

# THE EDITOR & PUBLISHER

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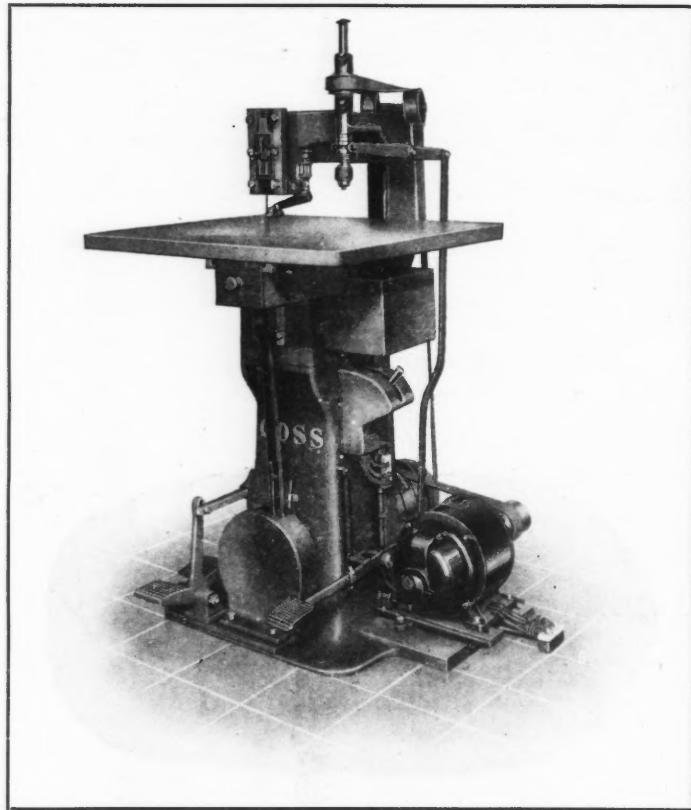
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# THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, JUNE 2, 1917

No. 51

## LEADING AIM OF A. A. C. W. CONVENTION WILL BE CALLING OF COMMERCE TO THE COLORS

All Is Ready for Opening of Great Gathering in St. Louis—United States Senator Johnson Will Speak on Monday—Entire Program Is Said to be the Best Ever Offered—Mayor Kiel Will Welcome Delegates in Behalf of City and Governor Gardner for State—Much Serious Business and Plenty of Pleasure Planned.

EVERYTHING is ready, practically, for the opening of the thirteenth annual convention of The Associated Advertising Clubs of the World, to be held in St. Louis, June 3 to 7. It will be a genuinely patriotic business convention. It is the "Calling of Commerce to the Colors." The dominant theme throughout the entire convention will be patriotism. President Wilson has recently approved the holding of the convention during "war times," in a letter of congratulation to President Houston of the A. A. C. W.

Great interest will centre in the presence of United States Senator Hiram W. Johnson, of California, who will address the convention on June 4, taking a day off from his arduous duties in Washington, to which city he will return on Monday night.

The national officers of the Association and the Convention Board of the Advertising Club of St. Louis, being fully cognizant of the crisis confronting the Federal Government and the people of the United States, have planned a programme on broad and comprehensive lines, tending to the solution of complex problems. Business men, the entire country over, have been cordially invited and urged to attend the business session through a series of advertisements, which have been published gratis in more than 200 newspapers in every part of the United States, Canada, and the Hawaiian Islands. In addition to the patriotic series of advertisements, seven in number, large posters, depicting the patriotic spirit which permeates the entire preparations for the convention, have been sent to the 170 Affiliated Advertising Clubs, comprising the main organization.

### BEST PROGRAMME YET OFFERED.

L. E. Pratt, of New York, in charge of the programme made in connection with the June convention, paid a flying visit to St. Louis last week and put his stamp of approval on the final draft of the programme as arranged by the Advertising Club of St. Louis. The final details are perfected. "I think St. Louis is to be congratulated upon the splendid attractions it has arranged for the 10,000 visitors she is to have," said Mr. Pratt, before returning to New York. Pratt has been engaged six months in compiling this programme. He had the assistance of the officers of every advertising club in the United States, Canada, and other countries, where

## HOW THE GREAT A.A.C.W. HAS GROWN TO ITS PRESENT SIZE AND WIDESPREAD INFLUENCE

Twelve Years Ago Advertising Forces Conflicted and Worked to Injure Each Other, and the Possibilities of Blending Into a Harmonious Whole Were Not Thought Of—First Meeting Was in 1905, in Chicago, and Every Succeeding Convention Has Been Bigger Than Any Preceding Gathering—Brief Review of a Remarkable History.

ADVERTISING force has always existed. It was not until a dozen years ago, however, that it was harnessed for team work. It was in October 12 to 14, 1905, that the various forces, one opposing the others, were brought together, and commenced to pull in a given direction. Prior to that time, each branch of the advertising business worked independent of the other. Not only that, each was antagonistic to and fought all other forms, plans and methods. There was no such thing as coöperation, even among the advertisers along identical lines, and such a thing as blending the different elements into an harmonious whole was unthought of. It was regarded as unlikely and as impracticable as the bringing together of oil and water, fire and gun powder.

Advertising lacked organization, coördination, direction, coöperation, cohesion, and the constructive lines on which it is built to-day.

### ADVERTISING LACKED COHESION.

The best in the business was denied to the worst, and the worst in the field contaminated the best. Advertising before that date may be likened to an unorganized mass, full of potential power, rich in all the ingredients necessary to make it a wonderful influence, just as the ore of the iron mines possesses all of the constituents necessary for structural work, but lying dormant for the lack of coördinated effort to put it through the melting pot of purification, the hammering force of truth, the foundry molds of usefulness and the coöperation necessary to fashion it into a completed structure, pleasing to the eye and useful to all, rich and poor alike.

Advertising, like the salt of the earth, to use another simile, needed the mills of organization to eliminate the impurities, and save the crystals so necessary to life, just as it is so necessary to the modern business world and the life of every man and woman, who labors under the constantly increasing stress of modern civilization.

### A NEW ORDER.

Unorganized advertising was like a cry in the wilderness. Beneficial as were the results it rendered, by the mere fact of its organization it called forth a new order of things. It was destined to become a leavening power, that would permeate the entire business world, enter into every industry, aid in lessening costs, improving quali-



SENATOR HIRAM W. JOHNSON, OF CALIFORNIA.

This dynamic statesman from the Pacific Coast has captured the attention and applause of all Americans within the brief period in which he has served his State in the United States Senate. Entering the national councils at a supreme crisis in the history of the republic, he has assumed the leadership of those members of the Senate who are standing fast for democratic ideals of government. His fight in opposition to an unconstitutional press censorship has electrified the country. He is to be the chief orator at the opening of the great convention of the Associated Advertising Clubs of the World, and it is anticipated that his address to that body will fully measure up to the occasion.

there are organizations affiliated with the A. A. C. W.

"We have prepared the best programme ever offered to any convention of the Associated Advertising Clubs," said M. P. Linn, president of the Advertising Club of St. Louis, in commenting on the work accomplished. "The members realized that we are facing a very great crisis in our country's history. Hence, the Programme Com-

mittee deemed it fitting that questions of only the most vital importance should be brought before the convention for consideration. Every one of the speakers is a big, broad-minded business man, and it will do us a world of good to hear their views on the subjects they have been assigned to present. This convention is going to mean nothing short

(Continued on page 17)



ty and quickening trade, that all might prosper and fewer fail.

It had groped in the dark for years, feeling and fighting its way toward the light. It was running in circles, though in the very nature of things the circles were growing wider, until at last the ripples passed beyond the everglades of twilight to the sunlight in which it was to thrive and grow, cast out the unclean and reward the true and truthful.

When it was brought into the sunshine it was welded together into a solid mass, under the name of the Associated Advertising Clubs of America.

#### HOW THE ORGANIZATION WAS FORMED.

Charles H. Jones of St. Louis is credited with the idea of organizing the association that has become such a power for good in pulsating life of America. He published a little paper called the Ad Writer. He was ahead of the times, it was said. When he moved to Chicago and consolidated his paper with Ad-Sense he brought to the attention of the advertising men of that city the idea of calling a convention of advertising men, representing every branch and division of the business.

The first meeting was called for October 12 to 14, 1905, in the city by lake. Representatives of the Ad Clubs of Cincinnati, Indianapolis, Cleveland, Detroit, Pittsburgh, Denver, and St. Paul, including advertising men from New York, assembled in Chicago, and there was born the Federated Advertising Clubs of America.

Mr. Jones was elected the first president and Byron W. Orr, of St. Louis, served as the first secretary during the organization period.

#### THE FIRST MEETING.

The promoters of the first convention had great ideas. They rented the Coliseum—to accommodate the crowd—and when the representatives of the other clubs did arrive, it was discovered that they would have plenty of room in an ordinary hotel parlor. In the great auditorium it really seemed as though the voice of advertising was trying to span a universe of space. As a matter of fact, it had stepped out of the past, and into the present.

The Federation of Advertising Clubs was the starting point for the Associated Advertising Clubs of America, the name that was substituted a few years later.

That first meeting may be likened to the planting of the seed. It took a year to germinate.

At the second session, held in St. Louis, there were about 200 delegates present, and the press dispatches mentioned it.

The attendance doubled at the Cincinnati meeting in 1907, while 800 went to Kansas City in 1908.

Louisville drew 1,000 delegates the next year, and 2,000 trekked to Omaha in 1910, with 2,600 at Boston in 1911. At that meeting it was decided to go to Dallas for the next meeting. There were misgivings after the decision was made. How many would go that far? Would interest be sustained? The Dallas gathering registered an attendance 300 in excess of the Boston meeting.

At Baltimore, in 1913, the proposal to change the constitution was made, and the declaration of principles on which members of the association stand was adopted. The solid foundation of the association was finished in that city, upon it the present structure, which is still in process of erec-

tion, and which is being enlarged with every meeting, was commenced.

#### DOWN TO HARD WORK.

When the Association met in Toronto, in 1914, with about 3,500 registered delegates present, it was found that there were delegates from all over the world, and the name was changed from the Associated Advertising Clubs of America, to the Associated Advertising Clubs of the World. At this meeting the various departmentals were instituted, and the present plan and scope were adopted. In prior meetings, there was an excess of noise. The gatherings were bombastic, at least on the part of some of the delegations, that marched into the meeting hall in an effort to make more noise than any other, and, if possible, all other delegations present. With the Association on firmer ground, and the consciousness of the serious work in hand, the channel in which it ran was cut deeper and wider, and the organization moved more evenly. Organization, cooperation, and hard work took the place of noise. The prospect of holding a future session abroad was hinted. Visions of London, Paris, and Rome appeared, for the sphere of influence and usefulness of the organization had grown tremendously. The world war delayed the calling of a convention beyond the shores of this continent.

There were approximately 4,400 registered delegates at the meeting held in Chicago, in 1915, and about 5,000 in Philadelphia last year. It is expected that the St. Louis meeting will eclipse, in point of numbers, any previous session. Some estimate that there will be at least 6,000 registered, and possibly as many as 10,000 present.

#### OFFICERS OF THE ASSOCIATION.

Following are the names of the presidents of the Association, in the order of their succession:

Chas. H. Jones, 1905, of Chicago; W. N. Aubuchon, of St. Louis, 1906; Smith B. Queal, of Cincinnati, 1907; E. D. Gibbs, of Chicago, 1908; Samuel C. Dobbs, of Atlanta, 1909-1910; George W. Coleman, of Boston, 1911-1912; William Woodhead, of San Francisco, 1913-1914; Herbert Houston, of New York, 1915-1916.

#### DEVELOPS NEW ADVERTISING.

The emblem of the A. A. C. W. is Truth, which appears on the seal of the organization and on all of its printed matter. The purpose of the Association serves to bring about a better condition in business. Through the influence of the congress of advertising interests, the pulling power of advertising is constantly increasing. This is in proportion to the growth of the organization in membership, the extension of the number of independent or local ad clubs and the effectiveness of the local advertising obtained and maintained. Through the local clubs new advertisers have been developed. Men have been converted to advertising and its dividend-paying power, who a few years ago did not believe in this form of publicity. The influence extends through every industry, reaches into every branch of business, wholesale and retail, manufacturing, distributing and selling.

The standard of practice adopted by the clubs is lived up to, and is jealously guarded by the membership.

#### TWO BIG DIVISIONS.

The Association is separated into two divisions, one comprising the local clubs, the other the national or affiliated organization, to which the local clubs send delegates once a year, where first-hand information is obtained as to new

methods of moving goods, new ideas in advertising, and new combinations of old thoughts, plans, and campaigns, that have been worked out, tried, and proved. In this respect, those who attend the annual convention say that it is an education that cannot be measured in dollars and cents.

Every year witnesses a greater attendance, and with the holding of each meeting the membership is drawn into a closer bond of cooperation, and a better understanding exists. Membership in the organization is regarded as a distinct asset, which the modern advertising business man prizes.

The members go home from the national gatherings with new ideas, gained from the largest advertisers and space-buyers in the country. These ideas are taken back to the local clubs, where during the following year there are debates, round-table discussions, and talks, during which subjects are illustrated by lantern slides, moving pictures, and other methods. From the exhibit of advertising made at the national convention every year the best is carried back in the form of new ideals and methods for adoption by the local organizations, and in this way the smaller merchant gains a knowledge of the plans followed by the larger and more successful men, who were once in the small class, and who have forged to the front through the pulling power of properly directed advertising publicity. The National Education Committee, which never ceases its work, is behind all of these constructive movements.

Just as there is a National Vigilance Committee for the international organization, so there is a local organization, modelled after the same plan, and which is assisted by the national committee. The local vigilance committee does in its field what the national committee is doing in the entire country. All organizations are kept posted, and there is the freest interchange of opinions and news and the work that is constantly being done for more and better advertising.

#### A. A. C. W. DEPARTMENTALS.

The Departmental Organizations include the Affiliated Associations of Advertising Agents, of which O. H. Blackman, of New York, is president; the Agricultural Publishers' Association, Frank E. Long, of the Farmers' Review, of Chicago, president; the Associated Business Papers, A. A. Gray, of the Electrical Review and Western Electrician, of Chicago, president; the Associated Retail Advertisers, I. R. Parsons, of Carson, Pirie, Scott & Co., Chicago, president; the Association of American Directory Advertisers, William G. Torchiana, of Philadelphia, president; the Association of National Advertisers, A. C. Reilly, of the Remington Typewriter Company, New York, president; Church Advertising and Publicity Department, the Rev. Christian F. Reiser, of New York, president; the Daily Newspaper Departmental, Lafayette Young, jr., of the Des Moines (Ia.) Capital, president; Financial Advertisers' Association, M. E. Holderness, Third National Bank, St. Louis, Mo., president; Graphic Arts Association, H. H. Cooke, New York, chairman; Mail Advertising Service, Charles H. Mackintosh, of Duluth, Minn., president; Magazine Departmental, C. Henry Hathaway, Good Housekeeping, New York, president; National Association of Advertising Specialty Manufacturers, Theodore R. Gerlach, Joliet, Ill., president; National Association of Employing Lithographers, Max Schmidt, San Francisco, president; Outdoor Advertising Association, George J. Sherer, Minneapolis, Minn., president; Poster Advertising Association, Inc.,

John E. Shoemaker, Washington, D. C., president, and the Religious Press Departmental, Phillip E. Howard, Sunday School Times, Philadelphia, chairman.

#### VIGILANCE COMMITTEE WORK.

The A. A. C. W. maintains a National Vigilance Committee, of which Merle Sidener is chairman. This committee investigates all charges of fraud, looks into fake advertising, warns publishers, prosecutes offenders, when the evidence is sufficient, and cooperates in every way for the purpose of stamping out of the business life of the United States the class of men who attempt to sell fraudulently through advertising methods. The committee has been instrumental in unearthing a number of frauds, and of curtailing the activities of many of those who would impose on the public.

The various clubs of the Association promote advertising thought, bring out the best there is in the different local organizations, explain, lay out, and show how selling plans, backed by advertising, are conducted at the lowest cost consistent with good quality, and to the end that the public shall be directly benefited. The whole idea is to reduce cost of living and merchandising through advertising, to be helpful, and to render the greatest amount of good to the public through advertising publicity.

#### THE NATIONAL COMMITTEES.

There are six national committees constantly at work. The National Education Committee is headed by L. E. Pratt, Candler Building, New York city; the National Vigilance Committee, by Merle Sidener, of Indianapolis, Ind.; the National Exhibit Committee, by Charles Q. Petersen, of Chicago; the National Research Committee, by Mac Martin, of Minneapolis; the National Programme Committee, by L. E. Pratt, of New York, and the National Advertising Commission, by O. C. Harn, of the National Lead Company, and C. W. Patman, both of New York city.

The officers of the Associated Advertising Clubs of the World are:

#### A. A. C. W. OFFICERS.

President—Herbert S. Houston, of New York.

Vice-president—Lafayette Young, jr., Des Moines Capital, Des Moines, Ia.

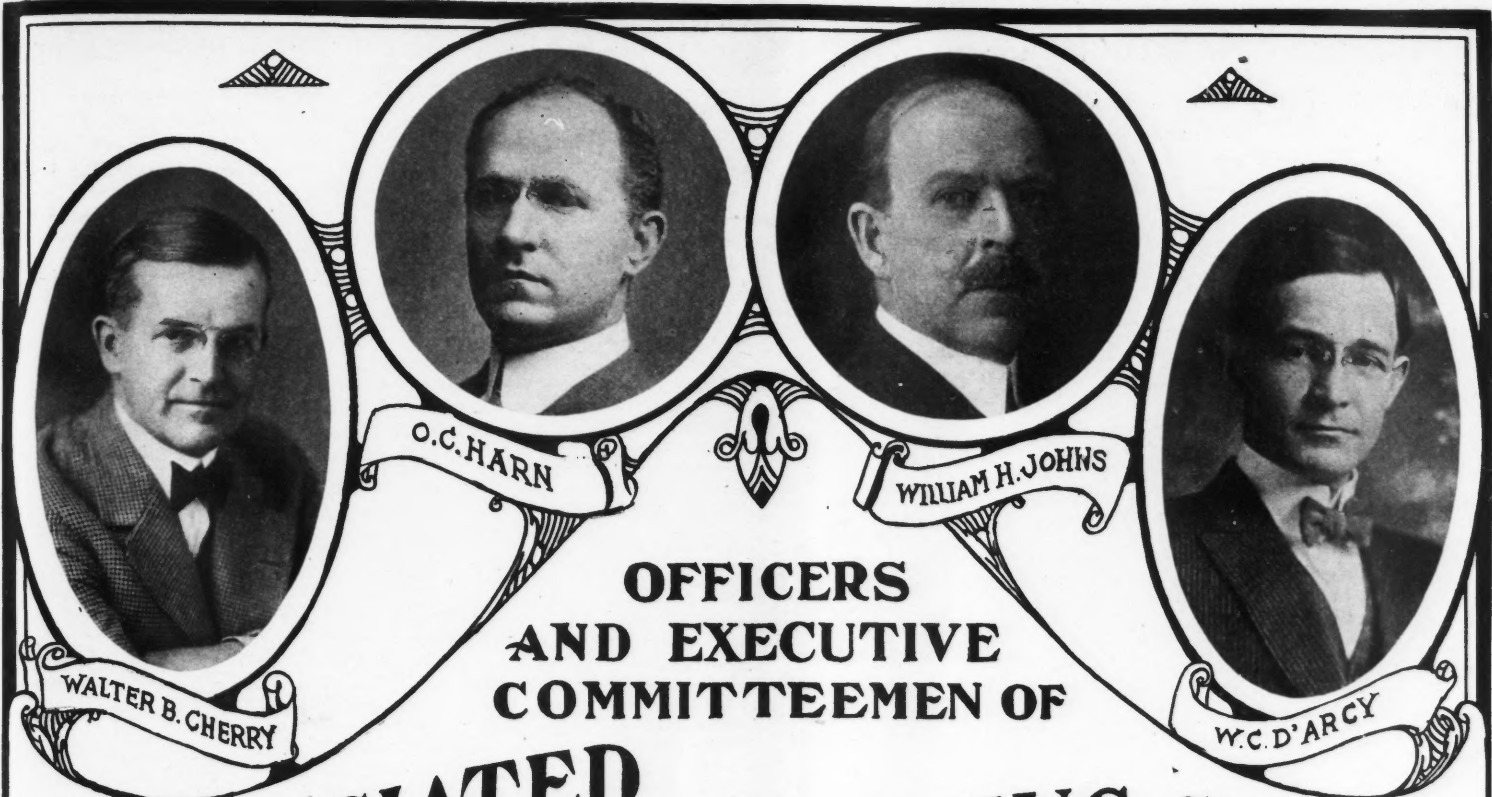
Secretary-treasurer—P. S. Florea, of Indianapolis, Ind.

Executive committee—William Woodhead, American Weekly Magazine, New York; Walter B. Cherry, Merrell-Soule Company, Syracuse, N. Y.; W. W. Cloud, State Bank of Maryland, Baltimore, Md.; Frank A. Black, William Filene's Sons Company, Boston, Mass.; Wm. A. Ross, Cleveland, O.; John Clyde Oswald, American Printer, New York; Frank H. Rowe, of E. L. Ruddy Company, Ltd., Toronto, Can.; A. E. Chamberlain, of Knill-Chamberlain, New York; W. C. D'Arcy, of the D'Arcy Advertising Company, St. Louis, Mo.; O. C. Harn, National Lead Company, New York; William H. Johns, of the George Batten Company, New York; Wilson H. Lee, of Price & Lee, New Haven, Conn., and Kerwin H. Fulton, of the Van Buren & New York Bill Posting Company, New York.

#### H. S. Merkel Goes to Chicago

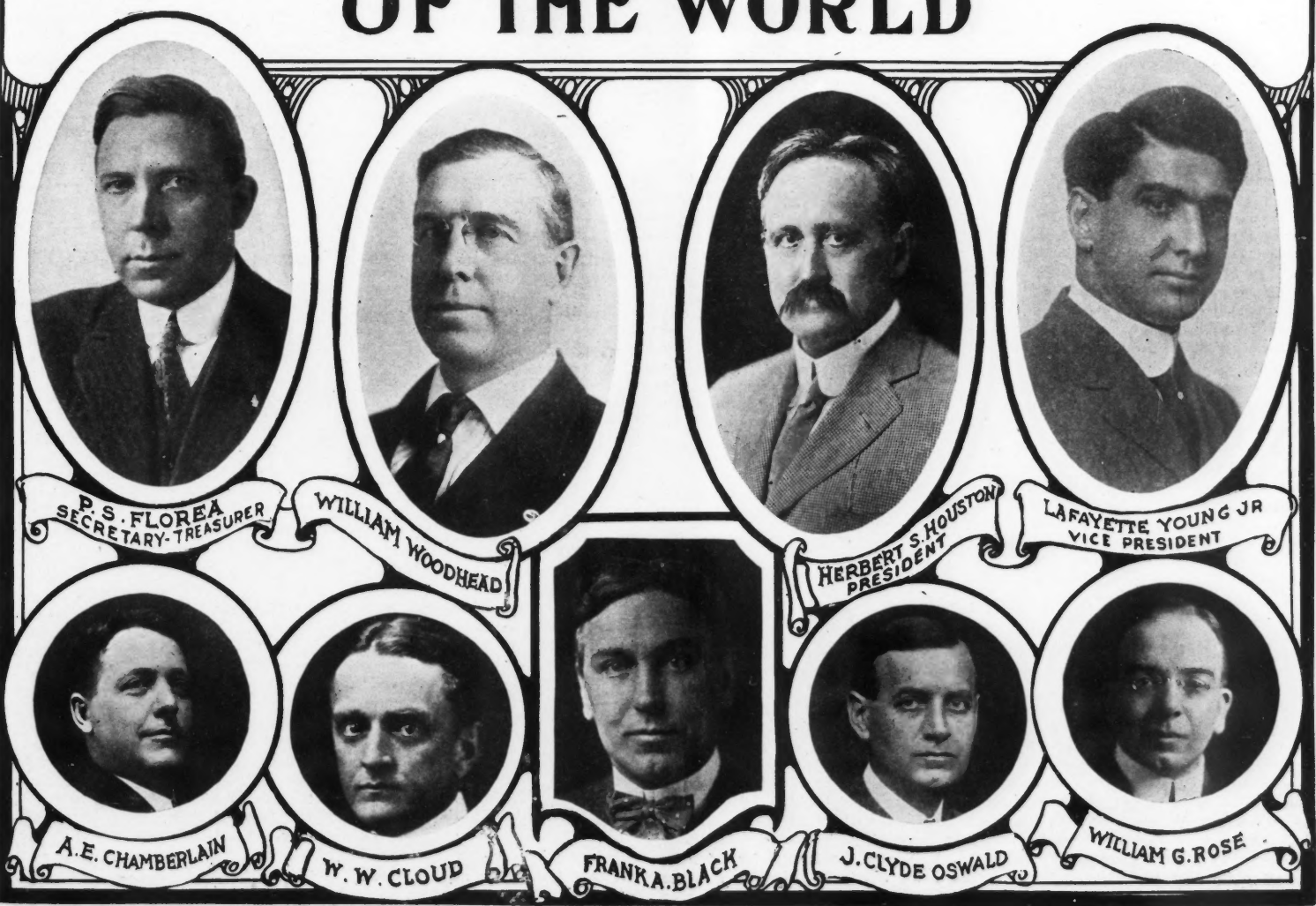
H. S. Merkel, who joined the staff of Hanff-Metzger, Inc., New York, after similar work in buying space with the Cheltenham Agency, will locate in Chicago in June. Mr. Merkel intends devoting his time in Chicago to rate work or special newspaper representation.





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AND EXECUTIVE  
COMMITTEEMEN OF**

**ASSOCIATED  
ADVERTISING CLUBS  
OF THE WORLD**



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## CHURCHES TO SPEND \$1,000,000 YEARLY IN ADVERTISING TO INCREASE ATTENDANCE

Plans for a Campaign Being Made Which Contemplates the Raising of a Fund that Will Bring Religion to the Attention of All the People, and Swell the Number of Communicants in the United States.

ONE million dollars a year for church advertising! It's a big order! It's just as big as it sounds. The plans are being worked out now. That advertising increases church attendance has been proven. It is new—to the churches. So far, there has been lack of organization, and this lack has made it impossible to carry on the work.

An organization has been perfected, a paid secretary has been employed, statistics are being gathered, and the campaign to "sell the churches to the people" will commence next fall. The first appropriation will probably be in the neighborhood of \$25,000, in the form of a tryout. This is to be followed by larger appropriations, and it is expected that it will be possible to get \$1,000,000 annually within the next three years. As soon as the success of the campaign planned has been proven, it is anticipated that it will be the easiest thing in the world to raise \$1,000,000 a year—more, if necessary.

### COST TO EACH CHURCH WILL BE SMALL.

The pioneer work, now being done, is the most difficult. When it has been finished, it will be possible to raise the fund of \$1,000,000 a year by a tax of \$4 annually on each church, provided the distribution could be evenly made—but, at any rate, for a cost so small as to be insignificant, compared with the benefits that would flow from the great national campaigns planned, through the mediums of the newspapers and otherwise.

A few statistics will illustrate the ease with which it may be done, once the idea takes root. There are approximately 250,000 churches in the United States, with 30,000,000 communicants. The weekly attendance is, roughly, between 10,000,000 and 15,000,000—probably closer to 10,000,000 than to 15,000,000. A tax of \$4 per church would give the necessary amount—\$1,000,000. Accepting 10,000,000 as the number of communicants who attend regularly, a tax of 10 cents each a year would assure the fund. The idea is to increase church membership of America's churches and Sunday schools to 60,000,000 men, women, and children.

### NATIONAL SCOPE OF THE PLAN.

The advertising, as planned, is to be done on a national basis, through the medium of a general advertising agency. It is to be written by experts, and paid for the same as the copy that gives publicity to shoes, wearing apparel, and other commodities. For the purpose of this campaign, religion is to be regarded as a commodity. Three things the promoters have in mind: (1) Delivering the goods; (2) reclaiming lost trade; (3) getting new customers.

