

THE EDITOR & PUBLISHER

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

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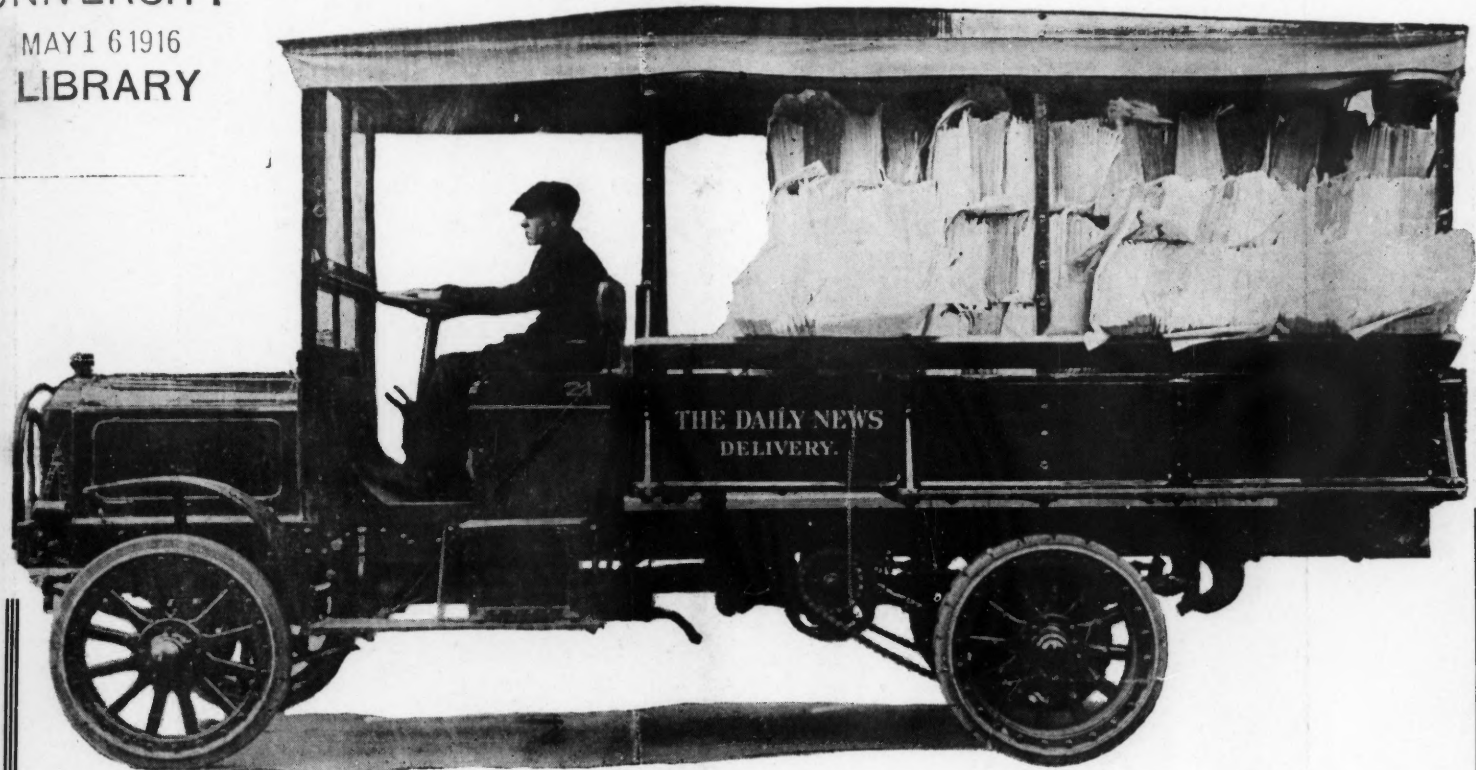
\$2.00 a Year

NEW YORK, SATURDAY, MAY 13, 1916

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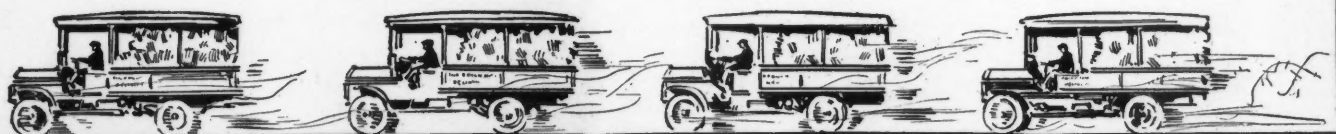
Eighty-nine delivery wagons and automobiles like these are used every day to deliver The Chicago Daily News in Chicago and suburbs.

