of the residents of Spokane, Wash., on the occasion of the first waste paper day, held there recently. The immense total of 250 tons of old paper were taken from the homes of Spokane's citizens, from the stores and offices to various depots located in different sections of the city. At the request of the local newspapers and Fire Marshal Eugene Battles, D. S. Bannion offered to take over all of the waste paper. He had figured on getting it for \$15 a ton, but competitive conditions became so acute that he was forced to pay \$25 a ton, delivered at his storehouse and \$20 a ton delivered at the designated stations. The latter price is at the rate of \$1 per hundred pounds.

**Keeping Publisher Browne Busy**

G. P. Browne, publisher of the Anderson (S. C.) Mail, who has been in New York this week, reports such a boom in circulation that he is compelled to increase his press facilities. He has also been speeding up his news print ship-

ments, delayed because of car shortage. The Mail's morning contemporary, the Intelligencer, recently suspended.

**MISCELLANEOUS**

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

MR. PUBLISHER.—I can sell your newspaper press on commission, no sale, no expense. Write me if you have one for sale. Address P. 3242, care Editor and Publisher.

WANTED.—Full page flat casting box and saw. Address Echo, Moundsville, W. Va.

Afternoon daily wanted in city of 15,000 up; prefer Eastern State, but would consider cities in Middle West; no objection to rundown paper if field is good; have the cash ready to pay down on right property. Write full details in first letter, including price; send copies of paper. Lafayette Parks, care of The Star, Poughkeepsie, N. Y.

**FOR SALE**

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

AN EXCEPTIONAL OPPORTUNITY  
Newspaper—Hudson Valley, New York State. Established upward of one hundred years. Has considerable reputation; only Democratic Paper in the Township, near County seat, draws subscribers from a number of nearby villages, and advertising from several cities. Is favored with State and County advertising. Does considerable job work; excellent opening for practical newspaper man. Plant could not be duplicated for \$5,000.00; will sell good will and equipment for \$3,000.00, payable one-third in cash, balance upon liberal terms.

Plant contains: Modern Linotype Machine, Metal Pot, Metal Newspaper Cylinder Press, Folder, three good Jobbers, Large and Small Paper Cutter, Proof Press, Cabinets, Stones, Stitching Machine, Metal and Wood Type, and general tools and supplies. All machines are operated by direct drive motors. Plant is now in operation. Can be seen by appointment.

Address,  
CONNOR, FENDLER & CO.,  
NEW YORK CITY,  
Phone Beckman 3970 96 Beckman St.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co.

LINOTYPE—Model No. 3. Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1. Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Model No. 4. Serial No. 11680, magazine, matrices, spacebands, liners, and blades. Winston Printing Co., Winston-Salem, N. C.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

**HELP WANTED**

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

ASSOCIATE EDITOR.—For National Society weekly. Preference to party with financial backing who will act as secretary of corporation. Ability and references essential. Address Editor, Box 1242, Washington, D. C.

**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.

NEWSPAPERMAN.—Experienced newspaper man and trained editorial writer, with 15 years' experience on both morning and evening publications. Now employed, desires to get into field where there will be opportunity for greater development. Address P. 3247, care Editor and Publisher.

DO YOU NEED a competent, bright and intelligent young newspaperman having three years' New York experience, to take charge as manager of small evening newspaper plant in growing, progressive city. Willing to invest small sum as part interest but wants chance to make paper grow. Now connected with New York morning daily, but desires day hours and work outside New York. For particulars address P. 3245, care Editor and Publisher.

CIRCULATION MANAGER or ASSISTANT, young man, capable, experienced business getter successful with boys and promotion work, well recommended, but prefer to stand on personal demonstration of ability; not looking for a chance but for a bonafide opportunity. Address P. 3244, care Editor and Publisher.

CIRCULATION MAN.—Young man, 19, at present employed in circulation department of metropolitan daily wishes to connect with a newspaper offering opportunity, preferable in advertising department. References furnished. Address P. 3238, care Editor and Publisher.

EDITORIAL MAN.—Can devote some afternoons weekly assisting in editing trade paper; have had 25 years' practical experience in editorial and composing rooms. Address P. 3237, care Editor and Publisher.

EDITOR.—Are you looking for trained young man (32) of ability and originality to edit your home organ or as assistant editor on your trade paper? I am now employed but want a greater opportunity to expand. Over three years assistant to editor on a technical paper and had other editorial experience. Can write compelling copy. Have a background of a good literary education and extensive European travel. Read French. Address P. 3236, care Editor and Publisher.