In other words, the work of building up church attendance is to be placed on a business basis, and modern methods are to be employed. System is to be introduced into the plan, which is to be exploited to the end that religion may be brought to the attention of every man and woman in America. No one church is to be advertised, but all churches are to benefit. The idea is being pushed by big men, who are associating with them big-minded people in all parts of the country.

### NEWSPAPER MAN HAS CHARGE OF WORK.

A few months ago W. B. Ashley, associate editor of the Christian Herald, of New York, was appointed executive secretary of the Church Advertising and Publicity Department of the Associated Advertising Clubs of the World, with headquarters in the Advertising Club, 47 East 25th Street, New York city. This is the division of the advertising clubs of which the Rev. Christian F. Reisner, pastor of Grace Methodist Episcopal Church of New York and the pioneer in church advertising, is president. The Rev. D. E. Weigle, pastor of the Messiah Lutheran Church of Philadelphia, an authority on church advertising, is secretary of this department.

Mr. Ashley is collecting statistics, gathering information from all sections of the country, and driving ahead in his effort to raise the attendance of America's churches.

The plan mapped out by this department is very simple. In the first place, it is not a free publicity bureau. The idea is to develop paid advertising. The purpose is to convert the people—to sell the church to the present non-church member. The way to attract his attention, Mr. Ashley says, is through paid advertising.

### THE ADVERTISING IDEA.

To do this it is necessary to bring the church into direct contact with advertising men, for church dignitaries know nothing about the subject. The first step was to get a committee of laymen to join the different advertising clubs, and this has been done in a number of towns, like Chicago and New York, so that they may meet and become identified with real advertising talent through these organizations. The church advertising associations and members in this way frequent the club rooms, and stimulate the connection between the church and the advertising expert. So far church advertising has been of an individual character.

The idea is to make it national, one for all and all for one—not each for itself, as in the past. The next step is to interest the big denominational boards of the various churches, and there is every confidence that they will be induced to look favorably upon the plan to pay for advertising that will help the churches.

### REGARDS RELIGION AS A COMMODITY.

In planning the campaign, religion is to be regarded as a commodity, the church as the central jobbing house and each individual member of the different congregations as a distribution unit. Out of and through this organization, there is to come dealer coöperation, to the extent that on the days when the advertising appears in the newspapers and through the various media to be selected, that there shall be a supplemental effort on the part of all, through a national window display, in the form of cards, through mail-order devices, and by individual help in pointing out and backing up the campaign, just as is done in the case of any commodity, but with this difference: Where the grocer, for example, limits his efforts of coöperation to the

windows of his stores and the number of his employees, the church may extend it through the windows of practically every store in the country, for the church is not in competition with any other line, and can get that help. In addition to this, at least 10,000,000 people, coöperating as a unit, are available to back up the plan. It is believed that the number may be safely put at 15,000,000—and possibly 20,000,000, who will give this form of coöperation. It is the biggest kind of a thing, and requires only the fund to put it over.

### THE OPENING CAMPAIGN.

This isn't going to be as difficult as it looks at the outset, Mr. Ashley says. Wealthy men are being interested now. That they will subscribe to give impetus to the campaign, to help the church help itself, he believes to be a foregone conclusion. The initial fund, as stated, will be \$25,000, and this, it is believed, will be ready for the coming fall. In order to help the matter along, laymen are being induced to join the church departmental, the fee being set at \$10 a year. In this way the church members are to be educated to the idea of advertising. Their association with advertising experts in the club will result, it is believed, in their carrying the idea back to those who are not members. Then ministers are being induced to join the departmental, and for their benefit, the fee is placed at \$2 a year, and this automatically gives them membership in the Associated Advertising Clubs of the World.

The initial national campaign is to be in the nature of an object-lesson to these men, who will thus get a "close-up" of just what is being done, and the ease with which it may be accomplished, once all are agreed on the point.

Seeing the results, and understanding the way it is done, it is believed, Mr. Ashley says, that they will be in favor of including an advertising expense in their church budgets, to put the church on a cost basis, and to see to it that it gets returns. They will make it their business to increase the business—attendance—of the church, Mr. Ashley thinks.

Interest in the campaign has been raised to such a point that it is believed that there will be 500 delegates to attend the Church Departmental at the St. Louis meeting of the A. A. C. W.

### S. W. MEEK GOES TO THE TIMES

He Is to Assume Duties of Charles H. Grasty, for the Present.

Col. Samuel W. Meek, who until a week or so ago was general manager of the Philadelphia Press, will become connected with the management of the New York Times. The announcement was made from the office of the Times Thursday. For the present, Mr. Meek will assume the duties of Charles H. Grasty, the treasurer of the company, who is now on his way to Europe, where he will act as general correspondent for the Times, sending his matter from the various European capitals and battlefronts which he will visit.

Col. Meek, who is a Virginian, during the two years of his residence in Philadelphia, became exceedingly popular, not only with his associates on the Press and in the local Publishers' Association, but with the leaders of the intellectual and commercial life of the city. His decision to leave Philadelphia is regretted by his large circle of friends.

It is persistency, not accident, that keeps the average person in trouble.

## CENSORSHIP PROVISION VOTED DOWN IN HOUSE

Proposed Bill Defeated in Decisive Fashion by Non-Partisan Vote, Following Short and Sharp Debate—Believed that Action of House Ends for Present All Attempts to Muzzle Press.

WASHINGTON, May 31.—Censorship legislation, so far as it being a part of the pending Espionage bill, is dead. The House of Representatives late this evening by a vote of 184 to 144 and five voting present, voted to return the pending conference report on the Espionage bill to conference with the instructions that the conferees eliminate the censorship section. When the Espionage bill first went to conference the censorship provision was placed in the bill by the House by the adoption of the Gard amendment, and now that the House has voted to eliminate censorship from the Espionage bill, that kills all legislation for the present as the Senate had already by a decisive vote refused to incorporate a censorship paragraph in the bill. Representative Gard, of Ohio, who led the fight for censorship in the House on previous occasions, to-day spoke against the pending censorship provision and advised against its adoption in the conference report. His influence being turned against the censorship paragraph, after having supported it so strenuously, evidently had great influence in having the censorship feature defeated in the House.

The House action precludes any further votes in the Senate on censorship as far as the pending bill is concerned. It has been predicted that should this provision on censorship be defeated, the Administration would offer a separate measure covering the same legislation. The censorship proposed by the paragraph in the Espionage bill would have forbidden wilful publication of military information but not news of equipment of armed forces, and the President would have been authorized to declare by proclamation what information would not have been useful to the enemy and might therefore be published. This last provision authorizing proclamations by the President is said to have greatly influenced the members of the House in their decision to defeat the censorship provision. The absurdity of the President having to issue proclamations at short intervals declaring what news was eligible for publication was more than the majority of the House could stand. Jury trial for persons accused of violations of the censorship regulation was provided under the provisions of the legislation. The House gave two hours of debate on the subject before taking the record vote. The action of the House thus ends a long-drawn-out contest over the question of newspaper censorship, as far as Congress is concerned for the present at least.

### Changes in Schedules of Speakers

John B. Woodward, of the Chicago Daily News, who was scheduled to address the A. A. C. W. convention at St. Louis on "Advertising the Newspaper" will be prevented from attending the convention on account of illness, and William C. Freeman will discuss the subject assigned to Mr. Woodward. Other scheduled speakers who will not be able to attend the convention are: Mr. Liggett, of the United Drug Company, Boston; Thomas Dreler, Boston; E. D. Gibbs, New York, and H. J. Heinz, Pittsburgh.



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## PRICE OF NEWS PRINT SHOWS STEADY DECLINE

More Paper is Being Produced at the Present Time and Less Consumed, Giving the Mills an Opportunity to Catch up on Their Reserve Stocks—Price Shows a Drop.

The demand for news print, due to the economies publishers have been practicing, is not as great as it was, and this, coupled with the fact that the wrapping paper market is over stocked, makes it possible to turn more machines back to the making of news print.

The result has been a steady decline in the price of news print, giving publishers cheaper paper than they have enjoyed for some time past. Four cent paper is plentiful on the market to-day. Salesmen are on the road again seeking to find a market for print, whereas a few months ago, publishers were anxiously inquiring from mill to mill, and jobber to jobber, in an effort to obtain an adequate supply.

The bringing of new units on the market is gradually increasing the supply, with the prospect that the tonnage for 1917 will be the greatest in the history of the industry, and so many mills are in sight for 1918 that there will be a further decline in price, back toward old levels, though it is not expected that paper will sell for two cents a pound during the continuance of the war, and the impossibility of getting the usual supplies of sulphite and news print from the Scandinavian countries.

### SOUTH AMERICAN PAPER MILLS.

In addition to this, paper mills are being projected in South America, which has heretofore relied on the United States, Canada, Norway, and Sweden for supplies. The advisability of utilizing the immense forest growths of those countries for the making of cheap paper has been brought forcibly to the attention of the publishers of Latin America, in order that they may be independent of foreign mills in the future and to prevent a recurrence of the present prices should at any time in the future there should develop a situation in international affairs that will tend to curtail their requirements, this will have the effect of decreasing overseas shipments from the United States, Canada and the Scandinavian countries in the future, and assure to American newspaper publishers larger supply of print paper than at present, even with the present mills, to say nothing of the new plants that have been projected, some of which are now in process of construction. Mills in which publishers will have an interest will also be a factor in the future, since they will operate on a basis of cost, plus a stated profit. These mills will be ready to deliver paper to their patrons not later than January 1919, and some of them in advance of that date.

In the meantime, publishers are adopting still more rigid economies. The tendency to raise subscription rates from 1 to 2 cents a copy is becoming almost nation wide, though a number of the larger cities have not yet adopted the plan. Where the price has been advanced, however, it has been attended with such excellent results, that publishers in the cities where prices are still maintained at 1 cent a copy, are beginning to see the wisdom of it, and realizing that it does not pay to sell a paper for less than the cost of the news print that goes to make up the total number of pages issued daily.

## NEWSPAPER MAKERS AT WORK



DR. EDWARD A. RUMELY.

**D**R. EDWARD A. RUMELY, vice-president and acting editor of the New York Evening Mail, is a newspaper-maker who is never idle. He is in close touch with affairs at all times, and has everything within his grasp. Dr. Rumely is a man who analyzes every subject brought to his attention. He is one of those men who is not annoyed by interruptions, and is capable of transacting an amazing amount of business in a remarkably short space of time. Should he be interrupted in the midst of a discussion, he possesses the faculty of concentrating his mind on the new subject, making a decision, and then returning to the previous discussion, and continuing as though there had been no interruption whatever. In this respect he is a constant surprise to his associates on the Evening Mail.

Dr. Rumely is a newspaper-maker who reduces all questions to a practical basis, eliminates the useless and retains the vital. Learned in medicine and economics, and used to the handling of large business, it is but natural that he should investigate along scientific lines, carry every thought through the laboratory of his mind and reach a conclusion on the merits of the question presented to him for consideration. He studies men as he studies subjects, and he takes up all matters pertaining to the news and editorial policy in their broader aspects. He can reason back from effect to cause, and then, certain of his ground, from cause to ultimate result, correcting where correction is necessary, but always seeking more and greater light, in an attempt to reach the ideal and practice the practical.

The newspaper of to-day, to his mind, is entering a new phase of development. During the past two years more events have happened that will affect the course of history than in any previous generation, and these events have followed one another so rapidly that only the newspaper is in a position to interpret them. He believes that the influence of the daily newspaper has grown to such an extent that it will be a greater power for good in the future than it ever has in the past, and to such an extent that world events will find more serious discussion in their pages from now on than has before been the case. He believes that the opportunities of the daily paper will be greater in the future for work of a constructive character, since people will rely on it more than ever.

Dr. Rumely believes in freedom of action on the part of his associates of the Evening Mail, though he aids by helpful suggestions. He is the man to whom all turn for the solution of a knotty problem, and in arriving at a decision in any matter, he always strives to reach the wider field, the greater range and the constructive view.

Dr. Rumely's hobby is education. He believes in combining the practical with the training of the mind. The Interlaken School, an 800-acre farm on the outskirts of La Porte, Ind., is conducted by him with that idea in view. He holds that while national life has changed, school methods have not, and here he endeavors to give the boys some knowledge of the useful things with which boys were acquainted before the change in national life took place. In this school he teaches the boys to keep pace with modern development and in doing so, he shows them how to do things with their hands, without sacrificing academic work. Here boys are taught to be self-sustaining while they are being educated so that when their course is finished, they shall be able to start life better equipped.

Dr. Rumely was graduated from Notre Dame, Oxford, Heidelberg, and Freiburg. He is a member of the Union League Club of Chicago, and the City Club of New York.

## NATIONAL PRESS CLUB'S FAREWELL TO BALFOUR

Body Was Addressed by Head of British Mission Who Paid High Tribute to American Journalism—Appreciative Resolutions Were Presented to Former Premier.

WASHINGTON, May 31.—Arthur James Balfour, head of the British Mission, made one of his most notable speeches since he came to America, at the National Press Club. It was another instance of the great value of the Washington corps of correspondents. It was in a way his farewell to America and in it he paid tribute to the warm welcome received in the United States as well as material assistance afforded by this nation to the Allies in the trenches.

The club was filled with active newspaper men and their friends, as well as many officials who came to hear the graceful English speaker. His coming to the club was a great tribute to the correspondents in Washington, who, it might be said, induced the ex-Premier to break his precedent and grant interviews and make semi-public speeches. He himself said that he had never granted interviews at home, but after he found how correctly he had been treated by the American press he found that this was the best way to mould public sentiment. His address on this occasion has become historic.

The following resolution, on behalf of the Washington correspondents was presented to Mr. Balfour at the National Press Club:

Whereas, Mr. Geoffrey Butler, as the press representative with the British Mission, has shown every possible courtesy and kindness to the Washington correspondents;

And whereas, He has had the broad vision and statesmanship to appreciate the interest and the enthusiasm of the press;

And whereas, We feel that any value which our dispatches may have had to the Mission should be attributed to this breadth of vision;

And whereas, We wish Mr. Butler to carry from Washington our best wishes for his future work in the United States;

Be it resolved, That the Board of Governors of the National Press Club, on behalf of the Washington correspondents, members thereof, express to Mr. Balfour, and ask him to express for us to Mr. Butler, the very deep gratitude we all feel for his courtesy, good-nature, availability, and, above all, for his statesmanship and tact on all the complicated questions which have faced him in his delicate task.

(Signed) GRAFTON S. WILCOX, President; JESSE S. COTTRELL, Secretary. For the Standing Committee of Correspondents, GEORGE J. KARGER, Chairman.

## NEWSPAPER MEN AT LONG BEACH

Prominent Editors Attend the Foreign Relations Conference at Long Beach.

Among the visiting newspaper men who attended the conference on American Foreign Relations at Long Beach Tuesday were: O. G. Villard, New York Evening Post; Col. Charles A. Rook, Pittsburgh Post; Philip S. Marden, Lowell Courier-Citizen; Oscar D. Brandenburg, Madison Democrat; Thomas R. Waring, Charleston Post; Stillman H. Bingham, Duluth Herald; Daniel D. Moore, New Orleans Times-Picayune; John Temple Graves, New York American, and Henry J. Allen, Wichita Beacon.

# CREEL FORMULATES PRESS CENSORSHIP RULES

Asks that the "Periodical Press" of the United States Abide by Regulations Now Fully Outlined, Many of Which Are Along the Line of the Voluntary Censorship the Daily Papers Have Been Following Since the Declaration of War with Germany.

GEORGE CREEL, chairman of the Committee on Public Information, commonly referred to as the Government censor, has given out a preliminary statement to the newspapers of the United States in the form of "regulations for the periodical press of the United States during the war." He would bar the discussion of a possible peace. Originally, Mr. Creel's statement was shown in confidence to the members of the press gallery in Washington, for the purpose of obtaining their voluntary cooperation. Many of the rules laid down by Mr. Creel are those that the newspapers of the United States have been voluntarily following since the conference between representatives of the State, War, and Navy Departments on the one hand and representatives of the press on the other, when a voluntary form of censorship was agreed upon, and which have been adhered to by the newspapers of the country.

Mr. Creel states that there has been friction in the press bureaus of Europe, and states that he does not expect to attain perfection in his organization. The policies of the committee, he states, will be based on the hope and belief that the printed word in the United States will equally lend itself to the national defence, and that the American press will realize the obligations of patriotism as keenly as those who have taken the oath of service in the Army and Navy. The policies of the committee, he says, will be based on this assumption. Cooperation is the vital need, he declares, not grudging obedience to resented orders, and there will be earnest effort to frame all rules in such a way as to appeal to common-sense as well as to patriotism. He says that the worst newspaper indiscretions here will not be so serious in helping the enemy as is the case in Europe, because of proximity to enemy lines.

"The only news which we wish to keep from the authorities in Berlin," he says, "is the kind which would be of tangible help to them in their military operations."

To facilitate the work of his committee, he suggests a sharp distinction between three categories of news:

#### PLOTS NEWS IN THREE CLASSES.

- (1.) Matters which obviously must not be mentioned in print.
- (2.) Matters of a doubtful nature which should not be given publicity until submitted to and passed on by the committee.
- (3.) Matters which do not affect the conduct of the war, do not concern the committee, and are governed only by peace-time laws of libel, defamation of character, etc.

Under category No. 1 would fall the locality of warships and mine fields, locations, and description of coast and harbor defences, or photos giving clues on these matters, dates, and port of sailing of merchant ships.

Under category No. 2 come narrative descriptions of units in the army or navy and their operations. The committee will want many such stories

printed, he says, but first they should be submitted for visé. The committee will try, he says, to meet the wishes of publishers as far as possible, and thus encourage them to submit all doubtful items and manuscripts.

Under category No. 3, matter may be freely published.

#### ENEMY, HOWEVER, RELIES ON SPIES.

The news most desired by the enemy, he says, will not be collected from the newspapers, but will be gathered by high-grade, highly-paid spies. The really dangerous spies, he says, are high officials, or officers in high command. The free flow of news, he declares, will not be checked, efforts being concentrated to prevent the transmission of specific information set forth in the rules and regulations he has formulated.

Regularly accredited correspondents from Allied nations will be allowed to cable their papers free from interference by American censors, reliance being placed in the discretion of the editors of the papers published in Allied countries. If there is indiscretion, a word to the Ambassadors, he says, will remedy the difficulty.

It will be necessary at times, he says, to keep information from our own people, in order to keep it from the enemy.

#### MOTIVE FOR CENSORSHIP.

"The motive for the establishment of this internal censorship," Mr. Creel says, "is not merely fear of petty criticism, but distrust of democratic common-sense. The officials fear that the people will be stampeded by false news and sensational scare stories. The danger feared is real, but the experience of Europe indicates that censorship regulations do not solve the problem. A printed story is tangible, even if false. It can be denied. Its falsity can be proven. It is not nearly so dangerous as a false rumor.

"The atmosphere created by common knowledge that news is being suppressed is an ideal 'culture' for the propaganda of the bacteria of enemy rumors. This state of mind was the thing which most impressed Americans visiting belligerent countries. Insane and dangerous rumors, some of obvious enemy origin, were readily believed, and they spread with amazing rapidity. This is a greater danger than printing scare stories. No one knows who starts a rumor, but there is a responsible editor behind every printed word."

He suggests that dispatches should be signed, not headed "From our special correspondent," so that people may distinguish between honest reports of those who are willing to stand by their statements, and the "alleged" news which is frequently sent out from the Mexican border by agencies known by the Secret Service to be supported by the enemy.

#### PROMISES FREE CRITICISM.

"The work of the Committee will be rendered more easy and more effective," Mr. Creel says, "if it is clearly understood that there is neither aim nor inclination to interfere with expressions of opinion or criticism of policies or persons. It is suggested, however, and urged as an obligation of patriotism, that the vicious and abusive be avoided in opinion, and that criticism shall be specific and of a constructive character. Reckless journalism, regrettable enough in times of peace, is a positive menace when the nation is at war. Victory rests upon unity and confidence, and those who imperil national solidarity by attack upon men and measures should be in-

finite pains to establish their facts and to test their motives. In this day of high emotionalism and mental confusion, the printed word has immeasurable power, and the term traitor is not too harsh in application to the publisher, editor, or writer who wields this power without full and even solemn recognition of responsibilities. It is not alone the people of the United States who are on trial, but the press of the United States as well."

The rules and regulations which Mr. Creel lays down for the conduct of the press of the United States in the printing of war news, are as follows:

#### A.—GENERAL.

- (1.) News regarding naval and military operations in progress, except that officially given out.
- (2.) News of the train or boat schedules of travelling official missions in transit through the United States. It is the duty of hospitality to surround distinguished foreigners with every protection.
- (3.) Threats or plots against the life of the President or other high officials unless announced from authoritative sources. In such times of tension unbalanced minds are especially susceptible to suggestion, and all accounts of such crimes and trials growing out of them are likely to influence weak minds and incite to criminal acts. When arrests are made this specific charge should be minimized by mere mention as "disorderly conduct."
- (4.) News relating to the activity of the secret police. Their work in protecting the country from the enemy's agents in our midst is handicapped by publicity.
- (5.) News of possible or observed movements of alien labor through the territory of the United States or their arrival at or embarkation from any of our ports.

#### B.—NAVAL.

News relating to the naval operations, as follows:

- (1.) The locality, number, or identity of warships belonging to our own navy or to the navies of any country at war with Germany.
- (2.) Secret notices issued to mariners or other confidential instructions issued by the navy or the Department of Commerce relating to lights, lightships, buoys, or other guides to navigation.
- (3.) All information concerning the departure of merchant ships from our ports.
- (4.) All information indicating the port of arrival of incoming ships, or after their arrival, indicating, or hinting at, the port at which the ship arrived. These rules apply with equal force to information indicating ports from which they sailed. It is suggested that arrivals of merchant vessels may be published under a general heading similar to the following:

"Arrivals of vessels.—At Atlantic ports: Suffolk, Neptune. At Pacific ports: Mankato."

- (5.) Details as to convoys and as to the sighting of friendly or enemy ships, whether naval or merchant.
- (6.) Information concerning the laying of mines or mine fields by our own authorities or by the authorities of any nation at war with Germany.
- (7.) Information regarding signals, orders, or wireless messages to or from war vessels.
- (8.) Information regarding operations by or against submarines. In respect to unverified reports of submarine victories or submarine disasters, the Committee goes no further than to urge restraint and to request that the greatest care be taken to avoid confusion between mere rumor and official announcements.
- (9.) Information relating to dry docks and to all classes of work, repairs, alterations, or construction performed in connection therewith.

#### C.—MILITARY.

- (1.) News of possible or observed movements of Canadian troops through the territory of the United States or their arrival at or embarkation from any of our ports.
- (2.) Information regarding the fixed land defences of the United States, their very existence, as well as the number, nature, or position of their guns should not be mentioned.

(3.) Information in regard to the train or boat movements of troops is at all times and under all circumstances dangerous during a war, and should be scrupulously avoided.

(4.) Specific information regarding the duties of small detachments should be avoided as dangerous and laying them open to attack.

(5.) Information regarding the assembling of military forces at seaports from which inference might be made of any intention to embark them for service abroad.

(6.) Information regarding the aircraft and apparatus used at Government aviation schools and tried out in experimental tests under military authority.

Publishers, editors, and reporters alike are urged to give such careful attention to the paragraphs of section 1 as will enable them at once to distinguish the news which for military and naval reasons it is desirable to withhold from publication. Indiscretions in some cases may prove harmless, but in others cases they may gravely embarrass the conduct of the war and result in needless loss of life.

#### EXPLANATION.

For the elucidation of the above section, the following notes have been submitted by the Departments of State, War and the Navy:

The Department of State considers it dangerous and of service to the enemy to discuss differences of opinion between the allies and difficulties with neutral countries.

The protection of information belonging to friendly countries is most important. Submarine warfare news is a case in point. England permits this Government to have full information, but as it is England's policy not to publish details this Government must support that policy.

Speculation about possible peace is another topic which may possess elements of danger, as peace reports may be of enemy origin, put out to weaken the combination against Germany.

Generally speaking, articles likely to prove offensive to any of the allies or to neutrals would be undesirable.

The Department of War points out that trains and ships transporting troops are inviting objects of attack for individual enemies or enemy sympathizers. One person armed with high explosives may cause great loss of life under such circumstances and therefore any publication in the daily press giving advance notice of the movements of troops may apply the enemy with information of the highest military value.

There is no objection to the publication of news regarding the location of Army posts, militia, or training camps, but already a number of isolated attacks have been made on sentries and small pickets with some loss of life. While it may be safe to print "the Seventh Regiment has gone to the State capitol on guard duty," it is dangerous to say "the Seventh Regiment is guarding a particular aqueduct or bridge."

With regard to the prohibition concerning aircraft and experimental tests, it is pointed out that while many of the machines used in this work are of standard types, every detail of which is commonly known, others are not, and it is to preserve the secrets embodied in the latter that a general policy of silence is requested. While secrecy as to aircraft is considered necessary, publicity as to the activities of the aviation schools, the enrollment of men for this particular service, etc., is considered useful.

The Department of the Navy urges that no accounts shall be printed of active naval operations, successes or mishaps, until after they are officially announced. Such announcement will be made as soon as accurate reports are at hand. Editors and publishers are asked to save the public from the unnecessary distress of false rumors. The Department of the Navy does not wish to hold back information but to assure the public of correct information.

Special care is urged upon newspapers in regard to the regulations concerning harbors and merchant shipping. Inadvertently one of the New York papers published information as to the location of the nets guarding the harbor.

The fact that merchant ships have arrived is news of such importance that it is desirable



not to suppress it. But it is of greater importance not to publish nor even to hint at the particular port of arrival, for it may at any time be necessary to shift shipping from one port to another, and it is desirable to keep information of such shifts of base from the enemy submarines.

Statements from survivors of merchant ships or transports which have been attacked or sunk by enemy shell fire, or by submarines, or have been damaged or sunk by mines, should not be published until the statements have been referred to and passed by the Committee. The judicial murder of Captain Fryatt of the Wrexham will give point to this advice. Editors will appreciate the importance of cooperating to withhold from the enemy such information as might expose the officers and men of merchant ships to the danger of cruel and outrageous reprisal.

#### SECTION II.—QUESTIONABLE MATTER.

There are many other news items which, while not so obviously dangerous as those listed in Section I may be dangerous. In all cases of doubt, editors are requested to seek advice of the Committee on Public Information. The following are some examples of such doubtful news:

1. Narrative accounts of naval or military operations, including descriptions of life in training camps. While it is desirable that the public should be kept interested in these subjects there is always a chance that a reporter, narrating facts, may unconsciously mention something which the military authorities particularly desire to keep from the enemy; all such articles should be submitted to the Committee on Public Information.

2. Technical inventions. It is desired that the subject of possible new military inventions should be kept before the public, but great care should be exercised in publishing any definite statements as to experiments or accepted inventions.

It is of peculiar importance that all Government experiments in war material should be veiled in absolute secrecy. This request has particular application to the search for means to combat the submarine. Therefore, all articles and news stories along these lines should be submitted for visa.

The name of every well-known inventor is connected with a single kind of work and may not be mentioned without conveying to the enemy a hint as to the nature of the invention upon which he is working.

An instance of the menace of the specific mention of the work of an inventor was afforded by the result of the publication of a newspaper story that the well-known inventor in question had discovered a "U-boat killer." The story was followed the next day, quite naturally, by another story that police protection against German agents had been immediately required to guard both the man and the works where the experiments were supposed to be conducted. That the report of the invention had been promptly denied did not lessen the peril to life and property caused by this piece of editorial inadvertence.

3. Many sensational and disturbing rumors will be brought to the attention of newspaper men. It is to be desired that they should not be given publicity until they have been most carefully verified; for example, sporadic epidemics may break out in some of our training camps. It would be most unpatriotic to give credence to exaggerated accounts of such inevitable mishaps. Editors are requested to submit information which they may receive on such subjects to the committee for verification. Daily reports from the chief sanitary officers will be available. And this committee will arrange to have parties of newspaper men, and reputable doctors sent to camps where sickness occurs to check up these reports.

The above list is by no means exhaustive and is intended only to indicate the type of subject matter which should be submitted for censorship.