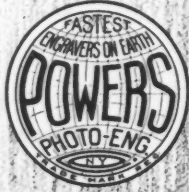
These wagons travel a combined total distance of over 2,200 miles a day, or considerably over twice the distance from New York to Chicago. They distribute over 375,000 copies of The Daily News in Chicago and suburbs every day. (The total circulation of The Daily News is over 400,000.)

The Daily News has a larger circulation in Chicago and suburbs by over 75,000 than any other newspaper, daily

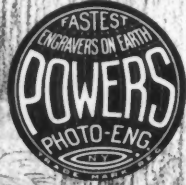
or Sunday. As there are approximately 450,000 families in Chicago, it can readily be seen that The Daily News reaches *nearly every worth-while* family in the city in which English is read.

If you want to *cover* Chicago—let these eighty-nine delivery wagons and automobiles deliver your message through the advertising columns of The Chicago Daily News.





FASTEST ENGRAVERS ON EARTH



*Try Our Newly Patented High
 Light Drop-Out Method
 Our Newly Patented Double
 Etching
 A New Color Department
 With the New Method
 An Art Department that
 Creates and Embellishes Ideas
 Every Plate a Perfect
 Printing Plate*

POWERS PHOTO ENGRAVING CO.

24 Hours Continuous Service

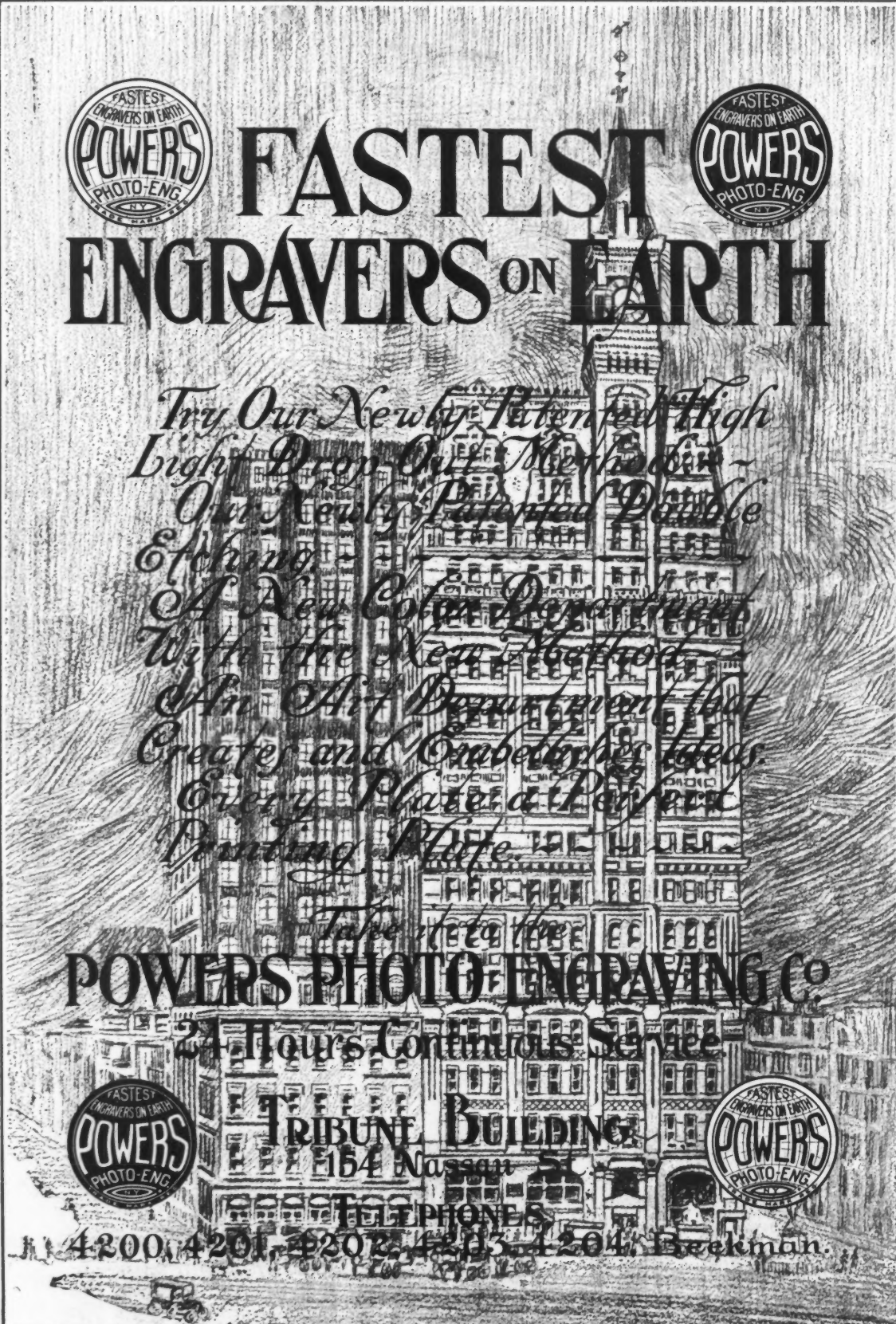


TRIBUNE BUILDING

154 Nassau St.

TELEPHONES

4200, 4201, 4202, 4203, 4204, Beekman.





Your Personal Printer