MR. PUBLISHER, are you satisfied with your pressroom conditions? A newspaper pressman, thoroughly competent, who has made a special study of pressroom conditions, the handling of paper cost and waste seeks employment. 15 years a pressroom foreman. Can assume charge of a plant and produce results. Highest references as to character and ability. Experienced on color and magazine work. Address P. 3239, care Editor and Publisher.

EDITOR.—Wanted position by experienced editorial writer and all around newspaper man. Capable of taking charge of any department; middle-aged, single, excellent health; best of endorsements as to personal character and ability; willing to accept moderate salary if assured permanent employment. Address P. 3240, care Editor and Publisher.

FOREMAN.—Experienced all around newspaper man seeks position on daily or evening paper; metropolitan experience, practical understanding of working conditions; executive ability. 30 years in business; references as to character and ability. Address P. 3232, care Editor and Publisher.

REPORTER.—Versatile young newspaper man, five years' experience as general reporter, feature and special assignment man, telegraph editor, camera man and correspondent, seeks situation on lively paper, preferably as regular reporter or special assignment man. Human interest stories his specialty. Has made good everywhere he has been. Will go anywhere. Has job at present time, but wants to locate in city where his services will be appreciated and where he can settle down. Address P. 3227, care Editor and Publisher.

JOURNALISTIC WORK, reporting preferred. Born U. S. Citizen, age 23 years, educated and learned newspaper work in London, (England), just returned, seeks position, big city daily. Four years' London experience. Two years with American syndicate writing special Sunday stories; two years general reporting in Metropolitan dailies. Has special knowledge of European situation which should be valuable. Address P. 3228, care Editor and Publisher.

**Mr. Publisher**

Do you need a live wire

**Circulation Manager**

If you have a first class position, on a first class newspaper, wire me. 15 years' successful experience. Am open to-day. Address P. 3249, care Editor and Publisher.

**Business Manager**

Evening daily in eastern city of 35,000 has unusual opening for experienced business manager who is prepared to buy half interest at \$16,000. Cash required \$5,000, balance deferred. Stock is now earning eight per cent. paper growing steadily, with ample field for further development. Give age, experience and references in first letter. Mention No. 8359.

The time limit on this proposition is April 1st.

**FERNALD'S EXCHANGE, Inc.**  
Third National Bank Bldg., Springfield, Mass.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

**CHAS. M. PALMER**

Newspaper Properties

225 Fifth Ave., New York

**\$100,000 Cash**

We have available \$100,000 in cash as first payment on a desirable Evening newspaper property. Eastern or Middle Atlantic States preferred. Customer may be met in our office by appointment.

**HARWELL & CANNON**

Newspaper and Magazine Properties  
Times Building, New York

**SPECIAL**

I am representing owner of exclusive newspaper in growing Central West city of 18,000; nets annually about \$25,000 in return for time and investment. Price \$100,000; three-fifths interest offered for \$70,000. Cash deal desired. Proposition 326x.

**H. F. HENRICHS**

Newspaper Properties

LITCHFIELD, ILL.

**PUBLISHERS' NOTICE**

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

Branch office San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

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

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

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

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

The Editor and Publisher sells regularly at 10c. a copy. \$3.00 per year in the United States and Colonial Possessions. \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

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

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

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

Washington, D. C.—Bert E. Trevis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Fowler's 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.

**GOSS' SEXTUPLE STRAIGHTLINE PRESSES**

with Staggered Cylinders and Tapeless Folders

For sale by

**WALTER SCOTT & COMPANY, Plainfield, New Jersey**

## ISAAC S. WALLIS DEAD

## Widely Known Advertising Man in Florida When End Came.

Isaac S. Wallis, of I. S. Wallis & Son, newspaper representatives, Chicago, died at St. Petersburg, Fla., on March 11, at the age of sixty.

In the early nineties he was advertising manager of the Cincinnati Post, and after serving in that position for several years, was made manager of the Chicago office of the Scripps-McRae League of Newspapers. He was at the time of his death engaged in business with his son, Clarence W. Wallis, under the firm name of I. S. Wallis & Son, representing a list of prominent newspapers.

He was a brother-in-law of Milton A. McRae, of the Scripps-McRae League, and was one of the most popular and widely known special representatives in the West.

A wife, Mrs. Pauline Wallis; his son, Clarence W. Wallis, and a daughter, Mrs. Gertrude Campbell, all of Chicago, survive him.