#### SECTION III.—PRACTICE AND ROUTINE.

When news is plainly of a dangerous character, whether specifically prohibited by these regulations or not, editors are expected to stop it themselves. When there is the least doubt as to the admissibility of news, editors are asked to communicate with the Committee on Public Information at Washington.

(1.) When newspaper men and publishers who have any doubt as to the desirability of publishing any item of news, or newspaper article, or illustration, submit such item to the committee; the matter, if admissible, will be marked "Passed by the Committee on Public Information."

The submission in such cases is voluntary; but it should be borne in mind that those who publish without submission to the committee do so on their own responsibilities and are subject to any penalties that may be provided by law.

(2.) Any "copy" or proofs submitted will be

passed upon with the least possible delay, as the Committee has organized for quick decisions. In some cases, however, delays will be unavoidable, owing to the necessity of referring to other Government departments questions on which inquiries may have to be made.

(3.) The Committee on Public Information will release copy for publication under two stamps: "Passed by the Committee on Public Information" and "Authorized by the Committee on Public Information."

That stamp "Passed by the Committee on Public Information" on an item of unofficial news must not be taken as a certificate of its accuracy. Such stamp merely implies that the publication of the item passed is not considered dangerous by the military authorities.

The stamp "Authorized by the Committee on Public Information" means that the item has been carefully investigated and is authorized as official.

Occasionally items of news or articles may be investigated and "authorized" by the Committee.

(4.) Editors will contribute to the effectiveness of the Committee's work and help to secure uniformity of practice and equality of treatment, if they will promptly and confidentially notify the Committee on Public Information of any breaches of these regulations brought to their attention and forward to it marked copies of any newspapers or other publications which it might be useful for it to consider; such communications will be treated as strictly confidential.

(5.) Editors may render useful service by notifying the Committee on Public Information of all the circumstances connected with the submission to them of matter which they voluntarily reject as dangerous to the public interests. If generally followed, this practice will be extremely useful in assisting the Secret Service to detect agents of the enemy in our midst.

(6.) Newspapers will be expected to devote their vigilance particularly towards news of local origin. Because dangerous news is generally known locally, it does not follow that it can be safely published. Publication in local newspapers of information well known to the people of that locality might give the agents of the enemy the advantage of a few hours' notice to enable them to wreck a troop train or sink a transport. Minutes count in naval and military operations. This warning is particularly addressed to the seaboard communities. Papers published in ports should, with special care, refrain from giving information to enemy agents in regard to ships calling at such ports.

Non-publication of such information obliges the enemy to rely on spies actually in the localities concerned, and he would thus incur additional expense and expose his spies to increased danger of apprehension.

(7.) All messages received from abroad by cable or wireless are censored at the point of dispatch or receipt and are free for publication, unless some especial circumstance arouses the suspicion of the editor.

(8.) The attention of all editors, publishers, and newspaper men is called to the Official Bulletin issued daily by this Committee. It contains the official news of the Government, and changes in these regulations will be published in it.

(9.) From time to time, if the occasion arises, confidential bulletins will be issued to the press to acquaint them with subjects to which public reference is considered especially dangerous at the moment by the Government. Such bulletins will have the same force and effect as the regulations herewith submitted.

(10.) All advertising "copy" should be carefully scrutinized to prevent the insertion of objectionable matter. The experience of Britain and Canada show that enemy agents have used, with great frequency, the advertising columns as a means of intercommunication. The same is true of paid notices in the society columns.

(11.) Publishers and editors are requested to bear in mind that much information endangering the national interests and of a nature to be useful to the enemy may be conveyed not only in writing, but by maps, charts, photographs, pictures, etc.

(12.) Communications and inquiries on points arising under the practice of these regulations should be addressed to the "Division of Visa, Committee of Public Information, 10 Jackson Place, Washington, D. C."

Manuscripts or proofs sent by mail need not be accompanied by return postage.

#### THE COMMITTEE'S POSITIVE FUNCTIONS.

The Committee on Public Information was given its name in no spirit of subterfuge, but as an honest announcement of purpose. There is the conviction that its negative function—censorship—will be increasingly subordinated to the positive function—information.

This hope must not be construed as intent to supplant or to duplicate in any way exist-

ing machinery for news gathering. Nor must it be supposed that the Committee seeks to establish a press agency for the presentation of "colored" matter in connection with policies or persons.

The one effort will be to open up the business of Government, as far as may be proper and possible, to the inspection of the people. Channels of information will be cleared of deadwood, permitting a freer and more continuous flow, and in every sane, prudent manner officials of Government will be induced to give fullest recognition to the truth that public support is largely a matter of public understanding.

Editors, reporters, special writers, authors, photographers, and motion-picture producers alike are urged to avail themselves of the services of the Committee in connection with their activities. The object of this organization is not to manufacture news, or to prepare it, but to make all information accessible.

Many misunderstandings have arisen with regard to the Official Bulletin. This is not a newspaper in the accepted sense of the word. Its single purpose is to assure the full and legal printing of the official announcements of Government heads in connection with governmental business.

Exclusive publication is not its thought or ambition. It will not interfere with the legitimate heads in connection with governmental will official news be delayed or withheld in order to give the Bulletin any special news significance.

#### GOODSPEED IS APPRECIATED

Gift from Ad Club to Business Manager of Buffalo Evening News.

William P. Goodspeed, business manager of the Buffalo Evening News, last Wednesday celebrated the 38th anniversary



WILLIAM P. GOODSPEED.

of his connection with the paper. He received congratulations from his many friends.

A few days previous Mr. Goodspeed relinquished the office of president of the Buffalo Ad Club, which he filled during the past year. De Forest Porter, on behalf of the members, presented him with a fine pair of field glasses as a token of appreciation for his zealous efforts for the club welfare.

The new officers are: President, E. D. Anderson; vice presidents, H. A. Meldrum and Alex. F. Osborn; recording secretary, James H. Lee, and treasurer, M. F. McFarland.

Club members are cooperating with the bankers' committee to float the Liberty Loan bonds in western New York. De Forest Porter having been selected to write the advertising copy.

#### New War-Time Feature

The International Syndicate, of Baltimore, Md., is putting out a thrice-a-week feature entitled "War Talk from Washington," by Edward Riddle Padgett, Sunday editor of the Washington Star.

#### LESHER JOINS SPECIAL AGENCY

Advertising Man Becomes Associated with Cone, Lorenzen & Woodman.

I. A. Leshner, who has recently joined the organization of Cone, Lorenzen & Woodman, publishers' representatives, of Chicago, has had wide experience in



I. A. LESHER.

the advertising field. He started with R. L. Polk & Co., in their directory advertising, which took him all over the United States. Then he was with the Duluth (Minn.) Tribune, after which he was with the Philadelphia News. Then he became associated with the Boyce Company, with which he remained for several years, being vice-president and advertising manager of that concern. While with the Boyce Company he established Boyce's Monthly, which was later merged with the Woman's World. Leaving the Boyce Company, he secured an interest in Drake's Palmetto Wine Company, and after remaining three years, returned to the Woman's World as advertising manager. He was instrumental in merging Home Folks, Home Maker, and, later, the Household Guest with the Woman's World, the first publication in the United States to attain a circulation of 2,000,000. He was advertising manager of the paper for twelve years. About a year ago he became advertising manager of Home Life, from which position he came to Cone, Lorenzen & Woodman.

#### Mr. Blethen Asks Denial

Clarence B. Blethen, editor-in-chief of the Seattle (Wash.) Times, asks THE EDITOR AND PUBLISHER to deny as "absolutely incorrect the statement in the issue of this paper for May 19, that Mr. Blethen 'has called upon his head the wrath of the labor unions and many farmers by suggesting that Oriental labor be imported to meet the shortage of farm hands.'" THE EDITOR AND PUBLISHER received the item from a correspondent who apparently submitted it in good faith, and it was accepted in the same spirit. Mr. Blethen is, however, privileged to deny its truth, and this paper gladly gives him space in which to do so.

#### Mrs. Mary Oliver's Will

The will of Mrs. Mary Dorothea Oliver, wife of former Senator George T. Oliver, president of the Pittsburgh Gazette-Times and the Chronicle-Telegraph, gives the family home and other real estate held by her to her husband for life. To her daughter, Margaret, is left \$15,000 to be spent by her in charitable work. The residue of the estate is left to her husband.



## DETROIT MEETING OF A. N. A. INTERESTING

About Two Hundred Members of the Organization Attended the Semi-Annual Gathering, and Were Present at a Dinner at the Hotel Statler—Delegates Then Go to St. Louis.

Following the meeting of the Association of National Advertisers in Detroit, Mich., May 31, and June 1 and 2, nearly all of the members present left for St. Louis, to attend the convention of the Associated Advertising Clubs of the World. The Detroit meeting was



A. C. REILEY,  
President Association of National Advertisers.

attended by nearly 200 members of the organization, and was executive in character. The semi-annual dinner was held Thursday evening at the Hotel Statler.

Among the speakers on the programme and the subjects they were to discuss Thursday were: H. J. Keener, of the National Vigilance Committee of the A. A. C. W., on "How to Increase the Productiveness of Our Advertising by Eliminating Objectionable Advertising."

John N. Boyle, counsel to the A. N. A. on "Legislation Present and Proposed as Affecting Advertising and Advertising Interests."

### FRIDAY'S PROGRAMME

Edward S. Babeox, advertising manager of the Firestone Tire & Rubber Co.; A. G. Sharpe, advertising manager of De Laval Separator Co.; George W. Hopkins, general sales manager of the American Chiclé Co., on "Selling Your Advertising Plans to the Sales Organization," from the standpoint of the advertising manager and the sales manager respectively.

Robert S. Boyd, publicity manager of the Beech Nut Packing Co.; Jack W. Speare, advertising manager of the Todd Protectograph Co., and Mark Kellogg, of the Burroughs Adding Machine Co., "The Avoidable and Unavoidable Waste in the Distribution of Printed Matter," distributed through the dealer, direct and through branch offices, respectively.

Harry Tipper on "Copy that Is and Isn't."

George Frank Lord, of the E. I. du Pont Nemours & Co., and chairman of the Film Advertising Committee; Jack W. Speare, of the Todd Protectograph Co.; O. C. Harn, of the National Lead Co.; Edward Hungerford, advertising manager of Wells Fargo & Co.; Ed-

ward S. Babeox, of the Firestone Tire & Rubber Co.; J. D. Ellsworth, advertising manager of the American Telephone & Telegraph Co., on phases of film advertising.

The programme for this morning called for an address by L. B. Jones, advertising manager of the Eastman Kodak Co., on "Other Recent Circulation Developments."

## RELIGION AND BUSINESS

### How They Can Co-operate Through Proper Church Advertising.

Proper church advertising can be made to bring about the needed close co-operation in business and a broader vision of religion and the place of the church in the world, according to Dr. Joseph W. Cochran, secretary of the Board of Education of the Presbyterian Church in the United States of America, who addressed the Dallas (Tex.) Advertising League. Dr. Cochran was in Dallas attending the 129th General Assembly of this Church.

"Business is no longer a matter of seeing who can get the most money," he said. "It is more a matter of community service. The same is true of the church and religion. A change of thought in both instances has been developed through proper advertising. The church has learned it can deliver a message to the people through advertising and has seen fit to adopt this method. The result has been more than pleasing. Religion is not a compartment in life, nor a Sunday affair. It is a part of the whole life, and business men have come to realize this.

"The ethics of advertising demand the truth. Advertisers have been successful in combating the grafter by advocating and practicing truthful advertising. The result is, men have been brought together to work for a common good. Business is no longer a matter of the survival of the fittest. 'Cut-throat' methods have passed away, and the days of 'hog and hominy dealings' have gone. Instead, we have co-operation and business progress.

"Business men have adopted the Ruskin idea of service. The lawyer does not work for the largest fee and scheme to get people into lawsuits. He works to keep people out of these things and for a peaceful community. The doctor works not to make people sick, but to keep them from getting sick. The business man wants a peaceful, well-fed community, and the minister a peaceful, law-abiding community."

### Editor's Charges Denied

Before a special legislative committee to consider the charges made by the Pensacola (Fla.) News regarding the members of the Florida Legislature travelling to and from the capital at Tallahassee on railroad passes, seventy-one members of the House were examined under oath. They testified that they had always paid their fares, and had never used railroad passes to travel in Florida. P. S. Hayes, of the News, testified that his reference was made to the Senate and not to the House; but it was stated that the bill under consideration by the House at the time the charge was made by the paper never reached the Senate, and that the writer could not have referred to the Senate.

### Telegram Building Burned

The building of the Superior (Wis.) Daily Telegram was destroyed by fire May 20. Arrangements were made by the publishers with another company for the publication of the paper without intermission.

## GREAT CHICAGO MARKET WELL WORTH WINNING

J. F. Kelly Tells How the Daily News Co-operates with Manufacturers of Food and Other Products in Linking Up Advertising and Distribution—Newspapers Afford Key to Problem.

By J. F. KELLY.

Manager Advertising Development Department,  
Chicago Daily News.

Chicago is probably the greatest market in the world for food products. Many manufacturers begin their advertising campaigns in this city because



J. F. KELLY.

the public are so responsive; in addition to which, the population of Chicago and suburbs is about 3,000,000. It is the railroad centre of this country and the door to the West.

Any proposition or food product which is advertised successfully in Chicago not only means to the manufacturer the capturing of this great city, but it has an influence on the entire West. A great many food manufacturers have been successful in Chicago because they have entered the market seriously, systematically, succeeded in getting the proper distribution among dealers, and with the co-operation of the newspapers have made their product popular on a sound basis. On the other hand, quite a number of manufacturers have entered this market in a half-hearted manner, succeeded in getting some distribution and with a little advertising expected to develop this great centre, but they have not succeeded, while there is another class of manufacturers that ignore Chicago entirely because they think the task is too stupendous to tackle.

As a matter of fact, the manufacturer of any product should be very anxious to capture the Chicago market not only because it is the most profitable territory in the country, but on account of its influence on other sections of the United States. When a manufacturer has a good product the secret of success here is to know the market and then work along intelligent lines, get the proper distribution and the co-operation and use of the newspapers that the people read for buying-information. The newspapers here are very willing to co-operate with food manufacturers.

### HOW DAILY NEWS CO-OPERATES

Very frequently the Daily News will send an announcement to all the grocers in Chicago advising them of a campaign on a new product which is

about to start in the Daily News, urging them to co-operate with the advertiser by placing the goods in stock, and displaying them prominently in order to capitalize the advertising which is being done; and then point out that the tremendous circulation of the Daily News will create a demand for these goods and they should be prepared to meet it because the Daily News is read by more of their customers and prospective customers than any other newspaper, and this is based on the fact that the Daily News has a great circulation in Chicago and suburbs.

We are in position to give manufacturers of food products statistics about Chicago which have a direct bearing on their product. This information is valuable because it would cost them much time and money to obtain, and we are ready to render this service at a moment's notice.

The retail dealers of all kinds of merchandise in Chicago have learned from long experience in handling "advertised goods" that when a campaign of advertising begins in this city in the daily newspapers that a demand is created provided the advertising copy tells the story in a forceful manner. Therefore, when a newspaper like the Daily News gives the manufacturer's salesman a letter which he can show to the dealers, containing the statement that the manufacturer has made a contract for advertising covering a period of so many months, which will begin on a certain date, the dealers realize that a demand will be created and in self-defence they must place the goods in stock.

We believe there are hundreds of manufacturers of food products in this country that do not realize how easily and effectively their goods can be placed on sale giving them a most substantial distribution in this city, and with a substantial campaign of advertising make their goods popular in the homes of Chicago. The Daily News is anxious to help manufacturers of food products. We are assisting manufacturers every day to solve their problems in Chicago. We have statistics and a knowledge of the market which would be invaluable to any manufacturer considering opening up and developing this market for his product.

### A. G. THURMAN GOES TO DALLAS

Portland Man Becomes Circulation Man of the Dallas (Ore.) Chronicle.

Allen G. Thurman, who has been for ten years connected with the circulation department of the Portland (Ore.) Evening Telegram, has become circulation manager of the Dallas (Ore.) Chronicle. The Chronicle has made arrangements for the automobile delivery of its papers to a number of adjoining and outlying cities. The capacity of the Chronicle is shortly to be increased by the installation of a modern web perfecting press.

### World Men Buy Bonds

The New York World has purchased enough Liberty Loan bonds to make it possible for any of its employees to subscribe for any desired amount, and have a year's time in which to pay. The response by members of the staff has been quick and liberal, the World's action being appreciated.

When you try to justify your action you attempt to shield misconduct. Good acts justify themselves and require no defence.

## APPEAL TO GOVERNMENT TO AROUSE THE NATION

United States Chamber of Commerce Asks President Wilson for Systematic Campaign of Education Regarding Seriousness of War Situation—Has Been Urged by "The Editor and Publisher."

Following the line of action urged editorially by THE EDITOR AND PUBLISHER, to force the American people to realize that they are at war, the Chamber of Commerce of the United States has asked its members to express by wire their opinions on a plan for a nationwide campaign of information to be conducted by the Government.

The plan which was presented to the President this week, provides for the creation of a definite branch of the Government whose job it will be to show the country, by means of advertising space in magazines and newspapers, posters, on billboards and the like, the magnitude of the task confronting it.

"The same fallacies that beset England," runs the appeal of the National Chamber, "are to be overcome in the United States. England, too, thought it would be a short war, six months at most. England, too, thought it would be a small job. England, too, thought there wasn't anything special for the individual to do, that the Government would do the work."

### SHOULD IMITATE ENGLAND.

It is felt that an urgent need exists for precisely the same kind of campaign of national education and information as that conducted by the English Government when it came to the realization of what the war really meant. That campaign was immensely successful in arousing the entire people of England to an understanding of the war and to the obligation of personal service which it placed upon each individual citizen.

"Present conditions indicate clearly that a great crisis is approaching in the war situation," the appeal to the National Chamber membership goes on, "and that it is probable the united efforts of America on a prodigious scale will be called for in the very near future. This means that the people must be stirred to a sense of their individual responsibilities in order that their whole-hearted cooperation may be secured. This spirit and this cooperation can be obtained simultaneously throughout the country by means of a properly directed national campaign of information under strong and intelligent headship."

### REASONS ADVANCED FOR ACTION.

Seven urgent matters, it is said, must be made clear to the people if we are to get that unified action which is necessary to hasten our war activity:

(1) That the banks cannot take care of the bonds. The bonds must be bought by individuals.

(2) That conscription does not carry with it anything of disgrace. It is as patriotic and much more effective than the mediæval system of volunteering.

(3) That labor must be readjusted on a large scale. It must be made more productive, and its varied problems carefully considered.

(4) That food administration will necessarily be repressive, but is in the interest of all.

(5) That there is a false and a proper national economy. Business in war time is not "as usual."

(6) That the intelligent cooperation

of women in both direct and indirect branches of war effort is absolutely essential.

(7.) That there should be a centralized control for the systematic support of the families of those who go to war. This should be through the intelligent cooperation of the Government, local organizations, and employers.

### WAR POSSIBILITIES CONSIDERED.

"Aside from the question of shortening the war," the statement goes on, "there are life-and-death reasons why the United States should speed preparations for the great conflict. There are possible and even probable contingencies which might cause the United States to bear the brunt of the fighting on her own shores:

"If Russia should collapse; if the British fleet should be overcome; if the food situation should bring our allies to their knees; if great reversals should be met on the western front; if the submarine menace be not checked.

"The impossible has happened so often in this war that any one of these contingencies is not impossible. The Germans should have gotten through at the Marne and captured Paris and Calais, and established control over the Channel. The English should have annihilated the German fleet at Jutland. The Central Powers should have been starved before the last harvest."

### WHAT THE PLAN PROPOSES.

As explained by Elliot H. Goodwin, general secretary, the proposed campaign of education should be considered as absolutely apart from routine, press publicity matter, and the ordinary output from the various departments of the Government meant for publication in newspapers and periodicals. It should be a definite branch of the Government, under the direction of the President, with a man at its head of broad practical experience in the use of the means of national education, with a capacity for organization.

The director, in consultation with those who are shaping the main war programme, would map out such Government campaigns as might be thought desirable and through various channels at his disposal would by utilization of news and advertising columns, posters, and the like, promulgate throughout every part of the country simultaneously the message which each campaign would be designated to impress upon the minds and the hearts of the people.

This work to be effective must be a branch of the Government backed by the Government, controlled by the Government, and financed by the Government and on this basis it would not fail to impress people much more strongly than would be the case if similar efforts were put forth entirely by private organizations. At least, that has been found to be so in England and there is little doubt that it would prove to be so here.

### Munsey Buys Back News

Announcement was made in Baltimore on May 30 by Stuart Oliver, general manager and publisher of the Baltimore News, which he purchased from Frank A. Munsey of New York eighteen months ago, that the paper had been sold back to Mr. Munsey. Mr. Oliver gives the unprecedented conditions brought on by the war and the added expenses to newspapers as the reason for the sale. Mr. Oliver will remain as general manager of the paper.

## A. B. C. REPORT SHOWS A FAVORABLE RECORD

Organization Performs Its Work Much Faster Now Than Ever Before, and Is More Necessary to Publishers and Advertisers, Directors of Association Say in Annual Statement.

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, May 31.—The annual report of board of directors of the Audit Bureau of Circulation to be submitted to convention Friday, shows a favorable record for the past year and predicts greater value for the service during this coming twelve months. The report says:

"A period of rapid circulation adjustment confronts us, due to the increased cost of news print and production, proposed postage increases, the new 50 per cent. Post Office ruling, and increased prices to the reader and subscriber. All circulations will be more or less affected. Competition will be of the keenest. It is therefore essential that the space buyer shall have authoritative circulation information, on a uniform and standardized basis; not only that, but it is of vital importance for the publisher to know what other publications in his field are actually doing under the new conditions.

### A. B. C. AUDITS NECESSARY.

"A. B. C. information will therefore be more than ever necessary, because there is no other source from which such data can be obtained.

"A. B. C. publishers will deserve more than ever before the confidence and loyal support of advertisers and advertising agents."

With regard to the progress of the Bureau during the past year, the report says:

### THE YEAR'S RECORD.

"We have operated within our revenue for the fiscal year. We have come within thirty-one of making during our fiscal year as many audits as there are publication members. We have made the audits of all divisions of publisher membership within the amounts of the dues paid. We have reduced our audits obligations so that by August 1, 1917, we will not owe a single publication an audit for more than the regular twelve-month period. We have perfected our checking and duplicating departments so that all audits are now released for approval within thirty days from receipt, except where further investigations or adjustments are necessary. We expect very shortly to reach and maintain a fifteen-day basis for releases. We are now releasing publishers' statements (when they are received at the office in corrected form) within an outside limit of two weeks. Under ordinary conditions, the release is made in a few days. We have increased our membership and our annual revenue. We have operated on a budget system and have maintained a comprehensive and detailed cost system, showing every item of expense in the Bureau's work. We have installed the A. B. C. standard circulation record books in the offices of over 78 per cent. of our publisher members."

A summary of the remainder of the board of directors report follows:

### SUMMARY OF THE REPORT.

"Audits—87% audits were made during the fiscal year, 86 cancellations of audits, the total being 911, or 31 short of publisher membership, which is 942.

"Publishers' statements—It should be the aim of every publisher to establish confidence in his own circulation state-

ments, which should be got into circulation as soon as possible.

"Membership—The Bureau has to-day 1,251 members and applicants, a net gain of 95 over last year. A net gain of 44 has been made in advertiser and agency membership, the table showing 201 more this year.

"The receipts for the year were \$209,831.49, of which \$31,018 came from advertisers and advertising agents, and \$138,661 from publishers. There is a balance of \$17,791, as against \$17,129 last year."

## MANAGES UNION-STAR

F. R. Champion Takes Management of Newspaper Where He Started.

F. R. Champion, who has become vice-president and manager of the business of the Schenectady Union-Star, is one of the best-known newspaper men



F. R. CHAMPION.

of New York State. Mr. Champion has always lived in Schenectady County, where he was born, his ancestors having settled in the Mohawk Valley in the seventeenth century. While attending Union College, he became editor of the Union College Garnet, in 1898. His first active newspaper work was for the Schenectady Union, a few days before the late Mr. Callanan purchased it. After completing his college course, he became a regular member of the staff, with which he remained until July, 1900, when he left newspaper work to become assistant advertising manager of the W. T. Hanson of Schenectady, with which company he remained for three years, when he returned to the employ of Mr. Callanan as managing editor. He continued in that capacity until a few months ago, when he retired from newspaper business to give his entire time to personal affairs and to look after his father's estate. When Mr. Callanan became critically ill, he was called back to take charge of the lanan's death, Mrs. Callanan requested him to assume the management of the business permanently, to which he consented, and was elected to the vice-presidency of the company. The same policies followed by Mr. Callanan, which coincide with his, will be followed by Mr. Champion in the conduct of the newspaper. Mr. Champion served in the Spanish-American War as a sergeant in Company F, Second Regiment, New York Volunteer Infantry.

### Joins A. N. P. A.

The Reno (Nev.) Evening Gazette and the Springfield (Ill.) News-Record have been elected to active membership in the American Newspaper Publishers' Association.







## N. Y. TRIBUNE PLEADS TRUTH IN ANSWER TO GIMBEL BROTHERS' \$1,000,000 LIBEL SUIT

**Declares, in Its Reply, that it Was Justified in the Printing of the Article by Samuel Hopkins Adams, Exposing the Alleged Misrepresentation of Gimbel Brothers in Advertising, in Trade Methods, and in Dealing with the Public.**

THE New York Tribune has filed its answer to the Gimbel Brothers' libel suit for \$1,000,000 damages. The Tribune pleads the absolute truth of every statement made in its fight against the advertising methods of that firm as justification for the articles on which the suit was brought. The basis of the suit was an article printed in the Tribune October 22, 1916, written by Samuel Hopkins Adams, in which he described Gimbel Brothers' alleged aggressions against the Tribune's policy of truth in advertising which, the answer of that newspaper states, had compelled the Tribune to exclude the advertising of that firm from its pages. In the suit for damages, Gimbel Brothers named the Tribune Association, Ogden Mills Reid, Richard H. Waldo, G. Vernon Rogers, and Samuel Hopkins Adams, the writer of the article.

### THE TRIBUNE'S ANSWER.

The Tribune answer goes back to the establishment of the Gimbel stores in Milwaukee and Philadelphia, and the manner in which they have been managed. Going into detail the reply of the Tribune sets forth what it terms to be a record of perseverance, patience, and forbearance in its effort to hold the Gimbel Brothers to a high standard of business, setting forth what it terms one fault after another, excuses and promises of reform, all of which, it says, were nullified by succeeding acts of alleged misrepresentation of merchandise, until the final rupture with the store when, according to the Tribune's reply, promises to conduct the business on a different plane could no longer be credited, and the refusal to accept any more advertising from the firm followed.

### CHARGES 'MUZZLING OF THE PRESS.

The answer makes the charge of attempting to muzzle the press, which the Tribune alleges was a corollary of the Gimbel advertising appropriations. It cites instances in which alleged misdeeds laid bare in public procedure which would have ordinarily been mentioned in the newspapers—were suppressed through the influence of the large Gimbel advertising contracts, in newspapers published in the cities in which the firm does business. Among the allegations which the Tribune answer sets forth as offering body to its suspicions, is evidence produced before a Wisconsin legislative committee in 1914, that Oscar Greenwald, vice-president of the concern, admitted on the stand that the moral conditions existing in his store "might be improved." Of this and other sensational testimony, the answer avers, practically no mention was made in the newspapers of Milwaukee, for there again, according to the Tribune's charges, the Gimbel advertising appropriation effectually muzzled the press, so that reports in the local papers were of a character to minimize and avoid attracting public attention to the phases of the proceedings most injurious to the Gimbel Brothers.