EXPERIENCE has shown many advertising men that our organization can give better service in many ways than one in which responsibility is divided among many people. An organization like the *Nation Press* possesses a personality. Somebody really cares about your work.

The man to whom you give your order is the dispatcher who keeps in touch with the work at each step. You consult him when making plans and developing ideas. You go to him for progress reports and promises for delivery. You can count on these promises, too, because of the personality back of them.

The *Nation Press* serves you in this way. You will find it a pleasure to work with them.

In the printing of pamphlets, circulars, and all high-grade work *Time* is an important item to advertising men.

The best class of work cannot be done in rush time although careful planning and constant supervision help some.

There is, however, for every order a time allowance which yields the most efficient results. The requisite quality of workmanship is balanced against the amount of time available.

To strike this balance is one of the duties of a printing organization which sells service. Other things being then equal, the best organization is the one which offers the best workmanship.

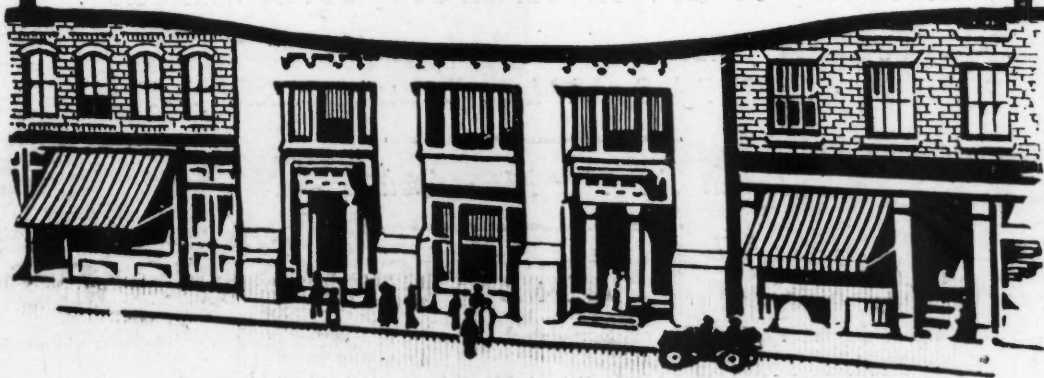
The *Nation Press* has received many expressions of appreciation for services rendered along these lines. Our organization is at your personal service. Out-of-town orders promptly filled. We are in receipt of business even as far distant as Panama.