The burial took place in Saginaw, Mich., his former home, on March 15.

## Wife of Publisher Eastman Dies

Eva Harter Eastman, wife of John C. Eastman, publisher of the Chicago Daily Journal, died Wednesday night in Chicago, after a prolonged illness. Mrs. Eastman was interested in the study of modern languages and in farming, having attended courses in agriculture at Purdue University. Her summers she passed on her farm at Crown Point, Ind.

## OBITUARY NOTES

FRANCIS HILL JONES, aged fifty-nine, cashier of the San Francisco Bulletin, and for forty years connected with that paper, died suddenly on the night of March 4 at his home in San Francisco. He was a native of San Francisco, and although he had been cashier of the Bulletin for eleven years, he had never been required to give a bond.

SAMUEL S. SIMMONS, publisher of the Kenosha (Wis.) Evening News and one of Wisconsin's best known publishers, died in the Presbyterian Hospital in Chicago on March 8, following a lingering illness. The funeral was held in Kenosha. Mr. Simmons was forty-seven years old. In 1901 he joined the late Eugene Head in the publication of the Kenosha daily. For fifteen years he had been editor of the paper. He was a life member of the Chicago Press Club and held membership in practically every editorial association in Wisconsin.

MRS. MORRIS H. BARTON, wife of M. H. Barton, editor of the Rhinelander (Wis.) News, died at her home in Rhinelander on March 8.

CHARLES FRED SMITH, for twenty years correspondent of the Boston Globe, and formerly editor of the Lynn (Mass.) Bee, died March 2, at the Lynn Hospital, aged seventy-one years.

GEORGE A. MILNOR, who established the Charlotte (N. Y.) News in 1893, died suddenly March 3 at his home.

AUGUST MELHORN, aged eighty-five, president of the German Newspaper Association of Seattle, Wash., died at his home in Seattle, March 8.

JOSEPH CURTIS, city editor of the Rochester (N. Y.) Union and Advertiser, died March 5 at his home in Rochester.

HENRY J. HILBERT, for twenty-three years an employee of the Rochester (N. Y.) Union and Advertiser, died March 3 at his home. Mr. Hilbert was first in the circulation department, and

later was advanced to the business department.

MEYER ARONSOHN, one of the founders of the Jewish newspaper The Day, died on March 12 at his home in Brooklyn. The funeral was held Tuesday afternoon. Burial was in Washington Cemetery. Mr. Aronsohn, who was forty-six years old, leaves a widow and seven children.

MICHAEL SCANLAN, editor and author, died last week at his home in Chicago. In 1866, Mr. Scanlan, then thirty-three years old, founded the Irish Republic. In 1870 he was made Chief of the Bureau of Statistics at Washington. He was the author of several volumes of prose and verse. Mr. Scanlan is survived by his son, Judge Kickham Scanlan, and two daughters.

DELL BURSON, for twenty-seven years superintendent of the mailing-room of the Chicago Evening Post, died last Thursday. He was born in Ohio in 1859.

I. O. NISSLEY, editor and publisher of the Middletown (Pa.) Press, is dead, aged sixty-four years.

JOHN L. DERRICK, a well-known newspaper man and former owner of the Tarentum (Pa.) Telegram, is dead, aged fifty-one years.

ADOLPHUS WILLIAMSON GREEN, president of the National Biscuit Company, died at the Plaza Hotel, in New York, March 8, aged seventy-four. He had been ill for several months. Mr. Green, while with the Mercantile Library in this city, studied law. He specialized in corporation practice, and later became attorney for the National Biscuit Company, being finally chosen as the corporation's president. Mr. Green, it is said, conceived the idea of selling the product of the company in individual, sealed packages. He is survived by a son and five daughters. The funeral services were held at Greenwich, Conn., March 9.

## WEDDING BELLS

Daniel Coleman, who accompanied the Wisconsin brigade to the Mexican border and who upon his return to Milwaukee joined the staff of the Evening Wisconsin, was united in marriage to Dr. Margaret B. Wermerskirchen, of the staff of Mount Sinai Hospital, in the chambers of Municipal Judge A. C. Backus, the scene of many big stories for Coleman during his career as a police reporter. The wedding came as a complete surprise to friends of both the bride and bridegroom. Frank Haggerty, court reporter on the Milwaukee Leader, was one of the attendants at the ceremony.