### CITES OTHER INSTANCES.

The Tribune answer then discusses an alleged successful attempt to muzzle the press, when it was sought to compel the firm to make improvements in their Philadelphia store, where they were in conflict with the fire statutes. The

Tribune states that the Alumnae Association of Bryn Mawr College investigated, and tried for years, it was asserted by the committee, to bring about a change in the Gimbel store, without success. The Philadelphia Chamber of Commerce, the Board of Trade, Bureau of Municipal Research, and other organizations had bolstered up the city in its demands, but it was not, the answer says, until the women entered the battle that anything could be accomplished, and in the fight against the Gimbel Brothers, the answer asserts, that the Bryn Mawr women found the newspapers of that city tightly closed against them, which the Tribune characterizes in its reply as another instance of the effect of the Gimbel advertising appropriation. The women, it was said, had to rely on publicity obtained in newspapers and magazines outside of Philadelphia to arouse public opinion, and put an end to what was termed a grave danger to the people of the city. There appears in the Tribune's answer the following editorial from the Outlook of June 7, 1916, bearing on the Philadelphia situation:

"There is one aspect of the case which has nothing to do with fire dangers, but which reveals another serious social danger in many American communities. We refer to the alleged muzzling of the newspapers by powerful advertisers. The Bryn Mawr committee, in its letter to us, says: 'We have wrestled in vain, you will hardly be surprised to hear, with the Philadelphia papers to take the matter up; they refuse to mention the name of Gimbel save in the way of kindness.' The situation thus hinted at is not confined to Philadelphia, nor to this particular controversy. Is there not a latent public evil here which the Associated Advertising Clubs might do well to discuss frankly at their great annual convention?"

The Tribune also reproduces an editorial from the New Republic of April 22, 1916.

### PAPERS FORGOT THE NEWS.

The Tribune answer then cites as cause for its suspicions as to Gimbel bad faith the alleged activities of Nathan Hamburger, reputed to be a relative of the Gimbels, and who is said in the answer was one of the managers of the Milwaukee store, who was indicted on a charge of bribing Charles S. Havenner, an Alderman, to support an ordinance to permit the Gimbel Brothers to erect a bridge across a public street to connect the two buildings of their establishment. Havenner was convicted, but Hamburger's trial was delayed for four years, the answer says, and he was acquitted. At this time, the answer avers, the Gimbel Brothers succeeded in silencing the newspapers to the extent that they concealed from their readers the connection of Gimbel Brothers with the case. When Hamburger was indicted, the answer avers, nearly all of the newspapers of Milwaukee forgot to print the news.

The Tribune answer alleges that there were official proceedings against the Philadelphia store by the Pennsylvania Department of Agriculture for violations of the Pure Food laws.

The Tribune's answer then sets forth

that it was with the idea of vigorously carrying out its policy of the new morality in advertising that Richard H. Waldo, who had captured the fight for truth in advertising through the columns of Good Housekeeping, while its business manager, was employed as the person to carry out these ideas for the Tribune. Mr. Waldo had called in Samuel Hopkins Adams to aid him in cleaning out the advertising columns of that newspaper. To maintain this high standard, the answer states, the Tribune established the "Money-Back Guarantee" and created its bureau of investigations. In the course of these investigations of alleged false, misleading, and deceptive advertising the bureau came upon traces of alleged bad trade practices on the part of Gimbel Brothers, and it is stated that that firm had claimed to have purchased and have on sale at their New York store the entire stock of some great manufacturer who had failed or gone out of business, and which was offered for sale as "value irresistible" and "astounding bargains," representing the goods as new and to be sold at "an average of half price." The answer states that these were found by the Tribune Bureau of Investigations to include widely exaggerated advertising claims, and the sale of the good at unreasonably high prices, also the sale of damaged goods, sold as perfect. It is alleged that a large part of the goods which were offered by Gimbel's to their buying public at these "special sales" were composed of old, out-of-date stock of the houses whose stocks had been purchased, with a large admixture of similar old goods from the Gimbel stocks.

### "THE CULMINATING MISDEED."

The Tribune's answer then deals with what it calls the alleged culminating misdeed—the "birthday sales" in New York, in which \$6,000,000 worth of fine new merchandise was to be offered as a holiday sacrifice in which "Iceland fox" furs—a genus yet undiscovered—abounded, in company with other alleged falsely valued goods, all set forth in Mr. Adams's articles and in the answer of the Tribune, and other goods, which, the answer alleges, were found to be selling at a higher price than they were worth.

The Tribune was aware of these practices, the answer states, when Gimbels applied for advertising space in the Tribune's columns, but it was only after repeated and earnest assurance from Isaac Gimbel, ruling spirit of Gimbel Brothers, that the store had determined to abandon these practices that that newspaper would consider the advisability of opening its advertising columns to Gimbel Brothers, the answer states.

Later, the reply states, after the publication of 100,000 or 150,000 lines of advertising for the year beginning October, 1915, an agreement was made between the newspaper and Gimbel Brothers.

### ADVERTISING AT A PECUNIARY LOSS.

"All of said advertisements of the plaintiff, like all the advertisements of the proprietors of every New York department store, at the rates paid by them respectively therefor, for publication during said year, in the daily or Sunday issues of said newspaper, were published at a pecuniary loss to the Tribune Association. If the plaintiff had, in its said advertisements, and in the sale of goods therein advertised, not violated the standards of the defendants with restandards of the defendants with respect to truth in advertising and fair dealing in the sale of goods, the advertisements of the plaintiff would have

been as valuable to the Tribune Association, at the agreed rates of payment therefor, as the advertisements of the proprietors of any department store in the city of New York," says the Tribune answer, in refutation of the Gimbel charge that the Tribune nullified the contract for ulterior purposes and because it was no longer to its financial interest to continue it.

### SAYS REFORM WAS PROMISED.

For several months prior to the making of the contract, the answer states, the Tribune Bureau of Investigations, prompted by complaints, particularly from the Vigilance Committee of the Advertisers' Club of Milwaukee, made an investigation, the results of which were laid before Isaac Gimbel, who acknowledged that mistakes had been made in the past, and is said to have emphasized a determination to satisfy the Tribune that Gimbel methods in the future would be free from criticism.

When the question of the contract with the store arose, the answer states, Mr. Adams was opposed to it, by reason of the alleged general reputation of the firm, and on account of the specific information which he had secured while preparing an article published in a national magazine in 1913. So strong was Mr. Adams's opposition to the contract, the answer states, that he indicated a desire to sever his connection with the newspaper should the Gimbel advertising be accepted. Subsequently, the answer goes on, he, with the management of the Tribune, was persuaded to give the firm a trial, which was to terminate whenever proof could be presented that there had not been true reform in the advertising and other business methods of Gimbel Brothers.

### MADE ANOTHER CONTRACT.

The assurances of Gimbel sincerity, as offered by Isaac Gimbel, the answer says, were so plausible that another contract affecting the Sunday Tribune was entered into by an arrangement between Isaac Gimbel and Mr. Waldo. When it was made, C. E. La Vigne, director of the Tribune Bureau of Investigations, the answer avers, evinced skepticism regarding Gimbel good faith and said that he would be able to produce evidence within a short time which would convince his co-workers that the Gimbel business ethics was not consistent with the Tribune's policy of fair dealing. The allegations of the answer declare that Mr. La Vigne carried out his expressed purpose. Almost coincident with the appearance of the first Gimbel advertisement, the answer relates, came complaints of unfair dealing in its sales adjustments to customers. The subsequent investigation of the Bureau, it is alleged in the Tribune's reply, showed that there was repetition of the "special sale" incidents, and the answer goes on to state that, in response to representations by Mr. Adams and Mr. Waldo, Isaac Gimbel offered plausible explanations and excuses for what he declared to be errors and mistakes that were unintentional, and that the plan was to live up to the Tribune's requirements in the future. Notwithstanding this assurance, the answer states, complaints continued to be received from the public and the Bureau of Investigations, until it was only a question of time when the Tribune, in justice to itself, its readers, and to its advertisers, could no longer carry the Gimbel advertising.

### MORE THAN ONE CASE.

Had Gimbels been guilty of but one mistake, the answer states, that might have been condoned, "but," runs its

(Continued on page 22)



# Greater - Port - of - New York Supplement

JUNE 20th

Federal Government, New York State, New Jersey, and Private Enterprise—all have their plans for extending the greatness of the Port of New York. This supplement presents completely, for the first time, their various projects.

A notable compilation of plans and statistics—of expert opinion, history and prophecy!  
110 pages. Rotogravure Cover. Maps. Photographs.  
Extra copies mailed postpaid, 10 cents each.

**The New York Evening Post**



## AUSTRALIA REGULATES NEWSPAPER PAY ROLLS

Judge Isaacs, of Federal Arbitration Court, Fixes Higher Wages and a Forty-Six-Hour Week for Editors, Sub-Editors, Reporters, and Correspondents—Many Discharges Have Resulted.

SYDNEY, May 1.—Judge Isaacs, of the Federal Arbitration Court, sitting in Darlinghurst last Wednesday, fired in a bomb to the newspaper offices of the Commonwealth when he granted an award that will mean a big increase in the salary list and pull about \$90,000 a year out of the pockets of the proprietors. He holds that forty-six hours is a proper week's work, and that the claims of the writers for a scale of wages as follows is reasonable and fair. The paysheet hereafter will be cast as follows:

	Morning paper.	Evening paper.
News editor .....	\$60	\$55
Editor of weekly paper	60	..
Sub. ed. on weekly paper	..	..
Leader writer .....	60	45
Chief sub. ed. ....	60	50
First asst. sub. editor..	50	45
Sub. of evening edition	..	..
of morning paper ..	47.10	..

Classified journalists will rate: Seniors, morning papers, \$40; evening papers, \$37.50; generals, morning papers, \$35; evening papers, \$32.50; juniors, morning papers, \$25; evening papers, \$22.50.

All these rates are subject to a 5 per cent. reduction in West Australia, 10 per cent. in Queensland and South Australia, and 20 per cent. in Tasmania. Then follows a long explanation as to what are to be considered as classified journalists.

### CUB REPORTERS CARED FOR.

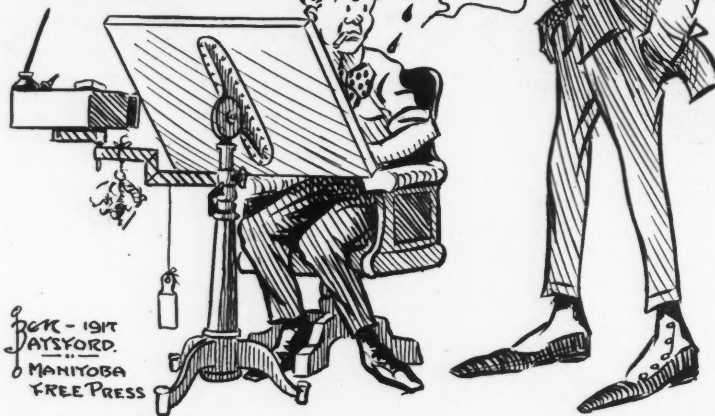
Cadets are placed at \$7.50 for the first year, \$13.50 for the second, and \$16 for the third year of their training. The gradings are also stringent; there are to be three-fifths seniors on any staff, one-fifth juniors, and the rest generals, with a reservation in the case of Tasmania (the baby island state of the Commonwealth) of one-third as seniors, one-third juniors, and the rest generals. Editors-in-chief, sole editors, associate editors, leader writers, and chief day and night sub-editors are excluded from the grading clause, special rates of pay being prescribed in their case.

Another man who has come in for a very big lift is the district correspondent, whose stuff will cost the papers four cents a line instead of the recent three. He is to have the sole right of his district to any reasonable degree, and his pay must not drop under \$20 a week, while outside of his district he receives or will henceforth receive six dollars a day of eight hours, with \$3.50 for half that time, time of over four hours to rank as a full day. In his case, also, sick pay and a three weeks' consecutive holiday annually are fixed, and if employed on Saturday sporting fixtures for an evening paper, he shall receive \$4.75 for the afternoon, with a fee of over a dollar for any special assignment, whether copy is published or not.

Contributors not on the classified staff, but regularly employed on a paper, get full lineage rates of four cents for published matter, and special matter written in the journalist's own time for his paper is also upon the same mark.

Photographers are to be supplied with all materials and paid \$1.25 for each

## LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



### THE FREE-ADVICE FIEND

How B. T. Batsford, of the Manitoba Free Press, Depicts the Newspaper Pest.

After you have worked all day on a corking idea, and just as you are touching it up, wouldn't it jar you to have some enthusiastic admirer butt in and tell you that if you'd go to New York you'd make a hit—provided you handed out the same line of stuff the other fellows do?

Every cartoonist has been there. These office pests mean well, but they're southpaws. They pitch curves when they should be chasing the ball. Generally they are fellows who are not sent out on assignments because there are others who can do the work better. That's what gets on a cartoonist's nerve—the nerve of the other fellow who gets into the paper about once a week, on space, while the funny man is putting it over every day.

B. R. Batsford, cartoonist of the Winnipeg (Can.) Free Press, regards such an occasion as a tragedy in a newspaper office. He furnishes a sketch

picture; this also applies to district men.

Time off is to be one and a half clear days per week, Christmas Day, and Good Friday, with three weeks' consecutive holiday at full pay, and sick pay will be rated for every two months or part of two months he has been employed up to six months. First week, full pay; second, half, and third, quarter-pay. After being on the staff for over six months, he is to get four weeks' full pay, four at half, and third four at quarter-pay. No differentiation has been made between male and female employees, and there is to be no preference to unionists. This latter was voluntarily agreed to. The award, which is post dated to the first of January last, will be in force for five years.

### RETALIATE WITH DISCHARGES.

As was to be expected, the proprietors are not taking this lying down and wholesale reductions of staffs are

which depicts his idea of the interruption. "Get" the make-up of the fellow who is passing out the chin music—imitation tortoise shell rimmed eyeglasses and all that sort of thing, not to mention the tooth-pick shoes, spats and high-water pants. Can you blame the cartoonist?

Batsford is an American. He was born in Minneapolis, and while selling newspapers on the streets, he made up his mind that one of these fine days they'd all be buying the dailies to see what he was doing. Without instruction he started work, feeling his way slowly, but surely. If ever a man won by sheer determination, B. T. Batsford is his name. He went to Winnipeg with his parents, and decided to hit one of the newspapers for a job. His sketches looked good to the editor and since that time the readers of the Free Press look for his work daily. His cartoons on the war have been wonders. The pictures tell volumes—at a glance. Batsford has the faculty of focussing the idea, of visualizing a thought, and portraying it in a way that drives it home.

already in progress, so that while to those retained the new award is likely to be a very fine thing, there will undoubtedly be a large amount of unemployment in consequence.

Already the members of the Sydney Sun (evening) newspaper staff have received a fortnight's notice prior to drastic reductions, and other metropolitan papers, both here and in Melbourne, Brisbane, and Adelaide, are sure to follow. The cost of paper and general production has risen so materially, owing to war conditions, that proprietors would in any case have been compelled to cut down to some extent, but the present award has made a careful economic rearrangement imperative, and co-operative news agencies are likely to be immediately organized.

A rose by any other name would undoubtedly be as sweet, but it would hardly sound so well.

## L. B. PALMER SPEAKS ON FREE PUBLICITY EVIL

Manager of the American Newspaper Publishers Association Addresses the Members of the Inland Press Association in Chicago—W. A. Thomson Also Speaks to the Organization.

Lincoln B. Palmer, speaking before the Inland Press Association in Chicago Thursday, spoke on the evils of free publicity, and what has been done by the American Newspaper Publishers Association, of which he is manager, to eradicate it. Mr. Palmer, who appeared before the members for the first time in five years, reviewed the work that has been done in behalf of the newspapers to retain the present postal rates, to prevent a burdensome increase in freight rates, as affecting shipments of news print to publishers in all sections of the country. On behalf of A. G. McIntyre, representative of the Paper Committee of the A. N. P. A., who could not be present, he delivered a message, relating to the situation in the print paper market and outlining the work that has been done and what it is hoped to accomplish. While not all of the large newspapers of the United States are members of the A. N. P. A., he reminded his audience that all publishers are deriving a benefit from the work being done by the organization in behalf of the publishing business of the United States.

William A. Thomson, director of the Bureau of Advertising of the A. N. P. A., told the members of the Inland Press Association about the work of the bureau with which he is connected, what it has done and was doing in behalf of a wider use of national advertising in the newspapers, and something about the splendid results being obtained by those who are utilizing the columns of the daily papers to increase their business.

After the meeting, which was held in the La Salle Hotel, many of those present went on to St. Louis to attend the convention of the Associated Advertising Clubs of the World.

### Ad Men Made Good Editors

The second section of the issue of the San Francisco Call, issued on May 21, bore the date line "St. Louis, June 4, 1917." The issue was gotten out by a special staff of members of the San Francisco Ad Club to be shipped by fast train ahead of the automobile caravan to St. Louis and there distributed to help the campaign that is being waged to secure the 1918 convention of the Associated Ad Clubs of the World for San Francisco. The proceeds obtained from the special publication of the Call went to the campaign fund of the Ad Club. Edward Rainey, secretary to Mayor Rolph, of this city, who is an old newspaper man, acted as managing editor of the Ad Club edition. The paper that would be a credit to any city in this country.

### Will Refuse Liquor Ads

The management of the Cleveland Leader (morning) and News (evening) announces that hereafter all whiskey, beer, or other liquor advertisements will be refused publication. This action has brought hearty approval from a number of the churches of the city. The Rev. W. W. Bustard, pastor of the East End Baptist Church, read the announcement from his pulpit and resolutions were offered and passed by the congregation commending the papers for their stand.



**A. A. C. W. TO CALL  
COMMERCE TO COLORS**

(Continued from page 3)

of a mobilization of the business brains of the nation. There is \$650,000,000 spent in advertising every year, and we are going to get the benefit of the best thought of the men who supervise the spending of this vast amount of money."

The programme is arranged in a very unique form, which will not be made



**LEWELLYN E. PRATT,**  
Chairman Programme Committee, A. A.  
C. W.

known to the delegates or the public until the opening of the convention. As each delegate registers, he will be given a programme, which will be a work of art and a valuable souvenir of the convention. The programme as a whole, including the twenty departmentals and conferences, includes the most noted men in the world of finance, religion, science, and business. Delegates to the convention are expected to fully appreciate that the world is looking to the conduct of this big business meeting, as it will be one of the potent factors in adjusting business conditions.

**SERIOUS BUSINESS AHEAD.**

One idea that the management of the convention is anxious to have instilled into the public mind is that it is not going to be a frolic. There will be hospitality, entertainment and a parade, and these things are being arranged with a view to the thorough enjoyment of everyone. But word has gone forth that no one is to come merely for the entertainment features. Those who will not attend the meetings and do their bit in the discussions, or at least listen attentively and take notes, are not desired. A railroad poster, announcing the convention, which was confidently submitted to a convention official for his approval, was vetoed by him because it emphasized the entertainment features unduly, and "looked like a circus poster." However, there will be various modes of entertainment, as stated, for the visitors, as at first outlined, which will act merely as diversions from the strenuous work of the convention.

The Executive Board of the St. Louis Grand Opera Committee and the Convention Board of the Advertising Club of St. Louis have cooperated to make the operatic performances to be given in the Municipal open-air theatre in Forest Park one of the most notable events of the kind ever given in the United States. This theatre will be ready for the opening performance of Aida, June 5. All the visiting adver-

tising men will attend this performance. The St. Louis Symphony Orchestra and the St. Louis Pageant Choral Society have been obtained for the music programme. The British convict ship, Success, the oldest ship afloat, is at the Olive Street wharf, to remain until after the convention. The ship is being used as an exhibition enterprise, and was brought here to be viewed by the advertising men.

The spectacular night parade, which will be one of the attractive features of the convention, is to be taken in moving pictures, which will be shown all over the country, it has just been announced. W. A. Harris of Alliance, Ohio, president of the Advertising Film Producers' Association of the World, and chairman of the motion picture departmental, was in St. Louis recently in conference with Arthur Slegel, chairman of the Night Parade Committee, and Edward Mead, chairman of the National Exhibit Committee of the Convention Board. Motion pictures also will be taken of the arrival of each of the larger delegations, such as the San Francisco delegation, which will make the trip by automobile, the Texas delegation and others. The pictures of the night parade will be released Wednesday, June 6, on Municipal plaza, where it will be shown to the public. A picture of the Sunday inspirational meeting also will be made.

Another interesting announcement made is that this year's convention will not be a meeting, whose energy is spent chiefly in determining a contest as to the place of holding next year's convention. There will be competition of this sort, but it will not be permitted, as has happened in some large gatherings to absorb the greater part of the attention of the delegates and the public. Detroit will try to get the 1918 meeting, and



**DR. CHRISTIAN F. REISNER,**  
Chairman Church Advertising Departmental, A. A. C. W.

San Francisco will strive for the same end.

**WILL EXPLODE WRONG THEORIES.**

There will be some false impressions eliminated at the approaching convention as to the cost of advertising and its bearing upon the price of commodities. There is a widespread impression, officials of the Association say, that the large sums spent for advertising increase the selling cost of the products advertised, and thus constitute a tax on the ultimate consumer. This idea has cropped out in some proposals to tax large concerns, for war purposes, on the basis of their advertising expenditures. To overcome this idea, speakers

in the convention will produce facts and figures to prove that advertising, by increasing the demand, multiplies production, and does not increase, but actually lessens, the selling price. A demonstration of this proposition will also be offered in the advertising exhibit, which is to be open to the public in the City Hall rotunda. One instance which will be set forth in detail in the exhibit is that of a breakfast manufactory, which, as it increased its advertising space, was able to make successive reductions in its selling price, in spite of increased expenses in several lines.

The war has cut off the representation of European countries in the organization, but it retains the words "of the world" in its name to show its international character. Canada will be represented by delegations from several of the principal cities, and it is the expectation that delegates from Australia will attend. Before the war, the leading European countries were represented in the annual conventions, one of which was held in Toronto.

Active drilling has been started by Charles R. Ketchum, chief sergeant-at-arms of the Convention Board of the Advertising Club of St. Louis, in preparing his committee of guards for the convention. Ketchum has appointed forty-five lieutenants. The guard committee will be placed on a strictly military basis, and will work in conjunction with the St. Louis Police Department and the St. Louis Boy Scouts. A unique badge will be worn by the guards. To reduce to a minimum the possibility of accidents during the convention, the St. Louis Branch of the National Safety Council has made a number of suggestions, which they will request all citizens to assist in carrying out. Copies of the traffic maps and rules will be

printed and displayed in hotels and in all public buildings.

Mayor Kiel will welcome the visiting advertising men in behalf of the city, and Gov. Gardner will speak for the State. It has been announced that all railroads into St. Louis will make extra efforts to handle with comfort and safety the 10,000 delegates expected to attend. There will be reduced rates from many sections of the country.

Pay is always in proportion to the work involved. If the employee cheats the employer, he pays the penalty. If the employer cheats the employee, he is soon without workers to assist him.

Baltimore is today enjoying the fruits of a substantial solid prosperity built before the days of war booms. Business is active and here to stay. Let THE BALTIMORE NEWS help you get your portion of it.

*for* **BETTER  
BUSINESS  
in Baltimore**

CONCENTRATE IN THE  
**BALTIMORE  
NEWS**

Net Daily Circulation **99,942**  
APRIL

GAIN over April 1916, **25,000**  
OVER

Special Representatives  
**DAN A. CARROLL** NEW YORK  
Tribune Building,  
**J. E. LUTZ**  
First National Bank Building, CHICAGO

**Buyers, Sellers, Writers of Advertising**

It has been written at last

**"Story of the Automobile"**

By **H. L. BARBER**, Economist and Financial Writer  
Author of "Making Money Make Money," etc.

**Interesting Authentic** It hardly seems believable that up to this time there had been no authentic story written of the third largest industry in the United States, in which millions of dollars have been, are and will be invested—the automobile and accessory industry—an industry which leads all others in the amount of money spent in advertising.

**Stop Guessing** There is no reason why you should guess any longer—read the chapter by **EDWARD G. WESTLAKE**, one of America's foremost Automobile Editors; the chapter by the **BUSINESS BOURSE** of New York—the most authentic data which we believe has ever been compiled—each and every chapter in this book worth the price of the entire volume.

**You Need This Book** 250 pages, illustrated with Charts and Comparative Tables, lists all makes of cars with prices, bound in Cloth, stamped in Gold, 8vo., \$1.50 at all leading booksellers. Trade supplied by **A. C. McClurg & Co.**, Chicago; **Baker & Taylor Co.**, New York, and other leading book wholesalers. If you have any difficulty in getting this book from your own bookseller, send \$1.50—you need it in your business.

**A. J. MUNSON & CO., Publishers**

Dept. A-4, 20 W. Jackson Blvd.

CHICAGO, ILL.

# E D I T O R I A L

ON TO ST. LOUIS!

**T**O confer with each other on the problems of the times, to aid in stabilizing the thought and purpose in the minds of business men of the country in the nation's crisis, to recall to sane and sensible policies those who may be mentally "at sea," thousands of advertising men are journeying to St. Louis, to attend the annual convention of the Associated Advertising Clubs of the World.

This great gathering has the enthusiastic endorsement of the President of the United States, who sees in it possibilities of great potential value to the nation at war. To the extent that the conference shall strengthen the arm of business, shall clear the tracks for renewed effort to expand the nation's commercial life, these possibilities will be realized.

The scope of the discussions scheduled for St. Louis is very wide. Light should break upon every economic problem now vexing the minds of manufacturers, of retailers, of publishers, of salesmen. The delegate to this convention should return to his task at home with a clearer vision of the road before him—with courage to do things in a big way, that the big task of the nation may be simplified.

## "FOR THE PROTECTION OF THE NATION."

**T**HE President has conducted his fight for a censorship law "for the protection of the nation," as expressed in his letter to Congressman Webb.

The President, however, has not made clear to the people his reasons for believing that the interests of the nation will best be served through enacting a law which the Constitution expressly forbids Congress to enact. And the American people, to whom the institution of a free press means more than it means to editors and publishers of newspapers, are accustomed to having even their Presidents offer reasons for any sort of legislation which they demand of Congress.

If the President has had in mind the need to control reckless and irresponsible newspapers, it is the belief of a majority of the people that he now has that power—that the laws against treason and the abuse of free speech afford all needed legal restraint.

The regulations proposed and published by the Creel committee are, in the main, such as are being strictly observed by all newspapers. The interpretations of some of these regulations, as made by the Departments of State and Justice, illustrate the spirit in which a censorship law might be enforced. To say that newspapers may not print news about peace proposals, or about differences of opinion between the governments of the Allies is to impose upon a free press restrictions to which even newspapers in countries under autocratic rule are not subject. If these examples of the working of the bureaucratic minds at Washington afford us light, what would remain of our boasted free press under a law which would give to these men the right of veto over the work of American editors?

If a free press is such a vital asset to a free government as to have called for specific constitutional protection, why should it suddenly become a menace to the nation? Has any man a right to a place in the Cabinet or Government of a democratic country who does not consider himself, his policies, and his acts as proper subjects for public discussion? Is it not the purpose of some of our Washington officials to protect themselves from criticism through the aid of a convenient censorship law? True, in most of the bills which have been under consideration, the right to criticize public officials is plainly reserved to the newspapers—but such criticism could not be effective if it were not permitted to state fully the premises on which it may be based. And to do this, obviously, would violate other provisions of the law, as proposed.

It is conceivable that there may be a few disloyal newspapers in the country. But, in order to deal with these, is it necessary to set aside the guarantee of a free press? Should the great majority of newspapers, loyal to the core, be penalized, muzzled, rendered impotent to serve the nation usefully because a few newspapers may need the iron hand?

**TAKE** the case of men of letters.  
*Every piece of work which is not as good as you can make it, which you have palmed off imperfect, meagrely thought, nig-gardly in execution \* \* \* every hasty or slovenly or untrue performance should rise up against you in the court of your own heart.—Stevenson.*

We have been shocked to learn of the German method of conquering cities—of holding leading citizens as hostages for the good conduct of even the irresponsible units of the population, or of threatening the utter destruction of a city in reprisal for any individual acts of lawlessness among the people. That is barbaric, of course. It typifies the spirit of ruthlessness and autocracy against which we are fighting. That spirit must no longer exist in the world.

In a restrictive censorship law we should adopt that policy, in its substance. We should impose upon all newspapers regulations needed only for the control of a few. In order that we may be sure that we have apprehended the criminals who should be in custody, we proceed to put everybody into jail. That is one way of being sure that the offender, or the man likely to offend, is under control—but it is rather hard on the rest of the people.