The Nation Press

Emil M. Scholz,
Treasurer

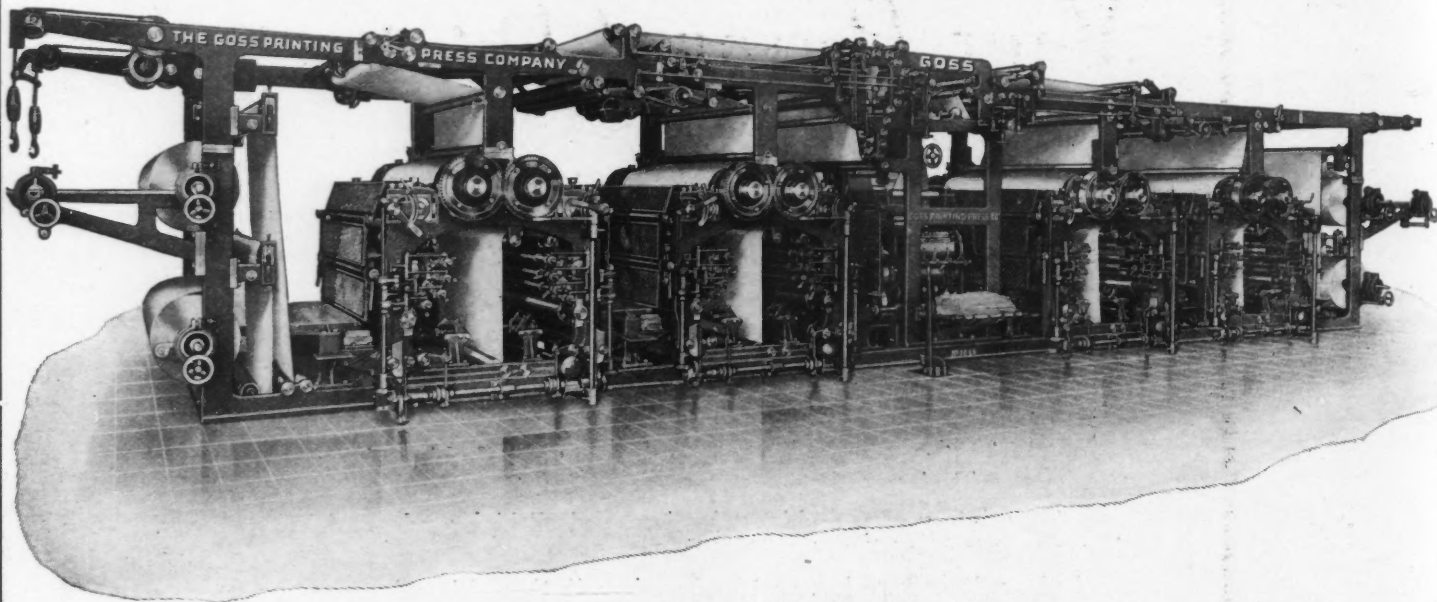
Evening Post Building, 20 Vesey St., N. Y.

Phone
84 Cortlandt



GOSS

HIGH SPEED LOW CONSTRUCTION PRESSES



The Above Illustrates The Goss High Speed Low Construction Octuple Press
Just Shipped To

“THE BUFFALO EVENING NEWS” **BUFFALO, NEW YORK**

Goss High Speed Low Construction Unit Presses Are Now Being Built In Our Factory For

“News”—Minneapolis, Minn.

One “High Speed” Low Construction Sextuple Press.

“News”—Minneapolis, Minn.

One “High Speed” Low Construction Octuple Press With Colors.

“Post”—Worcester, Mass.

One “High Speed” Low Construction Sextuple Press.

Let us Tell You More About Them.

THE GOSS PRINTING PRESS CO.

CHICAGO, Main Office and Factory, 16th St. and Ashland Ave.

NEW YORK, 220 West 42nd St.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

THE EDITOR & PUBLISHER

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Vol. 48

NEW YORK, SATURDAY, MAY 13, 1916

No. 49

GENESIS OF JOURNALISM TEACHING

By JAMES MELVIN LEE

Director, Department of Journalism, New York University; President, American Association of Teachers of Journalism.

GENERAL ROBERT E. LEE sat one afternoon on the porch of his home in Lexington, Va. Beside him in another chair was a journalist from the North. After the newspaper man had asked about the work of

Washington College, of which the Great Chieftain of the South was at that time the President, he made numerous unsuccessful attempts to get some expression of opinion about General Grant. Instead, he found himself being continually interviewed by General Lee about the press and its influence. As the twilight came on, the General arose to go into the house. Turning to the journalist from the North, he is reported to have said, "War is over, but the South has a still greater conflict before her. We must do something to train her new recruits to fight her battles, not with the sword, but with the pen."

Possibly, General Lee penned the continuation of this story when he wrote on March 30, 1869, the following letter to the Gentlemen of the Board of Trustees:

I beg leave to submit for your consideration several propositions from the Faculty, which would not have been presented until your regular meeting in June, but for the fact that should they receive your approbation, the necessary changes in the Catalogue of the present session, now preparing for publication, will be made.