Sigmund Spaeth, music critic of the Evening Mail, and Mrs. Ireno Katherine Lone, editor of the Lookout, published by the Seaman's Church Institute, were married January 30 at Greenwich, Conn., but the announcement was not made until last Saturday. Mr. and Mrs. Spaeth are at Palm Beach.

Frederick Walton Harting, telegraph editor of the Saskatoon (Can.) Star, and Mrs. Gertrude Mary Hibbitt, of Leeds, England, were married March 1. Mr.

## MARKETS OF WORLD OPEN TO U. S. THROUGH NEWS

(Continued from page 14)

for America to know Japan better. The handicap that must be met is a capable press rate of 44 cents between San Francisco and Tokio.

"News is a commercial commodity. The Japanese journalist and the American journalist buy in the market where a dollar gold yields the biggest return of interesting facts. We are surfeited with news of Europe and starved for news of the Orient, not because only European events are of interest, but because of a seven-cent press rate to Europe where there is cable competition, and a 45-cent press rate to Tokio, where there is no competition.

"There is under consideration at Washington a bill providing for Government ownership and operation of all wireless plants in this country. The importance of this bill is not generally understood. The Marconi Company, of America, is a subsidiary of the parent British company. This company seeks to dominate all wireless activity in America. British cable companies working with Reuter's and Reuter's allies have contrived for years to keep American news out of those countries constituting the great open markets of the world. There is no reason to expect that an English wireless company will be any less British than an English cable company.

Harting is a New York man, having formerly been news editor of the New York Press.

James B. Harris, of the advertising staff of the Dallas (Tex.) Morning News, and Miss Myrtle Etheredge, of Beaumont, Tex., were married at the home of the bride's parents at Beaumont on March 4. Mr. Harris was formerly connected with the advertising staff of the Galveston News, and later was advertising manager of the Port Arthur (Tex.) Evening News.

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

## Buffalo News

**EDWARD H. BUTLER**  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
550 Fifth Avenue    Lytton Building  
NEW YORK    CHICAGO

Food Medium

of  
New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

**KELLY-SMITH COMPANY**  
220 Fifth Avenue    Lytton Building  
NEW YORK    CHICAGO

"With the wireless in the hands of the Government, and the way open for Washington to make adequate press rates with these countries in which the need for knowledge of America is greatest, there is reason to believe that American cable companies might see more clearly what the British companies have long appreciated, that a low press rate is the greatest known commercial accelerator.

"To you gentlemen of the press, to you of the commercial world, and to the men in Washington, we of the United Press say that our business is your business. Our service is public service. This, despite the fact that unlike some public service organizations, we court your interest rather than resent it. We ask no favors and we seek no special privileges. We are not rejoicing in the fact that the Associated Press has eliminated itself as a competitor in the foreign field. We believe that competition between the Associated Press and ourselves is a good thing for both organizations. We do want to see established cable and wireless rates that will give American news agencies an equal chance with foreign competitors. We do want to see a more general appreciation by the nation's men of affairs of the connection between news and international relationships. We believe that the world can be interested in the truth about America. We know that America can afford to tell it."

Most of the average man's troubles are caused by not knowing when to keep still.

**THE Indianapolis Star** reaches more people on rural routes than any other Indianapolis paper.

**The Shaffer Group:**  
CHICAGO EVENING POST  
INDIANAPOLIS STAR  
MUNCIE STAR  
TERRE HAUTE STAR  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept.

**SHAFFER GROUP**

12 S. Market Street    Chicago

**MANHATTAN PHOTO-ENGRAVING CO.**

ENGRAVERS AND DESIGNERS



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

# John Calls to Jonathan!

CANADA, with its population of 8,075,000 souls, wants to swap jack-knives and play marbles with its friendly neighbor at the south.

John will gladly trade with Jonathan, if Jonathan will give him a chance.

Generally speaking, the manufacturers of the United States have been indifferent to the valuable, waiting and easily accessible market of the north.

Canada is one of the wealthiest nations of the world.

Since the beginning of the war, Canada has made more millions!

Canada is willing to spend a large bulk of this suddenly acquired wealth — in the United States.

Being in the mood Canadians are, these newspapers, desiring to help Canadians attain their object, have joined in a co-operative movement and made for advertisers exceptionally attractive prices.

Both circulation and advertising figures are here shown.

The newspapers listed cover the two great provinces of Ontario and Quebec as effectively as the sky covers the rugged hills.