There was never a period in the history of the world when a free press was so essential to the cause of world democracy as right now. Only under a proclamation of martial law may the Government legally muzzle or control the press. In enacting a law abridging the freedom of the press—which is the only purpose of any sort of censorship law—Congress would do precisely what the Constitution says shall not be done. Unless the Constitution should be suspended—which is unthinkable, because it would be a confession that a democratic form of government had failed under stress and trial—such a law would be **ILLEGAL** of itself.

The House of Representatives, by its decisive vote late on Thursday, rejecting the censorship provision of the Espionage bill, has administered the death blow, let us hope, to the effort to throttle a free press. All good Americans will rejoice that this victory of democratic ideals has been won at a time when it was sorely needed "for the protection of the nation." There are likely to be further attempts to pass a censorship law—but such attempts are, we believe, foredoomed to failure.

## BUY LIBERTY LOAN BONDS!

**T**HE EDITOR AND PUBLISHER believes, and has urged, that the Government should conduct a great campaign of paid advertising for the sale of the Liberty Loan bonds—but whether this sensible and tested policy shall be followed or not, it remains true that every one connected with the making of newspapers in this country should be an investor in these bonds.

Newspaper folks are, peculiarly, protagonists of democratic ideals. Their daily work is in the service of those ideals, and the furtherance of their realization in the conduct of human affairs. They are the custodians of the Great Legacy—a free press—which has come to them from the founders of free government on this continent.

The issues at stake in this war are fundamental to Americans. Failure to win would mean the annulment of all that has been gained in the establishment within our borders of government by the people—it would mean setting the clock of history back to the days of feudalism and autocracy.

Newspaper folks cannot, all of them, offer their bodies as a living sacrifice to this cause—but they may, all of them, offer their resources and their personal service to the nation in its need.

Let the record show that every worker in this great industry has rallied to the firing-line—has

yielded to the nation either personal service or financial support!

If you believe in the cause of your country, measure that belief in service or in dollars—or in both. If you cannot fight, **WORK**—and tender to the nation the fruit of that work. If a \$50 bond represents all that you can buy, buy it! If you can invest hundreds, or thousands, do not delay. The need is immediate—the responsibility is personal.

Match with your dollars the sacrifice of the men who are mobilizing for service at the front. These men are offering the "full measure of devotion." If your measure of devotion must be expressed in money, see to it that you make it complete. **FOR YOUR DOLLARS WILL DO SOME OF THE FIGHTING IN FRANCE!** They will speak for you on the western front! Let them speak **YOUR MESSAGE TO AUTOCRACY!**

**T**HE call to the national service has reached eager and responsive ears in all of the newspaper offices of America. From every section of the country there come to **THE EDITOR AND PUBLISHER** news of the enlistment of newspaper men for war. In some instances the staffs of newspapers have been seriously crippled. The difficulty of finding trained and available men to fill the vacancies will grow, with the coming months, to the proportions of an industrial problem. As in Canadian newspaper offices, we shall soon have "Rolls of Honor" posted in the editorial and business offices of our newspapers. While, in many instances, these men might be justified in fighting for the colors with their pens, the urge toward "service at the front" is too strong, with many newspaper men, to be resisted. All is well with democracy when her defenders of the press turn so instantly to her defence with the sword.

**T**HE address of Charles M. Palmer, a feature of Newspaper Week at the University of Missouri, is a compendium of common- and uncommon-sense concerning the newspaper business. Mr. Palmer, whose training and experience have been chiefly in the business end of the newspaper business, and who is generally considered the best authority in the country on factors of value in newspaper properties, emphasizes the truth that a newspaper's chief asset is **CHARACTER**, out of which grows good-will and influence in its community. Mr. Palmer makes plain the ethical and commercial value of **INDEPENDENCE** in a newspaper, and stresses the importance of keeping the news and editorial columns utterly free from sinister influences. He makes it clear that, merely from the standpoint of "business," a newspaper cannot afford to sacrifice, on any provocation or under any influence, its character as the defender of the public interests.

**I**t has not seemed necessary to try to prove to the American people that improved machinery lowers the cost of production, or that modern methods lessen the expense of distribution. It would seem almost equally superfluous to defend advertising from the standpoint of its economic value—for without advertising the manufacturer and retailer would have no assured markets and could not make modern methods of manufacturing and distributing count so effectively in reducing selling prices.

**A** **SPACE-BUYER** for a national advertiser, remarked recently that he had not seen of late a rate-card which looked familiar to him—but added that he was trying to reconcile himself to the increases in rates. "It requires nerve to sign on the dotted line nowadays," he said, "but it would be foolhardy not to sign."

**W**HEN the Adjutant-General's office planned to send a grotesquely inadequate military force to Manila to cooperate with Dewey's victorious fleet, the newspapers defeated the plan through exposing it. That was national service. Proposed censorship regulations would prevent similar service in the present war.



## PERSONALS

NEW YORK—Thomas W. Garvin, of the Tribune, has been elected president of the Leonia Men's Forum, at his suburban home, Leonia, N. J.

C. R. McMillan is now the champion of the New York Paper Trade Golf Association, he having won the title when he defeated Roger B. Taft, at the Arcoia County Club in New Jersey.

Frank H. Simonds, editorial writer of the New York Tribune, is away on a week's vacation.

George Lawton, retired veteran telegrapher and former night chief operator of the Western Union Telegraph Company in Denver, was a visitor to New York and Washington this week. Mr. Lawton went West when the country was infested with hostile Indians, and is said to enjoy a wider acquaintance with Western newspaper men than any other man. He was a personal friend of Eugene Field, when he was editor of the old Denver Tribune, and corresponded with him regularly after Mr. Field went to Chicago. Mr. Lawton is now living at Plymouth, Ill., where he has owned a farm for more than thirty years, and because of which fact he was known among the newspaper men of the Rocky Mountain country as Old Farmer Lawton.

Mr. and Mrs. Lewis S. Gannett, of the World staff, who were married on May 12 in Buffalo, N. Y., returned to their respective desks in the morning World's city room on Monday, after a honeymoon in the Pocono Mountains, Pennsylvania.

Donald H. Clarke has returned to the reportorial staff of the World, which he left some months ago to assume a desk on the American.

OTHER CITIES.—George R. Witt, of the Worcester (Mass.) Telegram, has joined the staff of the Albany (N. Y.) Knickerbocker Press.

Samuel T. Clover, a former Los Angeles newspaper editor and publisher, now located at Richmond, Va., has given his three sons to the cause of liberty for the world. Greayer Clover has sailed for France in the American Ambulance Corps, and Paul plans to join the same organization. Philip will soon return from China and join the Engineers' Reserve Corps of the United States army.

W. W. Marsh, of the Cleveland Plain Dealer, has gone to the Officers' Reserve Corps camp at Fort Benjamin Harrison, Ind., for duty.

Jack Remington, for ten years connected with the St. Paul Pioneer Press as feature writer and reporter, has joined the staff of the Minneapolis Tribune. He was a war correspondent during the Boer, Turco-Greek, Russo-Japanese, and Spanish-American wars, and is an authority on the present war, military affairs generally, and matters of European diplomacy.

R. J. O'Donnell, who was city editor of the Parkersburg (West Va.) News, has returned to Zanesville, O.

H. B. Byer, advertising man, and R. P. Biddle, circulation manager, of the Parkersburg (West Va.) Sentinel, have joined the Officers Reserve Corps at Fort Benjamin Harrison. Robert Byer, head of the mail room, succeeds Mr. Biddle. Mr. Byer's place is taken by W. E. Ingersoll.

James A. Mathews, circulation manager of the Oklahoma City Oklahoman, will attend the big A. A. C. W. convention, later going to Indianapolis to confer with President Schmid about I. C. M. A. affairs.

Steele Reynolds, for some time business manager of the Amsterdam (N. Y.)

**WAR suspends the rules of moral obligation, and what is long suspended is in danger of being totally abrogated.—Burke.**

Morning Sentinel, has accepted a position with the Chalmers Knitting Company. P. A. Speer, advertising manager of the Morning Sentinel, has succeeded to the position of business manager.

Thomas F. Maroney, who for about two years has been city editor of the Olean (N. Y.) Times, has been advanced to the position of editor, taking the chair vacated by W. G. Naylor. The new city editor of the Times, succeeding Mr. Maroney, is Charles H. Wardwell, former night editor of the Morning Herald, of Rutland, Vt.

James H. Skewes, for three years managing editor of the Milwaukee Daily News, has purchased the Signal and Signal Printery, newspaper and paper business, of Chicago Heights, Ill., and took possession on June 1. Mr. Skewes is president of the Milwaukee Press Club and is well known in Wisconsin newspaper circles.

K. C. Bretz, formerly city editor of the Du Boise (Pa.) Courier, has become managing secretary of the Phillipsburg (Pa.) Chamber of Commerce.

Edward Beck, editor of the Winnipeg (Man.) Telegram, is to resume the editorship of the Tatler, which he founded as Beck's weekly a few years ago.

Samuel L. Garrison, editor of the Boonton (N. J.) Sunnet, and his wife celebrated their golden wedding anniversary May 9. Mr. Garrison is said to be the oldest active editor in the State of New Jersey.

C. H. Bailey, of the San Francisco (Cal.) Call has been appointed captain in the quartermaster's section and has gone on duty.

L. L. Doison, of the Fort Dodge (Iowa) Chronicle, is the new editor of the Dows (Iowa) Advocate, succeeding James C. Byrnes, who returns to Rowan (Iowa) to publish the Review.

Hilton H. Railey, formerly night city editor of the New Orleans (La.) American, is now on the staff of the Philadelphia Evening Ledger.

W. E. Malden, of the New Westminster (B. C.) British Columbian, is reported as having been wounded in action "somewhere in France," where he has been serving with the 131st Battalion.

Robert A. Golden, a cub reporter on the Savannah (Ga.) Press, rescued a man from drowning last Sunday at Isle of Hope, by taking a daring dive from a tower on the river side.

Paul J. Barrett, formerly of the Des Moines News, is now managing editor of the Muscatine Tribune.

Delbert J. West has been made city circulation manager of the Topeka (Kan.) Daily Capital to succeed J. E. Wilson, now Chief of Police.

Roselle M. Davis has resigned from the Council Bluffs (Iowa) Nonpareil and is now a reporter for the Omaha (Neb.) World-Herald. He is succeeded on the Nonpareil by Charles L. Kendrick.

E. L. Barrett, of the Des Moines (Iowa) News copy desk, has returned to the copy desk of the Omaha (Neb.) News.

A. C. E. Schonemann recently succeeded F. R. Conway as editor of the Mason City (Iowa) Morning Times.

George F. Authier, formerly secretary to Gov. A. O. Eberhart and recently Washington correspondent for the Minneapolis Tribune, who returned to the twin cities to apply for admission to the officers' training camp at Fort Snelling,

found upon physical examination that he was afflicted with a serious ailment of his digestive organs. He will go to Rochester for an operation.

Joseph Auld has retired from the management of the Burlington (Vt.) News and is succeeded by Donald G. Babbitt.

Victor L. Smith, of the Omaha (Neb.) World-Herald, has been appointed secretary of the Omaha Business Men's Association.

Major J. C. Hemphill, of Washington, D. C., formerly editor of the Columbia (S. C.) News and Courier, was in South Carolina for several days last week on a business trip.

Mrs. Rahl has been editing the Sebring (Fla.) White Way, and she has made it a whiter and better way, while her husband, editor Rahl, has been attending legislative sessions at Tallahassee.

John B. Cox has resigned as circulation manager of the St. Paul Dispatch. His future plans have not been announced.

PITTSBURGH.—Pa.—Col. Charles Alexander Rook, president-editor of the Pittsburgh Dispatch, attended the National Conference on International Relations, held under the auspices of the Academy of Political Science, at Long Beach, N. Y.

Rose Collins Jones, society editor of the Pittsburgh Leader; Lillian Russell Moore, wife of A. P. Moore, editor-in-chief of the Leader; Alice Emge, daughter of J. K. Emge, managing editor of the Leader, and Gertrude Gordon, feature writer of the Pittsburgh Press, were active in forming a Pittsburgh chapter of the Woman's National Defence League, and have now a large body of women enrolled.

Erasmus Wilson, the "Quiet Observer" of the Pittsburgh Gazette Times, will be seventy-five years old on June 8. His friends are planning a party in his honor to be held that evening at the Fort Pitt Hotel. Guests are expected from newspaper circles throughout western Pennsylvania.

Charles E. Robinson, reporter on the Pittsburgh Post, has been called to the

Officers' Training Camp at Fort Niagara.

V. Kirk Johnstown and John Edmund Reilly, of the editorial staff of the Pittsburgh Chronicle-Telegraph, have enlisted as privates in the Fifth Reserve Engineer Regiment.

E. B. Speer, former owner of the Midland Herald, has joined the editorial staff of the Pittsburgh Sun. O'Brien & Canne purchased the Herald from Mr. Speer, and continue both the paper and the job plant.

J. B. Werner, for several years manager of the Somerset Democrat, has joined the staff of the Johnstown Democrat. His father, E. H. Werner, now manages the Somerset paper.

Charles A. Bell and Cecil E. Sniff, formerly publishers of the New Wilmington Globe, have enlisted and have disposed of their interests in the paper to A. J. Moorland.

BUFFALO—Charles B. Taylor, copy reader on the News, is engaged to marry Laura M. Clody.

Color-Sergeant Briggs, of the Seventy-fourth Infantry, a Jamestown newspaper man, has been assigned as one of a group to report at Madison Barracks for officers' training.

A. H. Kirchhofer, assistant city editor of the News, has been selected as the publicity representative of the Western New York Liberty Loan Committee.

Leonard Smith, of the Express staff, is at Madison Barracks, training for an officer's commission.

Charles H. Armitage, Albany legislative correspondent of the News, has returned to Buffalo and is covering general politics.

Fred E. Ruslander, of Pittsburgh, and Maurice F. O'Brien, formerly of Rochester, have joined the staff of the News.

WASHINGTON.—Gerald Egan, formerly with the New York Tribune bureau here, and who enlisted and served four years in the Coast Artillery, has been commissioned as first lieutenant of infantry and is serving with the Officers' Reserve Corps at Fort Myer.

The world's greatest inventor gets results by hard work. The men who fail are those who tell what "ought to be done," and are either too lazy or incompetent to buckle down to the task.



The Rochester Union and Advertiser has renewed its contract for The Haskin Letter for another year



**PHILADELPHIA**—William Randolph Hearst was the purchaser of a Stuart Washington at the auction of the Harned collection held in this city this week. He gave \$2,400 for it, and also purchased many other historical items.

Robert McBean, son of the publisher of the Bulletin, has received a commission as second lieutenant in the Eleventh Company, cavalry, at Fort Niagara. Joseph M. Du Barry, 2d, well known socially and a former Princeton Triangle Club star, who was a reporter on the Evening Ledger before he went to the Officers' camp, has also been made a second lieutenant.

Miss Anna M. Kelley was elected president of the Philadelphia Club of Advertising Women at its last meeting. Miss Mary O'Donnell was made first and Miss Nellie E. Quirk, second, vice-president; Miss Bertha B. Shaffer, treasurer; Miss Helen V. Strausser, corresponding secretary, and Miss Regina Jones, recording secretary. Liberty bonds will be sold by the Club members on June 5 and 6.

**CLEVELAND, O.**—Victor Morgan, managing editor of the Cleveland Press, has been sued for \$25,000 for personal injuries by Miss Catherine Campbell who claims that Morgan's automobile struck her as she was crossing Euclid Ave. at East 82nd St.

C. S. McCoolle, a newspaper man formerly connected with the Loraine, (O.) Times Herald, has organized and is president of the Airplane Amusement Co., which has purchased a large acreage in West Park near Cleveland and will put up an amusement park.

Vera Rohem, trained nurse and physical trainer, who did the boxing specialty with the Passing Show last winter is writing physical culture lessons and sports for women for the Cleveland Press and other Scripps papers served by the Newspaper Enterprise Association of Cleveland.

Dan R. Hanna, jr., son of Dan R. Hanna, president of the Cleveland Leader-News, has joined the Officers' Reserve Corps and is in training at Fort Benjamin Harrison, Ind. Young Hanna is a grandson of Senator Marcus A. Hanna. He was on the Leader editorial staff for two years.

George H. Klisbee, of the art staff of the Cleveland Leader, has been accepted for ambulance service in France and sails the middle of June. Klisbee, well known for his work signed "Kliz," has been with the Leader for two and a half years, coming here from his art studies in Paris. He is the designer of several recruiting posters widely used throughout Ohio. He is the fourteenth Leader-News man to volunteer.

Daniel Carter Beard, author and writer for boys, will be the guest of Cleveland Boy Scouts next week. He will speak before the City Club and other organizations.

**CHICAGO**.—S. J. Duncan-Clark, war analyst for the Chicago Evening Post, spoke before the Association of Commerce on the war a few days ago.

Walter Rohm, publisher of the Republican, Mayor Thompson's special organ, has been brought into the limelight through that paper's attacks on the Administration's war policy.

Frank Hinman, City Hall reporter for the City News Bureau, has joined the Officers' Reserve training camp at Fort Logan, Argenta, Ark.

T. A. Lowery, of the financial advertising department of the Chicago Tribune, is making some speeches in behalf of the Liberty Loan. The most recent

was before the Kiwanis Club in the Great Northern Hotel.

Jay Williams, formerly of the Chicago Examiner, is now City Hall reporter for the Chicago Tribune, as the result of a shift of Parke Brown and Herbert Brande, who were formerly on this run. Mr. Brown has been assigned to cover the Fort Sheridan training camp, and Mr. Brande has been transferred to the editorial writing staff.

Percy Hammond, dramatic critic for the Chicago Tribune, topped the field with a card of 79 in the recent tournament of the Chicago Press Golf Club. M. E. Taylor, of the Associated Press, was second, with 83; Perley Beane, of the Tribune, third, with 86, and R. J. Jacobsen, of the Drivers' Journal, fourth with 87. Each player contributed one cent to the Red Cross for every stroke.

**PROVIDENCE, R. I.**—Frank A. Jones, telegraph editor of the Providence Evening Tribune, who has been ill for nearly three months, is back at his desk.

Arthur W. Talbot, of the Providence Journal, has just finished a successful tag-day campaign for the Providence District Nursing Association, in which \$13,222 was secured.

W. M. Tugman, John R. Hess, jr., and J. Donald Adams, who are in the officers' training camp at Plattsburgh, state that they are working so hard they have no time to even write letters.

H. Harold Price and Arthur C. Nichols, members of the Town Criers, were each presented with an umbrella at the Monday meeting. Both are soon to be married.

**ST. LOUIS**.—Gaty Pallen, political scal reporter for the St. Louis Republic, will become director of publicity for the Mercantile Club June 1 at a salary of \$2,500 a year. Pallen has been engaged in the newspaper business in St. Louis for twenty-one years. He has worked on various St. Louis newspapers.

Richard L. Stokes, for three years assistant to the Sunday editor of the Post-Dispatch, and for the last two years music editor of that newspaper; Thomas H. Rogers, former chairman of the St. Louis Efficiency Board, and previously secretary to Mayor Kiel, and at various times political reporter for several St. Louis newspapers; S. Archie Webster, a writer of long experience on civic affairs and who has served on the staffs of the Post-Dispatch and St. Louis Times, and R. A. Glen, former political reporter for the St. Louis Star, and formerly with Cleveland, Philadelphia, and New Orleans papers, are recent acquisitions to the editorial staff of the St. Louis Globe-Democrat, that paper announcing the fact along with cuts of the men.

**MILWAUKEE**.—Stuart Heath, formerly with the Milwaukee Leader, has joined the Sentinel's reportorial staff.

A. T. Davis, of Minneapolis, is now a reporter on the Milwaukee Free Press.

Floyd W. Greene, of Neenah, Wis., for a year night city editor on the Milwaukee Sentinel, has taken the Court House run for the Evening Journal.

Carl Schneider, formerly reporter, has been promoted to the position of assistant night editor on the Milwaukee Free Press.

Robert Welte, erstwhile of the Cleveland Plain Dealer force, is now a copy-reader on the Milwaukee Free Press.

W. A. Bowdish, veteran Milwaukee newspaperman, is doing special features on the Journal, having left the Sentinel day force.

Victor Berger, former Congressman

from Wisconsin, and head of the Leader (Socialist), left a few days ago for "somewhere in the East" to attempt a departure for the scene of the Stockholm, Sweden, socialistic conference as American delegate.

J. E. Harris, for the last year managing editor of the Milwaukee Leader, has resigned to take a desk on the Sentinel.

William Dean, for twenty-two years Associated Press operator of the Milwaukee Sentinel's No. 1 leased wire, has been transferred to superintendency of the day force. He will be replaced by John Klaus.

L. H. Sea, formerly member of the Milwaukee Free Press night copy desk, has gone to Chicago to take up newspaper work.

Charles Pfister, millionaire owner of the Milwaukee Sentinel, has formally opened his summer camp at Lake Five, near the city, where he is accustomed to spend the summer heated season.

C. R. Jones, Washington, D. C., has resigned his position with the Milwaukee Free Press and entered the employ of the Evening Wisconsin.

Richard Lloyd Jones, editor of the Madison State Journal, delivered a lecture at the University of Missouri on "The Services of an Editor" at the recent series of talks during "journalism week."

Bloor Schleppey, attorney-journalist of Indianapolis, who recently joined the Milwaukee fraternity, has gone from the Sentinel to the Daily News.

J. E. Moriarity and James Martin have opened a publicity bureau in Milwaukee. "Morry" was for a long time connected with the Milwaukee Free Press, while Martin has been identified with press-agent work for various enterprises.

H. E. Mitchell, formerly managing editor of the Duluth News-Tribune, but for the last three years connected with Milwaukee publications, has withdrawn from active newspaper work to assume the position of State organizer for the Kiwanis clubs.

Charles Kennedy, formerly with the Oshkosh (Wis.) Northwestern, has joined the staff of the Milwaukee Sentinel.

E. A. Fredenburg, formerly telegraph editor of the Milwaukee Evening Wisconsin, has assumed the position of head of the copy desk on the Morning Free Press.

Roman Echrens has taken the position of assistant telegraph editor on the Milwaukee Evening Wisconsin, having left the employ of the Sentinel.

**SAN FRANCISCO**.—R. J. Kirk, of the Call staff, one of the best-known newspaper men of the city and a director of the Newspapermen's Club of San Francisco, is one of the first men to enlist in the Eighth Regiment Reserve Engineers, which will be the first Pacific Coast unit to see service in France.

Miss Bessie Beatty, of the San Francisco Bulletin staff, who is on her way to Russia to write her impressions of that country and its people under the new régime, has already sent to her paper several interesting stories, relating her experiences on shipboard, and in the Hawaiian Islands, where she spent a few days en route.

Clarence P. Kane, automobile editor of the San Francisco Daily News, is now working hard as a second lieutenant at the Presidio, after having passed an excellent examination as one of 2,000 applicants for positions as army officers. Kane was one of the first newspaper men to apply for a commission in the Officers' Reserve Corps and

has been commissioned as second lieutenant. At one time Kane acted as San Francisco correspondent for THE EDITOR AND PUBLISHER.

**DALLAS, Tex.**—R. H. Grassfield, well-known newspaper man, of Newton, Ia., has accepted a position as Secretary of the Chamber of Commerce, at Enid, Okla.

W. L. Johnston, founder and for a number of years editor and publisher of the Yoakum (Tex.) Daily and Weekly Times, has retired from newspaper work and has been elected secretary of the Yoakum Commercial Club.

J. R. Montgomery, well-known South Texas newspaper man, for a number of years in charge of the Houston bureau of the Galveston-Dallas News, has been commissioned a captain in the Officers' Reserve Corps. Mr. Montgomery is a veteran of the Spanish-American War and saw seven years of service in the regular army.

**DENVER, Col.**—W. C. Shepherd, managing editor of the Post, has gone to New York for a two weeks' contact with metropolitan offices, combining recreation with a search for new methods.

William Arkins, for years active in spreading the fame of Cripple Creek as a mining reporter, is here on a business trip from Los Angeles.

Arthur Chapman, managing editor of the Times, reports that his poem, "Out Where the West Begins," which leads a collection of his verse reprinted from the files of the Republican, is in its third printing. The publishers, Houghton Mifflin Company, say it will be one of the best sellers of poetry printed in this country in many years.

Lute H. Johnson, of the Post, has had a play accepted by Walker Whiteside for early production in New York.

The savage trades shells instead of money, and shuns commercial confidence. That's the reason he sleeps under a tree instead of under a roof.

## Letters to Successful Publishers

THE TRIBUNE,  
Sioux City, Iowa.

Gentlemen:—

The character of your paper and the fact that you have used our illustrated service for five years, tend to bear out our claim that our clients are the strong established papers in their respective territories.

The standing of the Tribune in Iowa and the Middle West is well known. It is a good paper, well edited and carefully managed, and it is a successful paper.

Our connection with papers like yours is valuable to us. It encourages other papers of worth and high standing to make use of our service. We hope to serve you for years to come, and will try always to give you good value.

Sincerely yours,

The Central Press Ass'n.  
New York and Cleveland.



**UNCLE SAM GETS PAPER  
FOR \$2.50 PER 100 LBS.**

**International Paper Co. Asked \$3.10, Until Informed that Under National Defence Act the Government Had the Power to Take Over the Mills of the Big Paper Making Concern.**

Summary action has been taken by the United States Government to secure for its use news print paper at a price considerably lower than that which it was offered through so-called competitive bids and at a private offering. In brief, the Government officials believed that they were being held up, and therefore caused the paper to be furnished at the price—\$2.50 per hundred—which the Federal Trade Commission decided was reasonable.

The Government has invoked the National Defence act to bring the paper company to terms, and this being the first time the act has been invoked along this line, it is believed that the precedent set is a very important one. The conditions leading to the Government's taking this action are as follows:

**HOW THE BIDS RANGED.**

In February last, as it will be recalled, bids were opened by the Congressional Joint Committee on Printing, for its annual supply of paper. Among the lots advertised was a quantity of newsprint which was used by the Government Printing Office for printing the speeches of Representatives and Senators for distribution in their respective districts and States. There were at that time two bidders—the Republic Bag & Paper Company, of New York, \$7.25 per hundred; and Weinstock & Sons, New York, \$7.50. Both were rejected by the Joint Committee as being excessive and exorbitant. The lots were not immediately readvertised, as the Public Printer had a sufficient supply on hand for immediate demands.

**INTERNATIONAL ASKED \$3.10 A HUNDRED.**

About three weeks ago, when it was decided by the President to issue a daily statement of subjects pertaining to the war, the Official Bulletin was established, and hundreds of thousands of copies have been printed for general circulation. The paper used for this publication is news print, and the daily issues began to exhaust the stock on hand. Then, the Public Printer took up the matter with President Dodge, of the International Paper Co., believing that the latter would cooperate in securing for the Government a supply of paper for the Bulletin at a reasonable price. President Dodge agreed to furnish a carload at \$3.10 per hundred, and the tenor of his communication indicated that he believed this was a concession to the Government.

**ASKED FOR BIDS.**

The Public Printer was not satisfied with the price and took the matter up with the Joint Committee on Printing, which committee directed that bids be invited. This was done, and there were three bidders: Birmingham & Seaman Co., Smith, Dixon Co., Baltimore, and Maurice O'Meara, New York, jobbers. All bid \$4 per hundred.

The Joint Committee received the bids and decided that in view of the fact that the Federal Trade Commission, after an

investigation, had reached the conclusion that \$2.50 was a reasonable price for newsprint paper, decided to obtain it at this price.

**INVOKED NATIONAL DEFENCE ACT.**

The Joint Committee directed that a letter be addressed to President Dodge, stating that the official bulletin was military in character and that President Wilson had ordered it established, along with other matters similar in character in his capacity as commander-in-chief of the army. Attention was then forcibly directed to the fact that under the National Defence act the Government had authority to take possession of any mills or materials that were required for military purposes.

President Dodge agreed to furnish the paper at \$2.50 per hundred.