The proposition recommending the institution of fifty scholarships for young men proposing to make printing or journalism their profession.

I will only add that all the foregoing subjects have been maturely considered by the Faculty and have received their unanimous assent.

Respy. submitted,

R. E. LEE,

Pres. W. C.

Board of Trustees of Washington College, Lexington, Va.

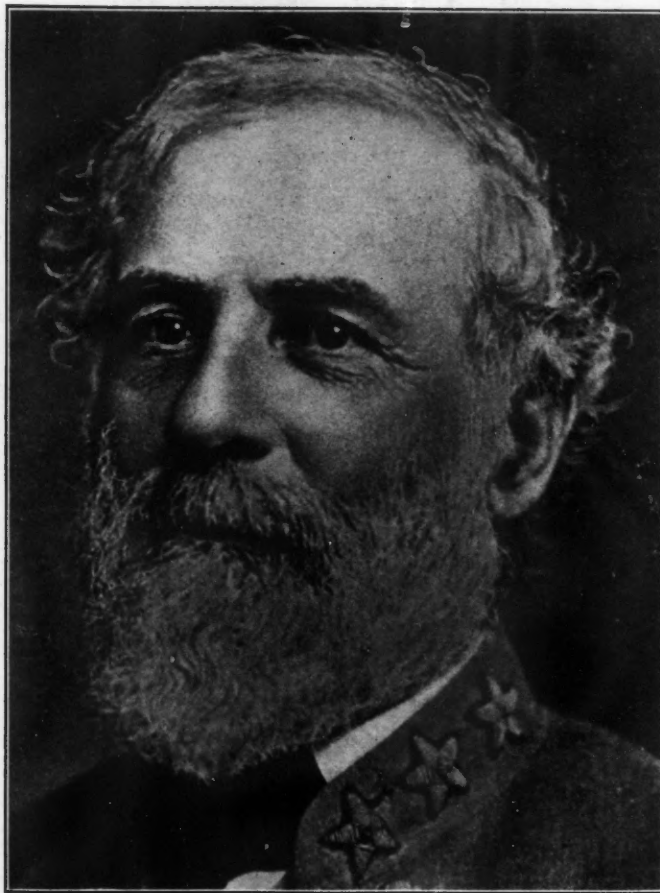
At the meeting of the Board of Trustees the following resolutions of the Faculty were adopted:

Resolved that the Board of Trustees be requested to authorize the Faculty to appoint to Scholarships, to be called Scholarships, not exceeding fifty in number, young men intending to make practical printing and journalism their business in life; such Scholarships to be free from tuition and college fees, on condition that when required by the Faculty, they shall perform such disciplinary duties as may be assigned them in a printing office or in other positions in the line of their professions for a time equal to one hour in each working day.

Resolved that the Board of Trustees be requested, in order to carry out the foregoing provision into effect, to make such arrangements for or with a printing office, as may afford practical instruction, and, so far as practical, compensate employment in their business to such young men.

I may add that at the June meeting of the Board of Trustees of Washington College—now Washington and Lee University—the Faculty reported on the Press Scholarship that "a limited number of boys can receive instruction in the printing office of Messrs. Lafferty & Co., in this town, for the present, without charge or cost to the college." The old Secretary, John L. Campbell, once informed me that the notice with reference to journalistic scholarships was published in the Catalogue for about ten years, the last publication appearing in the Catalogue for the session 1877-78.

Two points in this, the first announcement of any "School of Journalism," deserves special attention. First, practical instruction was to supplement the work of the classroom. Second, the use of the proposition "for," in "to make such arrangements for or with a printing office as may afford practical instruction" shows clearly that General Lee had a vision of a printing plant that might, at a later date, be installed at Washington College.



GENERAL ROBERT E. LEE.

The suggestion that technical instruction in journalism be provided at Washington College was not welcomed by the Fourth Estate of the time. Frederick Hudson, the Managing Director of the New York Herald, when asked: "Have you heard of the proposed training school for journalists?" promptly replied: "Only casually, in connection with General Lee's college, and I cannot see how it could be made very serviceable. Who are to be the teachers? The only place where one can learn to be a journalist is in a great newspaper office." E. L. Godkin of the *New York Evening Post* characterized "the establishing of a special chair or the opening of a special class of journalism in colleges" as an absurdity.