Ontario's Annual Banking Clearance Amounts to  
**\$2,536,380,313.00!**

Quebec's Yearly Banking Clearance Reaches  
**\$2,797,227,742.00!**

These big figures tell a wonderful story. They openly hint at the big opportunities awaiting United States manufacturers who will seek trade in Canada through the enterprising Canadian newspapers. Let Jonathan rouse himself and answer John's cheery call!

## PROVINCE OF ONTARIO

Population 2,523,274.

|                                | Circulation. |                       | Lines. |
|--------------------------------|--------------|-----------------------|--------|
|                                |              | Net Paid 2,500-10,000 |        |
| Brantford Expositor (E)        | 7,500        | .0175                 | .015   |
| Brantford Courier (E)          | 4,892        | .0105                 | .0085  |
| Chatham News (E)               | 2,259        | .01                   | .0071  |
| Hamilton Spectator (E)         | 28,200       | .0425                 | .04    |
| Hamilton Herald (E)            | 16,000       | .04                   | .035   |
| Kingston British Whig (E)      | 5,439        | .015                  | .01    |
| London Advertiser (M. N. & E.) | 32,891       | .045                  | .035   |
| London Free Press (M. N. & E.) | 39,750       | .05                   | .04    |
| Ottawa Citizen (M. & E.)       | 28,285       | .05                   | .05    |
| Ottawa Journal-Press (M. & E.) | 31,190       | .05                   | .05    |
| Ottawa Le Droit (E)            | 15,125       | .0281                 | .0188  |
| Peterborough Examiner (E)      | 4,900        | .0131                 | .01    |
| St. Thomas Times (E)           | 6,330        | .0125                 | .01    |
| St. Catharines Standard (E)    | 7,800        | .025                  | .0125  |
| Toronto Globe (M)              | 86,900       | .12                   | .09    |
| Toronto News (E)               | 49,000       | .06                   | .05    |
| Toronto Star (E)               | 97,045       | .11                   | .085   |
| Toronto World (M)              | 46,926       | .085                  | .06    |
| Toronto World (S)              | 92,996       | .10                   | .07    |
| Windsor Record (E)             | 9,650        | .02                   | .015   |

## PROVINCE OF QUEBEC.

Population 2,002,731—English 397,392

French 1,605,339

|                                     |         |         |        |
|-------------------------------------|---------|---------|--------|
| Montreal Daily Mail (M)             | 22,928  | .05     | .05    |
| Montreal Gazette (M. (2c-\$6 yr.)   | 24,388  | .06     | .05    |
| Montreal La Patrie (E)              | 35,827  | .06     | .045   |
| Montreal La Presse (E)              | 140,000 | .10     | .08    |
| Montreal Le Devoir (E) (2c-\$5 yr.) | 13,959  | .05 1/4 | .04    |
| Montreal Star (E)                   | 100,000 | .11     | .095   |
| Quebec Le Soleil (E)                | 35,000  | .05     | .05    |
| Sherbrooke Record (E)               | 10,684  | .03     | .025   |
|                                     | 995,834 | 1.5492  | 1.1444 |

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

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

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

More than  
**4,500,000**  
of Canada's  
**8,075,000**  
Total Popula-  
tion is Cen-  
tered Here.



# The New York Globe

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Now selling over 200,000 a day, offers the general advertiser his best and most economical method for "Breaking into New York" or increasing his business in the American Metropolis

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**THE GLOBE** starts things and carries them through. Unlike many newspapers which, in the course of a year, attempt a hundred or more widely varied movements, only to utilize them for temporary exploitation The Globe picks out one or two really important things and sticks by them until the reforms are accomplished or results obtained.

For four years The Globe has waged a continuous campaign against food fakers and adulterators. It has crusaded in a way probably unequaled by any other newspaper. It has produced results—convicted many crooks—informing its readers regarding good foods, and is still at it.

For over twenty years The Globe has devoted a page a day to public school matters in New York. There is nothing more important in a city than its schools. The result is that The Globe is looked upon by the 30,000 school teachers and hundreds of thousands of parents as the semi-official school paper of New York.

A few years ago The Globe went after the loan sharks. Its vigorous campaign resulted in important amendments to the laws of the state providing safeguards and lower interest charges. Incidental to its work, several crooks were sent to jail.

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**A newspaper with virility which has the confidence of its large army of readers. The Globe produces results for its advertisers as it does for its readers.**

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CHICAGO  
Tribune Bldg.

O'MARA & ORMSBEE, Inc.  
Special Representatives

NEW YORK  
Brunswick Bldg.