**MISS SCHORER'S BIG PARTY**

**Her "Kiddie Klub" Family Gives Pageant in Central Park.**

The New York Evening World's Kiddie Klub, of which Miss Eleanor Schorer is the head, gave in Central Park last Saturday afternoon the biggest family party ever held there. "Cousin" Eleanor sat in state in a small stand erected for the purpose and securely surrounded by policemen and boy scouts, who allowed no one to annoy her. The Kiddie Klub presented the pageant "Young Manhattan," written by Miss Schorer.

An Indian Chief wandering over the field seeking a spot to settle his tribe gave the tribal call when he found a suitable location, and boys and girls came tearing in, beating tom-toms and singing an Indian song.

The first white girl in New York and the first white boy strolling in became panic-stricken when they saw the red men, but when the Chief advanced with outstretched arms to greet them they bowed and curtsied, then beckoned to all the little Dutch boys and girls, who appeared and did a windmill dance.

In chronological order the picturesque events in the early history of the State were depicted by the children, winding up with the mounting of Liberty on a pedestal and the singing of "The Star Spangled Banner."

**CARES FOR 300 NEWSIES**

**Splendid Work Being Done by Association, in Houston, Tex.**

The annual report of the Newsboys' Association Home in Houston, Tex., shows that the Association furnishes a home for 300 newsboys, nearly all of whom have no parents, and would be left to their own natural bents if not influenced by the Association and the home-like influence thrown about them. The boys live in a large three-story building, which has been fitted in near-club style. The home is managed by Miss Ferdie Trichelle, assisted by Miss Alice Finrock.

The boys are taught all the principles of good citizenship, and this is put into practice by the organization of a miniature municipality or commonwealth, through which the lads govern themselves. The various officers of this commonwealth are chosen by pop-

ular election, and all offenders against the laws of the land and of the Newsboys' Home are tried in the courts of this municipality. A free employment bureau is also maintained to secure work for boys leaving the home.

**Special Industrial Edition**

The Charlotte (N. C.) News recently issued an eight-eight-page special edition, which was called a "Textile, Industrial, and Educational Edition," for the special purpose of "Telling the Truth About the Cotton Milling Industry of North Carolina and the Men Who Have Made It What It Is To-day." The issue contained a complete review of the industries of that section, particularly the cotton-milling industry. Copies of the well-known cartoons showing emaciated children working at the cotton machinery were printed side by side with actual photographs taken in the mills, showing conditions as they actually exist. Photographs of factories, public buildings, etc., are also shown together with the necessary descriptive text. The edition is a valuable compendium of manufacturers of North Carolina.

**Richmond Papers Raise Prices**

The Richmond (Va.) Evening Journal and News-Leader have announced that on Monday next they will advance the selling price of their newspaper on the street from one to two cents a copy. The rate for delivery will be ten cents a week. The tremendous increase in the cost of white paper is given as the reason for the raise in subscription price of the papers, and they promise to the public even better newspapers in the future than in the past.

**Censoring the Newsboys**

Newsboys of Tulsa, Okla., are prohibited from crying the news in the papers they sell under an ordinance just enacted by the city commission. The newsies can cry only the name of the paper they offer for sale and in case of an extra, they can announce that fact, but they must say nothing about the news on which the extra is based. The continual crying of crime stories by newsboys was the cause of the enactment of this ordinance. A penalty of \$25 for each offence is provided. The publishers of the city are preparing to resist the ordinance in the courts.

**Three Picture Pages Daily**

The Philadelphia Evening Ledger, which has for some time been running a full back page of news photographs as one of its most popular features, has

now increased such picture pages to three, daily. "The art of journalistic photography," says an editorial, "has advanced by such great strides that it is demanding more and more space in a newspaper which seeks to make the news of the day a vitally real part of the lives of its readers. To visualize new things is as important as to read about them." The Ledger's excellent photographic staff is made superlatively effective by the use of the camera motor-car, by means of which many street spectacles are snapped and high speed in getting material into the press-room secured.

**New Orleans Item's Farm**

The New Orleans Item has leased a large lot in the heart of the residential section of New Orleans, and has planted thereon a garden growing corn, tomatoes, squash, pumpkin, beans, watermelons, cantaloupes, and all of the other seasonal vegetables. The work is being carried on under the supervision of R. G. Miller, agricultural editor of the Item, and the "farm" has become one of the show places of the city.

**Edge and Editors Confer**

Governor Edge, of New Jersey, held a conference last Monday, at Trenton, with owners and editors of the papers throughout the State and discussed the most effective use of the press in aid of the State and Federal authorities in preparations for the war. The Advertising Club of Trenton will distribute printed suggestions to increase interest in the military enrolment day, June 5.

**Played Ball for Red Cross**

Members of the art departments of the Chicago Tribune and Chicago Herald played ball last Sunday for the benefit of the Red Cross. The Tribune artists won by a score of 19 to 3. Carey Orr, cartoonist for the Tribune, starred in the rôle of pitcher. John T. McCutcheon made a two-base hit.

**Speaks on Censorship**

Frederick Roy Martin, of the Associated Press, presented the opening paper on "Censorship and International Relations," Tuesday, at the Conference on American Foreign Relations, at Long Beach.

The burning of a tree does not add or detract from the amount of matter in the world—the balance is always the same. But the man who burns a tree without putting the heat to some useful purpose is adding to his own problems and cheating posterity.

**THE STARR COST SYSTEMS**

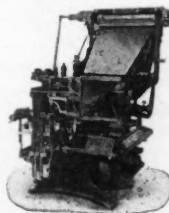
Have proven their value in many cases. They are devised to fit individual needs, and are installed only after careful personal investigation. Write for references. They are numerous and strong enough to make you see just why you should take advantage of them as quickly as possible. **PIERRE C. STARR, 548-9 Transportation Bldg., Chicago**

**INTERTYPE**

**"The BETTER Machine"**

**Model A, \$2100      Model B, \$2600      Model C, \$3000**  
Single Magazine      Two Magazines      Three Magazines

**SIDE MAGAZINE UNIT, APPLIED BEFORE SHIPMENT, \$150 EXTRA**



You can buy other composing machines for less money.

But you cannot buy other machines of equal efficiency, model for model, at any price.

**INTERTYPE CORPORATION**

**Terminal Building      Brooklyn, N. Y.**

## FIRESTONE TIRE CO. PLANS BIG CAMPAIGN

New Advertising Drive by the Taylor-Critchfield-Clague Company for The Akron Rubber Co., Details of Which Are Now Being Arranged—Tips for the Advertising Manager.

THE TAYLOR-CRITCHFIELD-CLAGUE CO., INC., 223 West Jackson Boulevard, Chicago will handle a new advertising campaign for the Firestone Tire & Rubber Co., of Akron, O., which will be started soon, and which is being planned now.

THE F. WALLIS ARMSTRONG ADVERTISING AGENCY, North American Building, Philadelphia, is placing orders with some New England newspapers for Antonio Roig & Langsdorf, "Girard cigar," 315 North Seventh Street, Philadelphia, Pa.

COLLIN ARMSTRONG, INC., 1457 Broadway, New York city, handles the business of the Mason & Hamlin Co., pianos, 490 Boylston Street, Boston, and 313 Fifth Avenue, New York city.

THE ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York city, is placing 300-line 15-time orders with some Pennsylvania newspapers for the Bethlehem Motors Corporation, Allentown, Pa.

THE THOMAS E. BASHAM Co., Inter-Southern Life Building, Louisville, Ky., is placing orders with newspapers in selected sections for the Washington Manufacturing Co., "Shir-Gar" garters, Nashville, Tenn.

THE CHAPPELOW ADVERTISING SERVICE, International Life Building, St. Louis, Mo., is making 6,000-line one-year contracts with a few newspapers in selected sections for the Dorris Motor Car Co. of St. Louis.

CHURCHILL-HALL, 50 Union Square, New York city, placing orders with a few newspapers in selected sections for the Boston Woven Hose & Rubber Co., "Good Luck fruit jar rings," Cambridge, Mass.

THE CORMAN-CHELLENHAM Co., 11 East 36th Street, New York city, handles the business of Mennens Chemical Co., Mennens Talcum Powder, 42 Orange Street, Newark, N. J.

THE COWEN Co., 50 Union Square, New York city, is placing orders with eastern newspapers for the New England Lines.

THE GEO. L. DYER Co., 42 Broadway, New York city, is placing orders with newspapers in selected sections for the Corn Products Refining Co., "Mazola" Cooking and Salad Oil, 17 Battery Place, New York city.

THE ELLIOTT ADVERTISING SERVICE, 508 St. Paul Street, Rochester, N. Y., is again placing orders with newspapers in selected sections for the Shinola Co., "Shinola" Shoe Polish, Rochester, N. Y.

THE FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York city, handles the advertising of the House of Black, mourning apparel, 112 Madison Avenue, New York city.

FENTON & GARDNER, 286 Fifth Avenue, New York city, are placing one-time orders for the American Trans-Atlantic Co., 17 Battery Place, New York city.

HENRI, HURST & McDONALD, Peoples Gas Building, Chicago, handle the advertising of C. J. Sellers & Sons Co., "Sellers" kitchen cabinets, Elwood, Ill.

HOYT'S SERVICE, 120 West 32d Street, New York city, and Boston, Mass., is again placing orders with newspapers in selected sections for the A. F. Pierce

Co., "Pierce Corn Plasters," Springfield, Mass.

H. H. LEVEY, Marbridge Building, New York city, is placing orders with newspapers in selected sections for the Michelin Tire Co., 181-7 Park Row, New York city, and also 42-line 4-time orders with some Sunday newspapers for Humania Hair Co., 181-7 Park Row, New York city.

THE H. K. McCANN Co., East Ohio Gas Building, Cleveland, O., and 61 Broadway, New York city, is placing orders in newspapers in cities where salesmen will visit, for the Cream Whip Co., Cleveland, O.

THE ROBERT M. McMULLEN Co., Cambridge Building, New York city, is placing orders for advertising in a few New York city newspapers for the Thermokept Products Corporations, 139 Franklin Street, New York city.

THE MATOS ADVERTISING Co., Bulletin Building, Philadelphia, Pa., is again placing orders with some Western newspapers for the Quaker City Rubber Co., "Quaker tires," 629 Market Street, Philadelphia, Pa.

THE METROPOLITAN ADVERTISING Co., 6 Wall Street, New York city, is placing 28-line double-column t. f. orders with a few newspapers in selected sections for the Goose Creek Co., financial.

THE FRANK SEAMAN Co., 461 Eighth Avenue, New York city, handles the advertising of Colgate & Co., Jersey City, N. J.

J. B. SHALE, 301 West 108th Street, New York city, is placing some advertising for Torrey & Co., "Fulton Motor Trucks," financial, 60 Wall Street, New York city.

THE CHARLES H. TOUZALIN AGENCY, Kesner Building, Chicago, is placing 150-line 7-time orders with a selected list of newspapers for the Chicago, Duluth & Georgian Bay Transit Co., 109 West Adams Street, Chicago, and the Northern Michigan Transportation Co., East End Auston Avenue, Chicago.

FRED C. WILLIAMS, 108 Fulton Street, New York city, is placing 35-line double-column 5-time orders with newspapers in selected sections for Joseph Tetleys Co., "Tetleys tea," 110 Franklin Street, New York city.

PHILIP WOLF, 200 West 42d Street, New York city, is placing orders with some Pennsylvania newspapers for the New York Hair Co., 832 Broadway, New York city.

THE SOUTHWESTERN TIRE & RUBBER MANUFACTURING Co., of Dallas, Tex., will put out some advertising shortly. R. L. Cameron is president.

THE CHAPPELOW ADVERTISING SERVICE, International Life Building, St. Louis, will handle the business of the Dorris Motor Car Co., of St. Louis, Mo.

THE SIMPSON ADVERTISING SERVICE Co., of St. Louis, handles the account of the James Clark Leather Co., 1601 Washington Avenue; the chemical account of the Commercial Acid Co., Boatman's Bank Building; the shoe account of the Friedman-Shelby Shoe Co., 1621 Washington Avenue; the jewelry account of the Hess & Culbertson Jewelry Co., Seventh and St. Charles Streets; the account of the T. L. Horn Trunk Co., 1122 Washington Avenue, all of St. Louis.

THE FREEMAN ADVERTISING AGENCY, Richmond, Va., handles the account of the Carolina Metal Products Co., Wilmington, N. C.; the fertilizer account of the Planters Fertilizer Co., Charleston, S. C.; the can account of the Virginia Can Co., Buchanan, Va., and the auto accessories account of the Bain Manufacturing Co., Richmond, Va.

## N. Y. TRIBUNE PLEADS TRUTH IN LIBEL SUIT

(Continued from page 14)

answer, "in no case was a single, isolated error of that character allowed to bring a merchant into the light of publicity through" its columns. "There must have been evidence of a policy on the part of the advertiser so unrelenting or so inimical to the public interest that the publishers of said newspaper could not justly continue to expose its readers to it."

It is further stated in the answer that in a conference with Mr. Waldo, Isaac Gimbel did not furnish satisfactory evidence that the necessary reforms would be effected.

"Therefore," the answer says, "although the plaintiff, its managers and agents attempted by threats, by appeals, through various influential channels and otherwise, to prevent the publication of the Adams article, the Tribune takes the stand that it was incumbent on it, in pursuance with its avowed policy of protection to the public and to fair dealing manufacturers and merchants generally, to investigate and make public all the facts and circumstances of its battle for truth in advertising—to perform what was its bounden duty and in its eyes a public service—the exposure of the alleged deceptive and misleading business methods of Gimbel Brothers." Consequently the Tribune published the article about the Gimbel birthday sales, upon which the \$1,000,000 libel suit is based.

## N. Y. NEWSPAPER MEN ENLIST

### Partial List of Staff Men of Local Dailies Who Have Joined the Colors.

Here is a partial list of the editorial and business office newspaper men of the New York dailies who have gone either into active service or training camps. It does not include the names of those who volunteered and failed to pass examinations, nor the many men from the mechanical and circulation departments:

Herald—Commander J. D. J. Kelley, U. S. N.; Major W. A. Niver, Adjutant-General's Department, National Guard Reserve; Captain J. S. Stuart Richardson, Lieut. R. Ernest Dupuy, Lieut. George Seay Wheat, Ensign F. H. Johnson, Walter Chalaire, Eric Leavens, Warren D. Leary, Cardinal Ingram, Frank Henelotter, B. Thurley Dillon.

Telegram—Lieut. H. G. McCafferty, Edward B. Morse, George D. Morris, Frank Coyle.

Sun (morning)—Lieut. C. M. Cosby, Lieut. Harold G. Telford, Brewster Beach.

Sun (evening) Quincy S. Mills, R. W. Riis, Conrad Crawford, Edward S. Morse.

Tribune—Edwin N. Lewis, Walter L. Wilgus, William Wren, Blanton Barrett, Thomas J. Ross, Jr., Lieut. J. Summers, Sterling Patterson, William S. Lahey, Arthur L. Bunnell, Henry N. Nutt.

Times—Lieut. Philip Hoyt, Lieut. Julius Adler, Major Harris Walker, Captain R. J. Sprague, C. E. Lovejoy, Lee Brown, Edward Klauber, George E. Hyde, Herman Buggelyn, William Bradley.

Globe—Harold J. Koine, Robert Wilson, Humphrey C. Tiffany.

Mail—Charles Roome.

New York City News Association—H. W. Berdie.

World—Ralph Pulitzer, ensign; Colonel Reginald L. Foster, Major Boze-

man C. Bulger, J. S. Callihan, G. J. Ednie, Arthur Shephard, P. R. Shorey, J. A. Brady, G. C. Smith, R. R. Randall, F. E. Stoker.

## Sixteen of Staff in Service

Sixteen persons connected with the St. Paul Dispatch and Pioneer Press have enlisted for the military and naval services. They are: Navy—Leslie McKenney, Fred N. Wilson, Russell Johnson, William A. Moon, Ted Nelson, cartoonist, and Miss L. Andrews, stenographer. Officers' Reserve—Harrison Fuller, S. C. De Pass, V. O. Law, H. F. White, Leland Pryor, Elmer Gordes, Martin Kelly. Hospital Corps—Kendall Parish, Lawrence Weinacht. Marine Corps—O. Pfeiffer. Field Artillery—Howard Kahn.

## Hikes, Recruits, and Reports

The Pittsburgh Dispatch and the Universal Film Company are cooperating in making the walking tour of Miss Dora Rodrigues, who is walking from New York to San Francisco, a success. The purpose of her trip is to establish in all the places in which she stops recruiting stations and enlisting young men to do their "bit" for Uncle Sam. She is writing her experiences for the Dispatch.

## Remembered His Associates

The will of Col. William C. Church, founder of the Army and Navy Journal, has been filed for probate. He left \$75,000 real property and \$100,000 personal. To seven friends, including William A. Kilts and Charles P. Leach, associates on the Army and Navy Journal, he gave \$1,000 each.

## New Orleans States

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

**36,670 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. Beckman 3636



**AD FIELD PERSONALS**

EDWIN E. MYERS, who has been the secretary-manager of the California Redwood Association for a year past, has resigned his position in order to return to the East. He will spend a vacation of a few months on the Pacific Coast before taking up other work. The Redwood advertising matter is being released by the San Francisco office of the H. K. McCann Co.

JOHN LEE MAHIN, of the Federal Agency of New York and Chicago, addressed the Advertising Club of New Orleans on the subject of "Modern Distribution" at its session on May 22d.

E. S. CHASE, JR., has been appointed sales manager of the Barley Motor Car Co., of Kalamazoo, Mich.

H. J. BARRETT, formerly advertising manager of Hale Bros., San Francisco, and later proprietor of the Barrett Advertising Agency, of Los Angeles, has joined Churchill Hall, Inc., New York.

E. C. GRIFFITH, who has been with the Chicago Daily News as associate advertising manager, has been appointed successor of A. J. McFaul as Western manager for O'Mara & Ormshee, Inc., with offices at 1308 Peoples Gas Building, Chicago.

ALFRED H. BARTSCH, for seven years advertising manager of the Bosch Magneto Company, has resigned and is now secretary of the McLain, Hadden, Simpers Advertising Agency of New York and Philadelphia.

RALPH KAYE, formerly of the Otto J. Koch Advertising Agency of Milwaukee (Wis.), has been appointed advertising manager of the Kissel Motor Co. of Hartford, Conn.

B. B. GEYER, a well-known advertising man of Dayton, O., has been appointed a member of the National Advertising Advisory Board.

A. A. GELATT, one of the five members of the Gundlach Advertising Company of Chicago, who enlisted in the United States service, was notified a few hours after having registered at the officers' reserve training camp at Fort Sheridan, of the death of his father, H. B. Gelatt, editor of the La Cross (Wis.) Leader-Tribune. He obtained a week's leave of absence to attend his father's funeral.

FRANK IRVING FLETCHER has moved his office from 171 Madison Avenue to 347 Fifth Avenue, New York city.

ALAN R. MACFAYDEN has accepted a position in the office of R. Bruce Owen, special representative at Montreal. This agency represents a number of prominent Canadian papers.

H. WALTON HEDGECOCK, president of the Chicago advertising agency which bears his name, addressed the Kalamazoo Chamber of Commerce, May 17, on the subject "Organization." He also addressed the National Convention of Furniture Manufacturers and Allied Lines at Chicago recently on "The Need of a New Industrial Vision."

EINAR OLAF PETERSEN has joined the advertising staff of the Boston Globe. He was for fifteen years with O'Flaherty's New York Suburban List.

RALPH ESTEP, for a long time advertising manager of the Packard Automobile, and a member of the Cheitnam Agency, who has been in Europe for some time, has returned to this country, and is full of dope on automobile trucks as they are used in war.

H. R. KEELING has been appointed advertising manager of the Hayes Automobile Company, of Kokomo, Ind.

JOHN W. BOYD, JR., of the N. W. Ayer & Sons Advertising Agency, of Philadel-

phia has resigned and gone to France to join the American Ambulance Company as a driver.

C. H. BRISTOL, advertising manager of the Triangle Distributing Corporation, who has been on a trip to the Pacific Coast, has returned to New York.

A. G. CLARK, former president of the Portland (Ore.) Ad Club, has been appointed manager of the Oregon Home Industry League.

**HELPS EMPLOYEES BUY BONDS**

**Milwaukee Daily News Donates \$5 Toward Each Bond Bought.**

To stimulate the purchase of Liberty Loan war bonds by its employees, the Milwaukee Daily News offers to make the initial deposit of \$25 with the Wisconsin National Bank or Wisconsin Trust Company, for each employee who desires to invest, to be paid back to the Daily News at the rate of 10 per cent. a week on the salaries of those receiving \$20 or more weekly and 5 per cent. for those who are paid less than \$20 weekly, until the sum of \$20 shall have been repaid, when the initial deposit of \$25 will be cancelled. In other words, the Daily News will contribute \$5 toward each bond purchased. The remaining \$25 necessary to secure a bond may be paid thereafter to the Daily News at the rate of 5 per cent. of the weekly salaries of all employees investing. The News will make the weekly payments to the bank until the bond shall have been paid for, when it will be turned over to the purchaser. In the event of any employee joining the colors, the opportunity to pay for the bond will be arranged to suit his convenience or deferred until his return to work, his place being held open for him. The Daily News will make no interest charge to employees during the time the bond is being paid for, and the bank and trust company pays the 3 per cent. interest on the deposits from the start, while the bond in the end pays 3½ per cent. interest. To the first 1,000 who make a deposit of \$25 or more with the Wisconsin National Bank or the Wisconsin Trust Company, the banks will present an American flag 6x4 feet, with seven-foot pole, rope halyard, and iron holder complete. All of the funds received on this plan will be invested in Liberty Bonds, the banks paying 3 per cent. interest on all deposits on such accounts.

**ADVERTISING CUTS COST**

**Merchants of Washington Co-operate With the Star to Prove It to the Public.**

Taking up the idea contained in a series of articles regarding the reduction of the cost of distribution and selling through advertising, sent out by the Association of National Advertisers, Fleming Newbold, of the Washington Star devised a number of attractive window displays to demonstrate the idea. The result was that many retailers of the city dressed their windows with advertised goods, on which the prices were marked, to show that there was either no increase or no unreasonable increase in price; and that newspaper publicity, through the advertising columns, cuts the cost of distribution and selling. Sixty-nine prominent merchants of that city adopted the suggestion during the past month and made effective displays, the signs being furnished by the Star.

The Paterson (N. J.) Press-Guardian, it is announced by the publisher, Wm. B. Bryant, will go to two cents on Monday, June 4.

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>	<b>MONTANA</b>
NEWS ..... Birmingham Average circulation for December, Daily 41,675; Sunday, 42,687. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER ..... Butte Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.
<b>CALIFORNIA</b>	<b>NEW JERSEY</b>
EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL ..... Elizabeth
MERCURY-HERALD ..... San Jose Post Office Statement ..... 11,434 Member of A. B. C.	PRESS-CHRONICLE ..... Paterson
<b>GEORGIA</b>	<b>NEW YORK</b>
BANNER ..... Athens A gift edge subscription—not a mere circulation claim.	COURIER & ENQUIRER ..... Buffalo
JOURNAL (Cir. 57,531) ..... Atlanta	IL PROGRESSO ITALO-AMERICANO — New York.
CHRONICLE ..... Augusta	DAY ..... New York The National Jewish Daily that no general advertiser should overlook.
<b>ILLINOIS</b>	<b>OHIO</b>
HERALD-NEWS (Circulation 15,190)..... Joliet	VINDICATOR ..... Youngstown
<b>IOWA</b>	<b>PENNSYLVANIA</b>
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	TIMES ..... Erie
SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	DAILY DEMOCRAT ..... Johnstown
<b>KENTUCKY</b>	TIMES-LEADER ..... Wilkes-Barre
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>TENNESSEE</b>
<b>LOUISIANA</b>	BANNER ..... Nashville
TIMES-PICAYUNE ..... New Orleans	<b>TEXAS</b>
<b>MICHIGAN</b>	CHRONICLE ..... Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
PATRIOT (No Monday Issue) ..... Jackson 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>UTAH</b>
<b>MINNESOTA</b>	HERALD-REPUBLICAN ..... Salt Lake City
TRIBUNE, Morning and Evening... Minneapolis	<b>VIRGINIA</b>
<b>MISSOURI</b>	DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
POST-DISPATCH ..... St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis every day in the year than there are homes in the city. Circulation entire year, 1916: Sunday average ..... 356,193 Daily average ..... 204,201	<b>WASHINGTON</b>
	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>	<b>NEBRASKA</b>
SKANDINAVEN ..... Chicago	FREIE PRESSE (Cir. 128,384)..... Lincoln
	<b>NEW YORK</b>
	BOELLETTINO DELLA SERA..... New York

## TAX UPON ADVERTISING EXPECTED TO PREVAIL

Senate Finance Committee Seems Inclined to Impose a Straight Two Per Cent. Levy—E. A. Frost, of Chicago, Asks for One Per Cent. Rate and Exemption of Small Papers.

WASHINGTON, May 31.—It is generally conceded that the Senate Finance Committee has abandoned the House provision of the War Revenue bill imposing an increased rate on second-class mail matter, and will substitute therefor a two per cent. straight tax on all advertising, including that contained in newspapers and periodicals. Senator Hardwick's amendment continuing the one-cent rate on reading matter and increasing the rate on advertising matter as carried by newspapers and periodicals at three cents a pound, has received consideration, but it is confidently expected that a straight two-cent rate on advertising will finally prevail.

It is approximated that \$800,000,000 is spent annually by the American public for advertising. Of this amount, \$770,000,000, it is estimated, is expended for advertising in newspapers, trade journals, farm papers, magazines, and periodicals. The balance of \$30,000,000, it is estimated, is divided as follows: \$8,000,000 for billboards, \$3,500,000 for painted outdoor and electric signs, \$6,000,000 for street-car advertising, and \$7,500,000 for miscellaneous advertising, such as theatre programmes, handbills, tin signs, sporting-news announcements, etc. A straight two-cent tax on this total amount would, of course, yield \$16,000,000. It is believed that the Finance Committee will eliminate the ten per cent. tax upon imports. This will materially affect the news print situation, as the products of the Lord Northcliffe mills would necessarily have to be taxed accordingly. But with this tariff import tax of ten per cent. eliminated, of course it will make the distribution of the paper from the Northcliffe mills much easier, should it be possible to secure the output from this Newfoundland paper plant.

### SUGGESTIONS FOR SUBSTITUTE.

E. A. Frost, of Chicago, representing certain advertising interests, in appearing before the Finance Committee, said, in part, as follows, in making suggestions to substitute for the Committee provision regarding advertising:

"We suggest as a remedy that a tax of 1 per cent. be extended upon all advertising, irrespective of the medium. That will produce \$8,000,000 of revenue. If it be answered that it is impracticable and is not to be thought of at this time that additions should be made to the burdens of newspapers and magazines, then we ask that bill posting and outdoor advertising be exempt. In exempting us the Government will lose about \$1,000,000 of revenue.

"In 1862, when the same problem, in those desperate war times, was before Congress and before the Senate, your predecessors were confronted with the same questions, and they were solved at that time in a manner presently set out. We believe that the solution at that time is the proven and tried precedent, which should be the solution at this time. It was then provided that all advertising should be taxed, other than newspapers whose circulation did not exceed 2,500—and we recommend that be increased to 5,000—and newspapers whose advertising income did not exceed \$1,000. That preserves to the local community the benefit and advantage of the local country newspaper,

er, which, with all the burdens cast upon it to-day, has to struggle for existence. The local country newspaper to-day is really the instrument and channel for the dissemination of information, which the Government should encourage. We engaged in the advertising business want the country newspaper protected, because it is carrying advertising to those communities to which, on account of the limited extent of our business at this time, we are unable to extend the facilities of the advertising mediums we represent.

### WOULD EXEMPT SMALL NEWSPAPERS.

"So we ask you to exempt the small country newspapers; we ask you to exempt advertising to the amount of \$1,000 in all newspapers; and then we ask you either to equalize this tax, which every man sitting around this table and in this room knows upon the statement I have made to be unequal, or else to eliminate us as well as the newspapers and magazines carrying \$770,000,000 of advertising from the baneful effect of the tax. We are perfectly willing to pay 5 per cent. if the necessities of the Government require it, and also that the Government may take our entire plants, as did the Governments of England and of France, in using the billboards to recruit their armies in volunteer times. We are content that, if required, the Government shall take what we have, be it 5 per cent, or be it 50. But we are not content that the Government should establish against us, in favor of our competitors, an arbitrary 5 per cent. differential. We feel, however, you ought to tax all advertising only 1 per cent, or eliminate it altogether from taxation."

## ADVERTISING SHREDDED WHEAT

### Why Food Product Campaigns Go to the Newspapers.

Truman A. De Weese, director of publicity for the Shredded Wheat Company, Niagara Falls, N. Y., writes to THE EDITOR AND PUBLISHER in part as follows:

"We use newspapers all the year 'round because our distribution is now national and world-wide and calls for intensive advertising instead of general advertising.

"We use the newspaper because it is the only medium that enables us to cooperate with our sampling campaign, which is probably the most extensive sampling that is done by any food manufacturer, and which covers every city, town, and village in the United States and Canada during the year.

"We use the newspaper because it is the only medium which enables us to take advantage quickly of any conditions that may suddenly arise in the price or distribution of foods. It also enables us to take advantage of events that have news value to the reader. Just how we take advantage of the present food shortage and of present public interest in food values may be seen from the 'talks' which we are now running in daily newspapers in four hundred cities and towns.

"The necessity for doing this intensive advertising in all cities and towns makes other mediums of doubtful value—although we still use preferred positions in many of the national magazines."

Most ills are imaginary. The ancients had none of them, because they were too busy living long and useful lives to be concerned with forms of sickness that shortened their days.

## PRESBYTERIANS CONDEMN THE SUNDAY NEWSPAPER

General Assembly at Dallas, Texas, Passes Resolutions Which Cause Storm of Protest by Editorial Writers Who Say Churchmen Acted Through Lack of Knowledge.

Sunday newspapers were strongly criticised and people everywhere were urged not to read, subscribe for or advertise in them, in resolutions adopted by the 129th General Assembly of the Presbyterian Church in the United States of America (the Northern Presbyterian Church), just held in Dallas, Tex.

The resolutions were presented as part of the report of the special committee on Sabbath Observance, and were read before the assembly by the Rev. Harry L. Bowlby of New York, secretary of the committee.

"As we write we almost stand atremble before some stubborn and insistent facts," the report said. "The times themselves are trying men's souls. Never before has there been so ably organized and well-financed a movement to break down the Christian Sabbath as in the year through which we have passed. The bold and brazen marshaling together of mighty forces which leaped into the open in recent months startled even those into whose hand was committed the safeguarding of the Lord's day. The liquor traffic, the sporting elements, theatres, dance-halls, motion picture shows, business of unnumbered varieties, the powerful newspapers, strident voices of the world from everywhere and the mad haste for Sunday pleasure in which an innumerable company of church members are likewise registered—these all have played their part against the sanctity of this day labelled with the name of the Author of Our Faith."

The fear is expressed that the motion pictures will take every possible advantage of the opportunities to show recruiting pictures on Sunday and thereby secure an entrance to performances on the Sabbath, as the newspapers took advantage of the Civil War Sundays in the publication of news, leading to the cumbersome Sunday newspapers of to-day.

"It is lamentable, indeed," says the concluding paragraph of the report, relating to Sunday newspapers, "that men of high culture, including an occasional minister of the Gospel, in the pay of leading metropolitan newspapers, will stultify themselves by writing editorials or even light verse for these Sunday newspapers, and even against the Sabbath Day."

### SUNDAY NEWSPAPERS CONDEMNED.

Of the fourteen resolutions, made as recommendations of the committee and unanimously adopted, the seventh related to Sunday newspapers, and reads as follows:

"(7.) That the General Assembly hereby reiterates its emphatic condemnation of the Sunday newspaper and urges all the members of the Presbyterian Church in the United States of America to refuse to subscribe for it, or read it, or advertise in it."

The adoption of the resolution condemning Sunday newspapers caused a storm of protest from the press of Dallas and of the State. The Dallas Evening Journal, answering the General Assembly, declared editorially, that the Presbyterians had acted through misinformation and lack of knowledge; that if their action was intended as a

protest against labor on the Sabbath, then it was the Monday morning newspaper, which was prepared and most of it printed on Sunday, and not at the Sunday newspaper, which was prepared and printed on Saturday or the days preceding.

The Evening Journal pointed out that practically no work on the Sunday newspapers was done on the Sabbath. And, again, if the Presbyterians objected to the Sunday newspapers on the ground that the reading of them on the Sabbath was objectionable, then all reading on the Sabbath was objectionable, and the General Assembly was adopting a resolution criticising its own work and the teachings of the Church.

### AID WITHOUT FREE SPACE

#### Advertising Manager Tells How Papers Can Assist Their Advertisers.

Replying to queries by THE EDITOR AND PUBLISHER on advertising methods, J. C. Sherman, advertising manager of the Berlin Mills Company, of Portland, Me., writes in part, as follows:

"While we are in the Association of National Advertisers, we are just beginning this game, and I cannot give you any information from our experience in connection with Kream Krisp which answers properly any of your questions. I can only say that our plans as formulated are:

"To use the newspapers extensively in introducing Kream Krisp to the American public, and to continue their use, as required, to maintain our distribution and demand.

"As to the service which I think newspapers might render to aid selling campaigns: I note with appreciation the offers made by many papers to furnish their advertisers with complete merchandising data in regard to territories which they cover, including classification of dealers, locations, and other facts of interest to the producer. I am not in sympathy with the current practice of asking newspapers for free publicity, because I think this has grown to be an evil, and should be stopped. It is an accommodation extended to the large advertiser rather than the small advertiser, and therefore bears unequally upon the advertising field, amounting in effect to a 'rebate' such as the railroads once gave to large customers.

"I heartily agree that the full value of staples, as well as branded articles, can be brought to public notice by advertising, and I think that the collective advertising now being done on behalf of rice, prunes, and fruits is one of the most wholesome indications in the present advertising world."

### Liberty Fund Gained \$10,000

The huge, all-star benefit performance in the New York Hippodrome last Sunday night for the benefit of the New York Herald's Russian Liberty Fund, organized to present a Liberty Statue to Russia, netted more than \$10,000 for the cause. There was not a vacant seat, standing-room was sold until it was thought inadvisable to admit any more. The Hippodrome could have been twice filled. It was a remarkably enthusiastic audience. For three hours and a half stars from the operatic and theatrical stage followed in almost bewildering succession. All appeared inspired by the spirit of the occasion, as well as by the mighty audience, and were at their best.

The practical joker is seldom able to take his own medicine.



## ARBITRATION FOR BOOK AND JOB PRINT SHOPS

**Closed Shop Division of the United Typothetae and the Franklin Clubs, to Secure an Agreement Against Strikes and Walk-Outs, Such as Members of the A. N. P. A. Now Enjoy.**

Marsden G. Scott, president of the International Typographical Union, wires THE EDITOR AND PUBLISHER as follows:

"The proposed arbitration agreement between the International Typographical Union and the closed-shop division of the United Typothetae and Franklin Clubs of America has been endorsed by a handsome majority by the members of the International Typographical Union at a referendum vote taken on May 23."

This vote guarantees employers maintaining book and job offices against strikes and walk-outs or disturbances in working conditions similar to that enjoyed by members of the American Newspaper Publishers Association, under a similar arbitration agreement, during the period of dispute, and with the assurance that the decision of the International Arbitration Board shall be final and binding on both parties.

The local book and job employers, through the closed shop division of the United Typothetae or Franklin Clubs, may now have an arbitration agreement underwritten for a specified length of time, which minimizes the possibility of a strike or a disturbance to either party to the contract.

To acquire the protection of the agreement, an individual arbitration contract is to be executed, and all members of the Closed Shop Division holding an individual arbitration contract will be protected against walk outs, strikes or boycotts by members of the Union with which the employer has contract relations and against "any other form of concerted interference by them with the usual and regular operation of any of his departments" of labor."

### ALL WORK TO CONTINUE.

In the event of the difference between an employer and a local union, all work is to continue without interruption pending proceedings looking to conciliation or arbitration, either local or international in character and the "wages, hours, and working conditions prevailing at the time the difference arises shall be preserved unchanged until a final decision of the matter at issue shall be reached."

All differences not settled by conciliation shall be referred to arbitration.

Difference arising under a written or oral contract regarding interpretation shall be submitted to the chairman of the International Arbitration of the Closed Shop Division and the president of the International Typographical Union, together with the arguments, and briefs of both parties and an agreement of statement of facts in the controversy accompanied by a joint letter of transmittal, certifying that each party is familiar with the contents of all of the documents. In case these two officials cannot reach a decision, the differences shall be submitted to the International Board of Arbitration.

All differences including disagreements over local union rules, and regulations, arising in negotiations for a new scale of wages, including hours of labor and working conditions, as well as

in renewing or extending existing scale, or in respect to to contract which cannot be settled by conciliation shall be referred to a local board of arbitration.

The question as to whether a department shall be union or non-union shall not be classed as a difference to be arbitrated. Union departments shall be understood to mean such as are made up of union employees and in which the union has been formally recognized by the employer.

### APPEALS TO THE NATIONAL BOARD.

If either party to a local arbitration is dissatisfied with a decision, made locally, appeal may be made to the International Board of Arbitration. Such an appeal may be made by either party, if the local board does not reach an agreement within ninety days after the questions to be arbitrated have been submitted.

Local union laws not affecting wages, hours, or working conditions and the laws of the International Typographical Union in effect January-1, 1916, shall not be subject to the provisions of the arbitration agreement, but all changes in any International Union laws adopted thereafter that affect wages, working hours, or working conditions shall not be operative until accepted by the International Board of Arbitration. All differences regarding such laws shall be referred to the International Board, provided that international or local laws enacted subsequent to the execution of an individual arbitration or local contract shall not affect either contract during its life, except by mutual agreement.

### HOW THE BOARDS ARE CONSTITUTED.

The International Board of Arbitration shall consist of three members of the Executive Council of the International Typographical Union or their proxies, and three members of the International Arbitration Committee of the Closed Shop Division or their proxies to act for employers who are members of the Closed Shop Division and who may become parties to this agreement. If the board as thus constituted shall fail to reach an agreement after considering a case at two meetings, the membership of the board may be increased by unanimous vote by the addition of a seventh and disinterested member, who shall act with them and then only on the matters that make his selection necessary.

### ARBITRATION DECISION TO BE FINAL.

The award of the International Board of Arbitration shall in all cases include a determination of all the issues involved, covering the full period between the raising of the issues and their final settlement. Any change in the wage scale may be made effective from the date the issue first arose, in the discretion of the Board. The award of the board shall be final and shall be accepted as such by the parties to the dispute.

At the request of either party to an arbitration the Board shall consider whether evasion, collusion, or fraud has characterized either the local or international proceedings, or whether either party has failed to comply with or refuses to fulfil its obligations under a decision or has omitted to perform any duty prescribed or has secured any unfair or fraudulent advantage or has evaded any provision of the agreement or rule in the code or procedure or is not acting in good faith. It has been within the province of the International Board, at the conclusion of an inquiry, to reject all that has been previously

done and order a rehearing before the International Board of Arbitration or before a new local board, or it may find against the offending party or annul the individual arbitration contract. In the event of either party to a dispute refusing to comply with the decision of a local board which is not appealed or with the decision of the International Board "all aid and support to the employer or the local union refusing acceptance and compliance shall be withdrawn by both parties to the agreement. The acts of such recalcitrant employer or union shall be publicly disavowed and the aggrieved party shall be furnished by the other with an official document to that effect."

### INDIVIDUAL ARBITRATION AGREEMENT.

There is a similar but shorter form of individual contract between the employers and the local union, the contract being in effect between the Closed Shop Division of the United Typothetae and Franklin Clubs of America, by the chairman of its International Arbitration Committees who underwrite the agreement with the local parties, which provide for the arbitration by the International body should there be a failure to reach a decision locally on any question over which a misunderstanding or dispute may arise.

The plan of procedure deals with the methods to be followed in matters of conciliation, and provides for committees from both employers and employees, to be equal in number, to consider disputes and to constitute a local standing board. The rules and methods of procedure and the manner in which disputes are to be considered, together with final appeal to the International Board, in the event of a failure to reach a decision locally, are set forth at length, and are along lines that usually govern in such cases.

### NO MEN WERE NEEDED

**So Miss Dow Discharged Them and Ran the Paper Herself.**

Miss Lura Dow ran the Palmyra (Wis.) Enterprise and the printing office connected with it during the last six winter months, absolutely without male help, and is prepared to repeat the performance should occasion require. Miss Dow, with the help of a school

girl to set the type, ran her printing press, solicited her printing jobs, gathered the news, and, incidentally, made more money than she ever had made before.

"Women can run newspapers as well as men," asserts Miss Dow. "They even can do much of the mechanical work themselves, and they should be prepared to do so, in case there is a scarcity of men caused by the war. There is no reason why women cannot make just as good newspaper workers as men."

Last winter, when Miss Dow became dissatisfied with her male help, she discharged the force and did the work herself.

A "good fellow" is usually a man who isn't good for anything in particular.



## Globe-Wernicke FILING EQUIPMENT

*Built-to-Endure*

Ask for Catalogue S17 E.P.

**The Globe-Wernicke Co.**  
Cincinnati

Branches: New York, Chicago, Philadelphia, Boston, St. Louis, Washington, D. C.

## A CIRCULATION MAKER!



W. R. Allman

**"THE DOINGS OF THE DUFFS"**

**W. R. ALLMAN**

is the maker of this circulation-maker

For several years Artist Allman has been drawing this most popular comic strip for the NEA service, and he is going to keep right on doing so.

This clever, clean, original feature helps make circulation for every paper using it, and can only be obtained with the NEA service.

**THE NEWSPAPER ENTERPRISE ASSOCIATION**  
1279 West Third Street  
Cleveland, Ohio



**First in Dry Goods Advertising**

In April The New York Times published 314,078 lines of Dry Goods and Women's Specialty Shops advertising, 53,375 lines more than in April, 1916, a greater volume by 67,997 lines and a greater gain than any other New York morning newspaper. Average net paid circulation, daily and Sunday, exceeds 340,000 copies.

**A Gain of 73%**

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

**The Detroit Free Press**

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

**The Pittsburgh Post**

ONLY Democratic Paper In Pittsburgh.



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

**Food Medium of New Jersey Trenton Times**

A. B. C.  
 2c—12c Per Week  
 KELLY-SMITH COMPANY  
 220 Fifth Avenue NEW YORK Lytton Building CHICAGO

**PHILADELPHIA America's Greatest Industrial City.**

**The PRESS Philadelphia's Great Industrial Paper.**

Representatives LOUIS GILMAN HARRY B. LASHER World Building NEW YORK Tribune Building CHICAGO

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

**ATOP O' THE WORLD**

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

THE LADIES OF THE LEAGUE OF ADVERTISING WOMEN OF NEW YORK (and they are all ladies, God bless 'em!) gave a mid-season dance at the Advertising Club House, 47 East 25th Street, Thursday evening, May 24th, and it was some gay little party—and, by the same token, it was not so all-fired little, either.

Miss J. J. Martin, the president of the League, acted as general yardmaster, and had her hands full most of the time—full of other people's hands, for, as the chief greeter, she was holding hands with somebody nearly all the evening.

Dancing being the chief thing to be attended to, things and people were kept moving right along, and everybody seemed to be happy to the very limit.

There were a number of prominent advertising women there—most of them, in fact—and an almost equal number of prominent advertising men took advantage of the occasion to get into really good society.

It is hinted that this dance was planned as the result of a Top o' the World remarking, in passing, at the time of their annual feed-fest, that such a crowd should get together oftener than once a year. If this is so, those who were lucky enough to be there that evening owe a debt of gratitude to this column.

CHARLES EDWARD RUSSELL, THE NEW YORK NEWSPAPER MAN, who was appointed a member of the United States Commission to Petrograd, does not seem to feel assured of a hearty welcome in that city if Maxim Gorky has anything to say about it.

This famous Socialist and author, it seems, remembers how Russell, who, at that time was city editor of the New York American, objected publicly to Gorky's code of morals, which he so nonchalantly flaunted during his visit to this country a few years ago.

Gorky, so the story goes, left a perfectly good wife and family in Russia and journeyed to our shores with a lady friend.

Sundry, diverse, numerous, and various prudish hotel men objected to this arrangement and failed to see their way clear to act as hosts for this pair, and Russell gave space to the story, doing much to spoil lots of the pleasures of the trip.

And Gorky remembers.

THE PUBLISHER OF AN EVENING NEWSPAPER ANSWERED HIS TELEPHONE, and listened to the following conversation from the president of the second largest department store in his city:

"A reporter for your paper has the facts in regard to the action in court to-day in the divorce suit of my friend, Mr. Blank. The other reporters did not notice this, and I know it is not to be printed elsewhere. I called you up to say that I do not want it published."

The publisher replied: "I am very much embarrassed by your request. You see, I have a rule in the editorial department that nothing is to be kept out which is a matter of court record, if it is decent. Mr. Blank has been my friend, as well as yours. He is the defendant. He is very well known, and there is not the slightest chance that, even if we suppress the news, the public would fail ultimately to learn of this suit. Besides, I feel that I owe my first allegiance to my readers. I wish to accommodate you, but I am going to ask you to reconsider, and excuse me."

The advertiser replied: "That's all bunk, old man. I have promised certain members of Blank's family that they would not be embarrassed by this publication. I spend a good many thousand dollars a year with you, and I expect that you will show me a courtesy when I ask for it. Are you going to publish that item or not?"

The publisher said: "I am sorry that you have taken the stand that you have just expressed. It is true that we have done business together; but I have always believed that our rate was fair, and that we delivered to you the full value of your purchase. We prize your business, and it would be a very great loss to us if we were not to have it. We feel, also, that without our service your business would decline. It is extremely embarrassing to have the matter discussed from that angle, and I do not wish to offend you; but I must say that the news will be published."

The advertiser rang off in a huff.

The item was published. No real harm was done any one, even to sensitive members of Blank's family, and perhaps some real good was done somewhere along the line—who knows?

There was a consultation among the partners at the store the next day. One partner, the one who had telephoned, was for "pulling out the advertising."

Another partner, who is in business to make money, and not to carry his friends on his shoulders, especially through false notions, spoke as follows: "By the same logic, let us close the front door of our store. Let's go out of business, on purely sentimental grounds. If that newspaper does not print the news, it will not have circulation. If it has no circulation, it will have no advertising value. As it does print the news, it reaches the people, and it carries our merchandise news to them. What you propose to do will not close that newspaper up, but that kind of a policy will ultimately close this store up. You are off on the wrong foot, my good partner—forget it! Let's get busy with our stock of merchandise to-day and frame some advertising which will bring the readers of these newspapers into this store for a clean-up next Friday and Saturday."

Having thus wiped the sand out of the gear-box, all goes merrily in the town. The papers that did not print the facts appear to be holding the bag.

The Best Known Slogan in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

**WHAT MAKES The Omaha Daily News Nebraska's First Paper?**

1. "Its practical support of the rights of the ordinary chap."—The Editor.
2. "The biggest circulation in the most prosperous state."—The Manager.
3. "Productive circulation commanding confidence of advertisers."—The Adv. Mgr.

**G. D. BERTOLET**

Boyce Building, Chicago

A. K. HAMMOND E. E. WOLCOTT

366 Fifth Ave., New York

**Buffalo News**

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

**The Pittsburg Dispatch**

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

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago

H. C. ROOK, Real Estate Trust Building, Philadelphia

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

**The PITTSBURG PRESS Has the LARGEST Daily and Sunday CIRCULATION IN PITTSBURG**

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago Foreign Advertising Representatives



**Flags For Immediate Delivery**

"OUR FLAG"—of cotton bunting, sewed stripes, fast colors, 3x5 feet, price 88c. each quantity lots. Same flag, larger size, 4x8 feet: \$1.25 each in quantity lots.  
**SPECIAL** for parades, school drills, etc., new line silk flags, mounted on black polished sticks with gold spear head, size 1 1/2 x 17 inches. Price 27 1/2 c. each: quantity lots.  
**FLAG PICTURE**.—Size 11x15 inches beautifully colored with national anthem. Price 8 cents each: quantity lots.  
**FLAG TRANSPARENCIES** for automobile headlights, wind-shields and windows. Size 4 1/2 x 7 inches at \$25.20 per thousand. Size 9x15 inches at \$60.00 per thousand.  
**\*PLACE ORDERS NOW FOR FLAG DAY AND FOURTH OF JULY!**

**S. BLAKE WILLSDEN**  
 29 E. Madison St. CHICAGO

**INVESTORS**  
**PUBLIC SERVICE, Inc.**

UNBIASED FINANCIAL NEWS

To Newspapers—Daily & Sunday  
 AT PRACTICALLY NO COST  
 TO THE PUBLISHER

Write for Details.  
 SINGER TOWER, NEW YORK

**HIGH LIGHTS ON THE  
 FOREIGN SITUATION**

The kind of reading that appeals to all classes with the United States now in the world war.  
 Feature articles from leading soldiers, statesmen and authors of Europe.  
 We handle more important articles of this description than any other agency in America.

**THE INTERNATIONAL NEWS  
 BUREAU, INC.**

J. J. BOSDAN, Editor  
 15 School Street, Boston, Mass.

**"America's Largest and  
 Best Newspaper Industrial  
 Advertising  
 Agency."**

**JOHN B. GALLAGHER CO.**  
 11 South La Salle Street  
 Chicago

USE  
**UNITED  
 PRESS**

FOR  
**Afternoon Papers**

General Offices, World Bldg., New York

**Hemstreet's**  
**PRESS CLIPPINGS**

Tenth Avenue At 45th Street  
 New York

*By the Side of the Road*  
*By Thomas Dreier*

"Peace of mind must come in its own time, as the waters settle themselves into clearness as well as quietness; you can no more filter your mind into purity than you can compress it into calmness; you must keep it pure if you would have it pure, and throw no stones into it if you would have it quiet."  
 Ruskin.

IT IS NOT AN EASY THING for me to pay out good money for a magazine, because for years I have been receiving from fifty to a hundred publications every month without paying for them. They all came to me because I edited some magazine or other that had an exchange list. —  
 But, in spite of what has grown to be a constitutional unwillingness to pay money for magazines, I spend fifteen cents for The American every month.

I know that the editor of that magazine is proud of the fact that he is now putting out a publication that appeals to young business men. There are many how-to-succeed and how-to-make-money articles in it.

What most appeals to me is the monthly David Grayson essay. They are worth more to me than all the other articles in the magazine put together. I tear them out and put them where I can get my hands on them when I want them, although I know that eventually Doubleday, Page & Company will publish them in book form and then Harry Maule will send me a copy to review it in one of my house-organs.

In his last article, after telling about his conversation with his neighbor, Horace, regarding the crops, David says:  
 "So many people have the curious idea that the only thing the world desires enough to pay its hard money for is that which can be seen or eaten or worn. But there never was a greater mistake. While men will haggle to a penny over the price of hay, or fight for a cent more to the bushel of oats, they will turn out their very pockets for strange intangible joys, hopes, thoughts, or for a moment of peace in a feverish world—the unknown great possessions."  
 Many a millionaire will give his millions for the dreams of his youth.

IT IS HARD TO BELIEVE that Annette Kellermann was a cripple in her childhood. She had to wear iron braces on her hips. Also, when she was a little child she was afraid of water. She did not learn how to swim easily. The other members of her family learned in five or six lessons. She required eighteen. To-day there is no woman in the world who is better known as a swimmer. There in a few sentences is a success story that ought to encourage you to go ahead and do what you want to do.

A LITTLE NINE-YEAR-OLD New Jersey boy hung himself with a clothesline in the cellar because his playthings had been taken away from him at the request of his teacher after he had been troublesome in school.

We say: "What a foolish youngster! If he had only waited a little

longer he would have outgrown those playthings, and their loss would have meant nothing to him."

A Boston business man shot himself in his office because he believed that he could no longer finance his business and keep it from going into the hands of a receiver.

Was he any more intelligent, any wiser, any older mentally and morally than the nine-year old?

Are any of us showing wisdom when we weep because of losses that come to us? The only certain thing in the world is change. That is all we can depend on.

We are all spectators watching a continuous performance. Why take any act too seriously? When one performer leaves, why weep and wring our hands and beat our breasts? Another will appear immediately. The show must go on.

During the San Francisco fire my friend, George Eberhard, stood on the heights and watched the city burn. "What a wonderful spectacle," he exclaimed.

Near him was a man who was crying that his business had been wiped out.

"What is your business?" asked Eberhard.

"I ran a shoeshine parlor," answered the man. "Now all is lost. What good is life now?"

"Shut up, you chump," said Eberhard. "Look out there and enjoy the show. I am losing \$15,000 worth of stock down there this minute. My seat here on the hill cost me \$15,000. The same view costs you a few hundred. Get what you can out of this now. You will never have another chance to see anything like it."

There is sense in that kind of philosophy. The great show goes on. New acts come and go. Let us play our part, watch the other performers, and refuse to even think of leaving until the curtain is rung down on us. Then, for us, the show will be over. Not before.

THE KANSAS EDITOR, a monthly journal of information and entertainment for the Kansas newspaper fraternity, is published by the University of Kansas.

WHEN THE WORLD GROWS a bit wiser it will be content to thank genius for its services and will leave its privacy undisturbed. One is grateful to the rotting log from whose heart is offered as a tribute of beauty to the world a handful of fragrant violets.

On the back page of a recent issue Dr. Washington Gladden tells what he thinks are the elements of a noble vocation. Every newspaper editor should have these pasted on the wall in front of him:

**War-Talk From  
 Washington**

By Edward Riddle Padgett  
 Sunday Editor Washington Star

A new 3-a-week feature,  
 with photos—beginning  
 June 11th.

The International Syndicate  
 Established 1889 Baltimore, Md.

**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

**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 59TH ST., NEW YORK

**The Evening Mail**  
 New York

Last year GAINED  
**178,965 lines**

of  
 Dry Goods Advertising  
 Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

**The New York Evening Mail**

**The True News**

**—FIRST—**

**Always—Accurately**

**International News Service**  
 World Bldg., New York

**QUALITY  
 CIRCULATION  
 BUILDER**

National Editorial Service, Inc.  
 225 Fifth Ave., New York.

## TIPS FOR DEALERS

## New Concerns and Old That Are or Will Be In the Market for Supplies.

COURTENAY B. C.—The Argus, a new publication, backed by a number of Liberals, has made its appearance here.

ARKADELPHIA, Ark.—Roy Elliott has started a daily paper here. It is called the Daily News, and is the first venture of a daily paper in this city.

LITTLEFIELD Tex.—Neal A. Douglass has launched the Lamb County News.

PRAIRIE VIEW, Kan.—H. G. Vines, late of the Cedar Enterprise, plans to start a new paper here.

MIAMI, Okla.—E. P. Martin, editor and owner of the weekly Miami Record-Herald, has just started issuing a new daily edition of that paper.

ROCK RAPIDS, Ia.—A company has been organized to start a third newspaper here. It has purchased a site for a new building in which new machinery will be installed. F. R. Creglow will have charge of the publication, the name of which has not yet been announced.

ROLLA, Kan.—Albert B. Edson has moved the plant of the Ottawa County Democrat, of Bennington, to this city, where he will start a new paper.

AMARILLO, Tex.—The M. B. Herely Publishing Company will establish a daily newspaper here.

## CHANGES IN INTEREST.

FAIROAKS, Cal.—The Fair Oaks Citizen, edited by J. J. Hoy, has been purchased by Will D. Simonds, formerly connected with the Oakland Tribune, who will take charge of the paper on June 1st. Hoy will go to San Francisco to assume active management of the Olive Journal, which he founded some time ago.

ST. CROIX, N. B.—The St. Croix Courier has been sold. Conservative interests have acquired the property.

LAFAYETTE, La.—The Gazette has been absorbed by the Press Publishing Company. The paper will be continued.

BEAUFORT, Ont.—E. Brennan has purchased the Advance, an independent weekly.

ARLINGTON, Cal.—W. A. Cassel has purchased the Times and has assumed editorship. He was formerly one of the owners of the Coronado Strand.

CASTLE ROCK, Wash.—John W. Phillips, of Kelso, has purchased the Comlitz County Advocate from Mrs. Nellie P. McClane, and the Castle Rock Independent has been purchased from Mrs. Ella Fletcher by D. D. Imus.

KALMA, Wash.—M. J. Gore and H. P. Bennett have taken over the Kalma Bulletin from Hite Imus, who has been publishing it for twenty-eight years.

WAUPACA, Wis.—The Waupaca (Wis.) Post Printing Company and the Waupaca Leader Company have joined interests under the name of the Waupaca Leader Company, which has increased its capital stock to \$17,000, and will publish one paper to be called the Waupaca County Post, to succeed the Republican Post and the Waupaca Record-Leader. The editor of the Republican Post, D. H. Burnham, becomes business manager of the new concern, and E. E. Payne, editor of the Leader, will be managing editor.

BENNINGTON, Kan.—Albert B. Edson, for two years publisher of the local Ottawa County Democrat, has sold the good-will of that paper to B. A. Belt, of the Tescott Press, who will move his

plant to this city June 1 and continue the publication of the Ottawa County Democrat.

HANNA, Okla.—J. T. Berry, of Spiro, has purchased the Hanna Dispatch and taken charge of the same.

PERRYVILLE, Ark.—Hamel Bower, jr., has bought a half-interest with Dr. A. P. Leigh in the Perry County News, published here, and has taken charge of the mechanical department.

HASTINGS, Okla.—H. E. Banner, for many years editor and owner of the Hastings Herald, has sold his paper to F. M. Tindall, of this city.

HIGGINSVILLE, Mo.—Edward Felgate has purchased the Higginsville Jeffersonian from Lee Shippey, editor of the paper for the last eight years.

SLATER, Mo.—Sanford A. Howard, owner of the Slater Rustler for the past three years, has sold that paper to Harry King, who will continue it.

GREENFIELD, Mo.—J. S. Engleman has sold his interest in the plant of the Dade County Advocate, published here, to W. R. Bowles, who takes complete charge of the paper.

TEXHOMA, Okla.—George Butterbaugh, for several years connected with the Texhoma Times, has purchased that paper from Roland Bush.

NOWATA, Okla.—F. S. Asilman and E. E. Sams have purchased the Nowata Times plant from B. G. Dowell.

## Johnston Resigns Presidency

Colonel R. M. Johnston, for many years president of the Houston Printing Company, publishers of the Houston (Texas) Daily Post, resigned at a meeting of the board of directors last week, and Roy G. Watson was elected president. Colonel Johnston retains the position of editor-in-chief of the Post. He will also act as chairman of the board of directors. Mr. Watson is 28 years of age and is the son of the late J. L. Watson, one of the founders of the Post. Other Officers elected by the board of directors are: G. J. Palmer, vice-president; A. E. Clarkson, treasurer; and L. J. Van Laeys, secretary. Colonel Johnston is one of the best known newspaper men in the South. He served for a time as United States Senator.

## NEW INCORPORATIONS

BRIDGEPORT, Conn.—The Post Publishing Company, Inc., filed a certificate of increase of capital stock from \$140,000 to \$1,000,000, the shares of the company being proportionately increased from 1,400 to 10,000, par value \$100.

## DAILY SUSPENDS

MIAMI, Okla.—The Miami District Daily News, an eight-page paper which recently started publication here, has been discontinued.

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

## 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.

## EDITOR-COLONEL'S FEAT

## Blethen First to Recruit His Regiment to War Strength.

Col. Clarence Brettun Blethen, editor of the Seattle (Wash.) Times, has the honor of having organized the first regiment of the volunteer militia organizations of the country to be officially reported at war strength, the Washington Artillery Coast Militia. Col. Clarence Brettun Blethen, commanding this regiment, sent a dispatch to Newton D. Baker, Secretary of War, on May 19, that, in addition to the full quota of men prescribed by the regulations, the enlisted personnel of his regiment is three hundred men in excess of the War Department's requirements.

Col. Blethen was the organizer of the first company of the Washington Coast Artillery Militia, which won the pennant for gunnery in 1915. He holds all certificates of proficiency to artillery officers issued by the War Department in Washington and a certificate of proficiency in gunnery from the United States Artillery School. In June, 1915 he was detailed to organize a battalion of field artillery. He has been active in militia affairs of the West, and founded the first successful Western business men's camp for military instruction at American Lake two years ago.

Col. Blethen was the ranking cadet officer, with the rank of major, in the University of Washington, and later was named civilian commandant of cadets in 1898. He was appointed a first lieutenant in the Washington National Guard in 1913. He succeeded his father, Col. Alden J. Blethen, as vice-president and treasurer of the Times Publishing Company, of Seattle, two years ago.

## INCREASED TAX RUINOUS

## Junius Parker Pays Splendid Tribute to Advertising.

WASHINGTON, May 31.—Junius Parker, of New York city, representing the American Tobacco Company, and sundry independent manufacturing associations, in appearing before the Senate Committee on Finance protesting against the tax on the manufacturers of tobacco, paid a splendid tribute to the advantages of advertising in his statement stating that it was impossible for the manufacturers to absorb the increased tax without ruinous results to the manufacturers. His tribute to advertising is taken from his



## DOMINATES

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

## "TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN  
General Manager  
New York



own words in his testimony before the Committee. They follow:

"The manufacturers to-day are beset with the highest market for everything they consume, from labor to the smallest article, utterly unheard-of before. If they did absorb it (the tax), however, it would simply mean the elimination of advertising funds, and there is no business, known to me, where the stimulation of advertising is so enormous. It is hard to realize that the consumption of cigarettes in 1910 was 8,000,000,000 and the consumption of cigarettes at the present day is 28,000,000,000. What has produced that? It has been the enormous advertising expense of a half dozen large and rich concerns that have been working in competition against each other. Therefore the very worst thing that could happen to the tobacco industry is the elimination of the advertising funds, the withdrawal of the ability from the manufacturer to push his goods by every known advertising method."

The most scientific man is he who lives in the daylight and the fresh air, and sleeps in the night.

There is always room for the best feature

Goldberg's  
Cartoons

for example

The Evening Mail Syndicate  
203 Broadway, New York

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

## R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY  
NEWSPAPERS

SAN FRANCISCO OFFICE  
of the  
Editor and Publisher

742 Market Street  
SAN FRANCISCO



**COLONEL W. J. LAMPTON,  
NEWSPAPER POET, DEAD**

**Widely Known Journalist and Satirist Succumbs to Heart Affection Aggravated by Indigestion—Was Connected with Many Publications During His Forty Years' Career.**

William James Lampton, poet, newspaper man, and satirist, died early on May 30 at the French Branch of the Young Men's Christian Association, in New York city, where he had made his home for eleven years, from an affection of the heart aggravated by acute indigestion. It was just eleven years ago the day he died that Mr. Lampton, who was unmarried, took up his quarters in the French Y. M. C. A., and in all the intervening time he had been the most popular man there.

On Tuesday he had several fainting spells, but remained cheerful. Friends called to see him Tuesday and Tuesday night. When they asked how he was he would reply emphatically, "I'm feeling fine."

He gave the same assurance early Wednesday to Richard Collier Garhart and James Tomlinson, who called at his room to make inquiries. A short time later Mr. Garhart returned, but Mr. Lampton seemed to be asleep and he left without waking him. Later Mr. Tomlinson went to his room and found he was dead. Dr. John Lester, a close friend of Mr. Lampton, was called and said that death was due to heart disease.

**BEGAN CAREER AS EDITOR.**

Mr. Lampton had been active in newspaper work since 1877, when he began in the profession by editing a Republican newspaper, of which he was the proprietor, in Ashland, Ky. He was born in Lawrence County, Ohio, but his parents, William H. and Ellnor Fairfax (Miller) Lampton, were both natives of Kentucky. He received his education at Ohio Wesleyan University and at Marietta, O., College. He received an honorary A. M. degree from Marietta in 1891.

Mr. Lampton, after editing his own paper in Ashland, became successively a reporter on the Cincinnati Times, a paragrapher on the Steubenville (O.) Herald, a staff writer on the Louisville Courier-Journal, editor of the Cincinnati Merchant Traveler, and staff writer on the Critic and Evening Star, of Washington. On the latter newspaper he originated the "Shooting Stars" department. He later joined the staff of the Detroit Free Press.

He was a contributor of verse, mostly of a satirical nature, to the New York newspapers most of his life, and contributed both verse and prose to the magazines. He published a number of books, among which were "Yawns and Other Things," "Confessions of a Husband," "The Trolley Car and the Lady," "Mrs. Brown's Opinions," "Judge Waxem's Pocket Book of Politics," and "Tame Animals I Have Known," published in 1912.

In March, 1910, he was appointed colonel and aide-de-camp on the staff of Gov. Wilson, of Kentucky.

A funeral service for Mr. Lampton, which was attended by many of his friends, was held at the French branch of the Young Men's Christian Associa-

tion on Thursday night, and his body was later taken to Winchester, Ky., where his sister, Mrs. A. H. Simpson, lives.

Mr. Lampton was said to have been a cousin of Mark Twain through his mother's family. He was a member of the Presbyterian Church. Recently he had contributed verse daily to the New York Herald.

**Pittsburgh Publishers Protest**

The Pittsburgh (Pa.) Newspaper Publishers' Association has sent to Congressmen H. Clyde Kelly, Guy E. Campbell, Stephen G. Porter, John M. Morin, Thomas S. Crago, and M. M. Garland, the following telegram:

"All Pittsburgh newspaper publishers emphatically protest against adoption of flat postal rate for second class mail and favor the zone system with a moderate increase over present rate in the first and second zones and increasing the rate in proportion to distance so that the mail rate will be based on the service performed. Charges in proportion to distance would be equitable both to publisher and to Government and we urge you to use your influence accordingly."

The telegram was signed by the Pittsburgh Chronicle-Telegraph, Dispatch, Gazette Times, Leader, Post, Press, and Sun.

**SITUATIONS WANTED**

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

**ADVERTISING ASSISTANT.**—Young man, 20, with five years' advertising agency experience would like position with general agency or prominent advertiser. Knows layouts, proofs, cuts, etc. Write small live copy. Good stenographer and able to handle responsible details. Address R. 3281, care Editor and Publisher.

Do you need a competent editor or reporter? I can deliver the goods as employers for last 15 years will testify; will be glad to give full details; why not write me at R. 32900, care Editor and Publisher.

**CIRCULATION AND ADVERTISING** man with a record of 20 years' successful work seeks position in the West or Southwest; Address R. 3289, care Editor and Publisher.

**NEWSPAPER ADVERTISING MAN** in a city of 400,000 wants charge of advertising for smaller city paper or copy-writing job with agency or general advertiser. Age 38, long experience, well recommended. Common-sense writer and real producer. Address S. 3296, care Editor and Publisher.

Is your publishing or magazine office in need of a young man, 33, with knowledge of editing, layout work and advertising? Well educated, with art training and business experience. Have traveled abroad. Moderate salary. The opportunity is what I want. Address S. 3294, care Editor and Publisher.

**BUSINESS MANAGEMENT** of good live daily wanted by experienced man who could invest two or three thousand dollars, and also work on part cash, part stock basis. If desired. Address R. 3288, care Editor and Publisher.

**EDITOR** having American and European experience, familiar international questions, linguist, expert interviewer, good editorial writer, would like position with newspaper, magazine, or syndicate to take charge of foreign department, or work as assistant. Apply R., 3288, care Editor and Publisher.

**EDITORIAL WORKER**—Part or full time on editorial work by a well-educated young man who has been assistant editor for over three years on technical monthly, and has had other magazine and book-editing experience. Has travelled extensively, reads French and writes well. Address R., 3287, care Editor and Publisher.

**ADVERTISING MANAGER**—Having sold out interest in paper, desire to connect as advertising and business manager. Sold more advertising in State I live in last ten years than any other two men. Fifteen years on one paper; seven years with the other, before buying interest. Address R., 3286, care Editor and Publisher.

**MISCELLANEOUS**

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

**WANTED.**—Seven column casting box with cored cover, if possible. Have five column casting box for sale. Van Tassel and Odell, Tarrytown, N. Y.

**HELP WANTED**

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

**ADVERTISING MAN.**—Large afternoon daily 50,000 circulation in growing middle west city of 60,000 wants experienced advertising man. Must be able to develop small advertisers, write copy and sell it. Married man preferred. Good opportunity for man with initiative and energy. State experience and references. Address S. 3292, care Editor and Publisher.

**FOR SALE**

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

**FOR SALE.**—Goss Standard 4 and 8-page press, with stereo machinery—metal melting furnace, casting box, tall cutter, shaver, finishing block, 8 turtles, 8 chases, column rules for 8 pages, now in operation. Stereotyping machinery could not be bought new for what we ask for press and machinery combined. Daily Atlas, Monmouth, Ill.

**LINO TYPE**—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

**LINO TYPE**—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.

**LINO TYPE**—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

**PUBLISHERS' NOTICE**

The Editor and Publisher maintains 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 picas wide and twelve inches deep.

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

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, 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—Powers' 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—B. J. Bidwell Co., 742 Market.

**For Sale:**

One three deck Duplex Tubular Plate Printing Press. Speed 25,000 per hour of four, six, eight, ten or twelve pages from single sets of plates. Seven or eight columns; length of type 21 1/4 inches. Will run color.

Has had careful handling and is in splendid condition. Owner forced to change size and install larger equipment will give decided bargain to quick buyer. Curved stereotype pieces go with it. Address SML, Box S. 3295, The Editor and Publisher.

Competent business manager of small dailies can purchase one-half of only daily in small Middle West city for \$7,000. Interest carries full management. Property now paying dividends and showing steady growth. Proposition P. B.

**CHAS. M. PALMER**

Newspaper Properties

225 Fifth Ave., New York

**\$4,000 Per Annum Net**

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, balance deferred. This proposition will stand the acid test.

**HARWELL & CANNON**

Newspaper and Magazine Properties  
Times Building, New York

**Good Eastern  
Newspaper Property**

City of 30,000, evening paper established nearly a century ago. Last annual earnings approximately \$33,000, expenses \$27,000. Profit to owner for time and investment over \$9,000. Three-fifth interest available for \$18,000; \$10,000 cash desired. Proposition No. 433x.

**H. F. HENRICHS**

Newspaper Properties  
LITCHFIELD, ILL.

**Advertising Man**

with nearly five years of successful writing and soliciting experience, wants position in Eastern States. In present position, has produced more than substantial gains in advertising over previous months. Has capability, ideas, and energy. One employer writes: "His fitness for advertising work is apparent, and a paper would make no mistake in employing him." Age 25, unmarried. Well educated. Wants larger field at \$30. Mention No. 9103. We have available men for positions in the East, West, and South. Wire us your wants.

**FERNALD'S EXCHANGE, Inc.**

Third National Bank Bldg., Springfield, Mass.

**EXPERT**

Newspaper Publishing Methods

ADVERTISING  
MECHANICAL  
CIRCULATION  
DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor Advertising News.

**CHAS. S. PATTESON**

PRINCE GEORGE HOTEL N. Y.

**GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE  
FOUR PAGE WIDE PRESS with Two Folders**

For Sale by

**WALTER SCOTT & COMPANY, Plainfield, New Jersey**

**NATHANIEL TUTTLE DEAD**

**Was Connected for Forty Years with New York Tribune.**

Nathaniel Tuttle, who was for forty years associated with the management of the New York Tribune, having been for many years its secretary and treasurer, died Sunday, May 27, at the home of J. M. R. Long, in Bangor, Pa. Mr. Tuttle, who was sixty-nine years old, had been an invalid for several years.

Mr. Tuttle began his business career with the Tribune in 1868. In 1878 he was made cashier and in 1888 he became advertising manager. The same year he was made a member of the board of trustees.

When Whitelaw Reid was appointed United States Minister to France, in 1889, the management of the paper was placed in the hands of the board of trustees, which consisted of Mr. Tuttle, Donald Nicholson, managing editor, and Henry Hall, business manager.

Upon the discontinuance of this plan Mr. Tuttle became secretary and treasurer, which position he continued to hold until his retirement, in 1908.

Mr. Tuttle was a member of the Metropolitan Museum of Art, the American Museum of National History, and the Sons of the American Revolution.

When the Mergenthaler Printing Company was formed Mr. Tuttle became one of the incorporators, and he was actively connected with the company until its merger with the Mergenthaler Linotype Company.

**JAMES E. NORTON DEAD**

**New York World Loses Brilliant Member of Its Staff.**

James Eddy Norton, since 1903 a member of the New York World staff, who had charge of the Sunday World Field Days of the Public Schools Athletic League, died on May 29 at his home in Nutley, N. J.

He was travelling in Sicily early in January, 1909, when the great earthquake occurred, destroying more than 100,000 lives. He got in quick touch with the World and in an hour was on his way to Messina. There he gathered the big facts and cabled them here, getting some trilling "beats" despite the Italian censorship. He stayed in the devastated area until the story was "cleaned up." Always frail, he was a great sufferer from asthma.

Mr. Norton was born at Fort Edward, N. Y., was graduated from Cornell in 1880, and had been in newspaper work ever since. He was first on the New York Tribune and then on the Evening Post and the Brooklyn Eagle. He edited a daily at Asheville, N. C., for eight years, and owned a local paper at Belmont, N. Y. He leaves a widow, a daughter, Mrs. F. H. Young, and a sister, Miss S. M. Norton.

**OBITUARY NOTES**

W. A. BLAKELEY, aged 51, former district attorney of Allegheny County, Pa., is dead. Mr. Blakeley for a time was on the reportorial staff of the Pittsburgh Gazette, also the Pittsburgh Press.

GEORGE TREVATHAN, aged forty-six, manager and principal owner of the Batesville (Ark.) Guard since 1907, died at his home recently.

COL. J. B. MUNDY, former editor of the Laddonia (Mo.) Herald, died in Pasadena, Cal., recently.

F. LANGDON MITCHELL, assistant art manager of the Chicago American, died May 17 at Columbus, O., from a nervous breakdown.

I. H. CURTIS, business manager of the San Bernardino (Cal.) Sun for the past twenty years, died May 16 at his home, aged forty-nine years.

EDWARD H. STEVENSON, for ten years city editor of the Trenton (N. J.) Daily State Gazette, died at his home May 26, aged fifty-two years.

J. EVANS SCUDDER, who founded the Lestershire (N. Y.) News about twenty-five years ago, died at Johnson City, N. Y., May 10, aged seventy years.

THOMAS W. JOHNSTON, for seventeen years managing editor of the Kansas City (Mo.) Star and later associate editor, died May 18 from heart trouble.

F. C. WEISS, of the business office of the New York World, died May 23, of pneumonia, aged twenty-three years.

HARRY W. ROGERS, of the San José (Cal.) Mercury-Herald, died May 18, after an illness of over two years.

W. I. RICHARDSON, of the Superior (Wis.) Telegram, and formerly of the Duluth News-Tribune, committed suicide in a hotel at Sioux City, Ia., May 10, because of family troubles.

GEORGE HOLBEIN, editor of the Minis-tique (Mich.) Pioneer-Tribune for over twenty-five years, died May 12, aged fifty-five years. He had been confined to his bed for over a year and edited the paper from a sick bed.

ROBERT H. WOOD, of The Silent Partner, and formerly of the Thomas Cusak Company, died May 26 at his home 481 Classon Avenue, Brooklyn, aged forty-three years. He leaves a mother and sister, also a brother, Richard Wood, well-known in advertising circles.

**WEDDING BELLS**

James Frederic Herrick, recently of the morning World's reportorial staff and now with the Crowell Publishing Company, will be married on June 15 to Miss Margaret Coulson, daughter of Mr. and Mrs. William John Coulson, of Richmond Hill, N. Y., at the Church of the Resurrection, Richmond Hill.

Chester W. Vonier, who for the last year was connected with the Milwaukee Sentinel editorial force, recently joining the Minneapolis Journal staff, was married on May 19, to Esther Lila Brill, in the Flour City.

Miss Marie Thomkins, society editor of the Tarentum (Pa.) Evening Telegram, and Francis G. Owens, of Tarentum, have announced their marriage.

**AD CLUB CARAVAN'S TRIUMPH**

Welcomes Along Route from San Francisco to St. Louis.

The San Francisco Ad Club motor caravan met with a royal reception all along the line. On May 21, at Reno

and Lovelock, the Nevadans were on the job with the "glad hand" and gave the boys a good time. The caravan was checked in at Truckee, Reno, and Lovelock right on the dot.

C. B. White, chairman of the Truckee Chamber of Commerce, greeted the motorists at Truckee and then arranged with the Reno Commercial Club to have Secretary Charles Raymer and a committee of Reno citizens meet the caravan at the State line. From there the Ad Club representatives were escorted to the Riverside Hotel, where they were the guests of H. J. Goss, proprietor of the hotel, who had prepared an excellent luncheon for the hungry transcontinental tourists. Mayor Byington welcomed the San Franciscans, and Chester N. Weaver, who has been appointed official orator on the tour, replied with a snappy talk on the necessity for a highway stretching from coast to coast. In order that there would be no delays, the Commercial Club of Reno expended the sum of \$1,200 in repairing the roads connecting their city with Truckee and Lovelock.

Continuing across Nevada, the delegates to the great Ad Convention were met at the Utah line by a delegation of 400 automobiles and the Governor of the State, who escorted them into Salt Lake City, which they reached May 24. Road scouts covered every portion of the 2,587 miles of road between San Francisco and St. Louis, making wired reports to Ad Club headquarters.

The fifteen to twenty motor cars in the caravan, followed by the picturesque motor prairie schooner, built especially for the tour, presented a strong argument for the condition of the through trail West on their arrival in St. Louis. This is not an unimportant feature in the Ad Club's fight for the 1918 advertising convention, which, it is confidently stated by members of the club, will be brought West this year.

**SILVER SET FOR PRESIDENT BRUCH**

**A. B. C. Members Honor Official—Inland Press Meeting.**

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, June 1.—The feature of the A. B. C. luncheon at the Hotel La Salle to-day was the presentation of a two-hundred-and-eighteen-piece solid silver dinner set, Cornell design, to Louis Bruch, president of the Association, and advertising manager of the American Radiator Company. There were about one hundred and fifty present. At the Inland Press Association meeting yesterday L. B. Palmer and W. A. Thomson made addresses, and a long telegram of protest against the advertising tax and zone postal rate system was sent to every member of the Senate Finance Committee. President E. P. Adler named the following committee to go to Washington and present a protest: Urey Woodson, Owensboro Messenger; J. T. Murphy, Superior Telegram, and A. W. Peterson, Waterloo Courier.

It's true that sympathy may be found in the dictionary, but the man who takes it out and distributes it where it is needed makes a name for himself.

Sinister thoughts are storm clouds on the horizon of life.

**Boston Evening Record**

Government statement six mos. ending March 31.. 41,961  
Average net paid month of March over ..... 53,000  
The Record is growing at a faster rate than any other Boston paper.

Represented in New York by  
**I. A. Klein**  
Metropolitan Tower

**Colorado Springs**  
and  
**THE TELEGRAPH**  
An A. B. C. Paper  
**J. P. MCKINNEY & SON**  
New York      Detroit      Chicago

**Topeka**  
**Daily Capital**

Average net paid circulation for the six months ending Sept. 30, 1916, as sworn to in Government report.

**3 4 , 2 3 8**

And as confirmed by report of The Audit Bureau of Circulations

*Arthur Capper*  
Publisher  
**TOPEKA, KANS.**

**The New Orleans Item**

Largest afternoon Circulation in the entire South

(April A. B. C. Net Paid Statement)

**Sunday 68,875**  
**Daily 55,041**

**The Times-Dispatch**  
Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

**Story, Brooks & Finley**  
Special Representatives

200 Fifth Ave.      New York  
People's Gas Building      Chicago  
Mutual Life Building      Phila.

**T**HE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

**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



## New England's Wage-Earners Receive Over Half a Billion Dollars Annually

**T**HIS revelation of the New England Wage-Earners' income, gives potential emphasis to the intrinsic value of New England Newspapers as Advertising Mediums to National Advertisers and Merchants seeking new territory and trade.

To a large extent New England wage-earners are dependent mainly for many of the necessities of life upon the outside world.

This applies also to the larger number of New England's 1,454,942 families.

The money earned in her cotton and woollen mills, her shoe factories, arms and ammunition shops, seeks exchange for merchandise and foodstuffs which New England herself does not produce.

In no other way can these New England consumers *be more effectively reached than through the Newspapers represented on this page*, which virtually cover New England from the top of Maine down to the waters of Long Island Sound.

*Thus these New England Newspapers are not only the advertising mediums of preference but of necessity.*

MASSACHUSETTS.				
		Net Paid Circulation	2,500 lines	10,000 lines
Boston American	(E)	380,291	.40	.40
	(S)	321,483	.35	.35
Boston Globe	(ME)	256,829	.30	.30
	(S)	302,592	.35	.35
Boston Herald-Traveler	(ME)	*196,794	.28	.25
Boston Journal	(M)	*58,921	.16	.125
Boston Post	(M)	478,970	.45	.45
	(S)	344,303	.35	.35
Boston Record	(E)	41,961	.12	.12
Boston Transcript	(E)	30,455	.18	.18
Fall River Herald	(E)	7,960	.02	.02
Fitchburg Sentinel	(E)	5,107	.0215	.0172
Lynn Item	(E)	*13,227	.054	.0357
Lowell Courier-Citizen	(ME)	10,409	.035	.035
New Bedford Standard & Mercury	(ME)	21,631	.04	.04
Pittsfield Eagle	(E)	12,502	.0228	.0178
Salem News	(E)	18,935	.03	.03
Springfield Republican	(M)	15,955		
Springfield News	(E)	21,703	.09	.06
Springfield Republican	(S)	18,116	.065	.04
Springfield Union	(MES)	31,511	.08	.06
Worcester Gazette	(E)	26,816	.06	.045
<b>Mass. totals,</b>		2,621,571	3.4083	3.2257
Population,		3,603,522.		
RHODE ISLAND.				
Providence Bulletin	(E)	51,662	.09	.09
Providence Journal	(M'S)	25,355	.07*08	.07*08
Providence Tribune	(E)	23,473	.06	.05
Woonsocket Call-Reporter	(E)	*11,542	.0428	.0285
<b>Rhode Island totals,</b>		112,032	.2628	.2385
Population,		591,215.		
MAINE.				
Portland Express	(E)	22,462	.06	.045
Population,		762,787.		
VERMONT.				
Hartford Free Press	(M)	10,184	.025	.0179
Population,		361,205.		
CONNECTICUT.				
Bridgeport Post-Telegram	(ME)	31,451	.075	.055
Danbury News	(E)	6,205	.0118	.0118
Hartford Courant	(MS)	19,261	.06	.04
Hartford Times	(E)	27,413	.06	.06
Meriden Journal	(E)	*4,897	.025	.0143
New Haven Times-Leader	(E)	†17,322	.045	.035
New London Day	(E)	9,078	.0285	.02
New London Telegraph	(M)	*3,750	.0086	.0071
Norwich Bulletin	(M)	9,286	.04	.02
<b>Connecticut totals,</b>		128,663	.3539	.2632
Population,		1,114,756.		
		*1916 Government Circulation Statement.		
		†Publishers Statement.		

# The New York Globe

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**Now Selling Over 210,000 a day To People  
With Money To Buy.**

The Globe does not merely pretend to reach the most responsive class in the community, but proves wonderful results by unsolicited letters from scores of advertisers who have secured them.

For upwards of seven years The Globe has been faithfully cultivating the absolute confidence of its readers in their newspaper and the advertising it accepts and prints.

The Globe can show any manufacturer the easiest route to the greatest market place on earth. If other mediums than The Globe are required, The Globe will suggest their use.

The Globe's firm policy is to deliver the goods—results. The day of seeking "one time" advertising is past. The Globe's representation of advertisers who use it regularly and persistently is proof that it pays.

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*Member of the Audit Bureau of Circulations*

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**O'MARA & ORMSBEE, Inc.**

Special Representatives

CHICAGO  
Peoples Gas Bldg.

NEW YORK  
Brunswick Bldg.