The idea was too progressive for the time. The only way to learn law was to help an old lawyer draw up papers after the student had swept out the office in the morning. The only way to study medicine was to help a doctor of the old school mix his pills and powders after the student had cleaned the horse and washed the buggy. The only way to study journalism was to help a printer wash the type after the student had dumped the editor's wastebasket. But General Lee saw a vision, and he tried to make his dream come true. Had he lived a few years longer—perhaps there would have been another story.

About the only great editor of the period who favored a school of journalism was Whitelaw Reid, of the *New York Tribune*. He ventured the prophecy that "we shall see the time when the strictly professional education of journalists will be far better than it is now." He advocated a school because its training would tend to develop "a professional *esprit de corps* that will discourage the habit of perpetual personal attack upon individual editors rather than upon the newspapers they conduct and the principles they advocate." In the early seventies he delivered at New York University a lecture on "Schools of Journalism," in which he outlined a plan for

such instruction. Clearly and succinctly did he state just what such a special department in a university might hope to accomplish. Mr. Reid said:

West Point cannot make a soldier; and New York University cannot give us an assurance of an editor. But West Point can give the training, discipline, and special knowledge without which the born soldier would find his best efforts crippled, and with which men not born to military greatness may still do valuable service. This University may yet do as much for the embryo Bryants and Greeleys, Weeds and Raymonds, and Ritchies and Hales, who are to transform American journalism into a profession, and emulate the laurels of these earlier leaders, with larger opportunities on a wider stage to more beneficent ends.

While these words were spoken of the proposed training at New York University they are equally applicable to-day to the fifty-odd institutions of higher education now offering courses in journalism.

Andrew D. White, of Cornell, was another university president who wanted instruction in journalism added to the curriculum. On May 29, 1875, he wrote to a New York journalist: "I have long wished to establish general and special courses in our colleges and universities with reference to those contemplating journalism as their profession in life." Outlining the tentative plans at Cornell, he mentioned that one of the features was to be "practical instruction, but on the usual basis of laboratory practice in courses of scientific instruction in the University Printing Office, so as to give the students the advantage of a knowledge of the practical details of printing, and the ability to take charge of any ordinary newspaper establishment at the outset." He proposed to give, in addition to the baccalaureate degree, a special certificate to be known as "Certificate in Journalism." Unfortunately, circumstances prevented him from carrying out his programme in detail. Yet, as a matter of record, mention should be made of the attempt at Cornell to offer courses. Some work was actually done by way of special lectures.

(Continued on page 1564)

HOW PAID ADVERTISING SAVED JOHN BULL

By PERCY WAXMAN.

(An Authorized Interview with J. Murray Allison,
Advertisement Manager of the London Times.)

YOU'VE heard of Fleet Street, haven't you?

You know, the Park Row of London, or (if any Englishmen are listening), Park Row is the Fleet Street of New York. Well, anyway, Fleet Street is where all the big London newspapers are published. Did I say all? I should have said all *but* the Times. At the present day the Times is neither *on* nor *with* Fleet Street. Ever since Lord Northcliffe dropped his bomb on the British Government on the subject of munitions, very few Fleet Street papers waste much space lauding either the Times or its owner. But that's another story. The Times is published in Printing House Square, and if ever you try to find it for the first time take a courler and save trouble. This famous old paper was founded in 1788. From an American standpoint its make-up would disgrace the the newest member of a burlesque chorus. But it appears to have worried along quite successfully, nevertheless, and its present circulation may come as a great shock to those who imagine that nobody under the rank of an Earl or the age of seventy-five ever reads the Times. Let me whisper it softly that ever since its present owner pursued the ruinous policy of reducing the price from 6 cents to 2 cents, the circulation has done nothing but zip upwards. It is now mighty near 600,000! Pretty good for a paper established in 1788, which never allowed a display ad to darken its columns until a blasphemous Yankee induced them to permit a cut to be used in a page of Encyclopedia copy a few years ago! And talking of advertising, can't you just see the Times' advertisement manager (as they call them in England)? Can't you see the dear old chap, gray whiskers, gaiters, muffler, and all? Courteous, a bit musty, in the service man and boy sixty-seven years, and so on. Well, when you bump into James Murray Allison, Esq., the present advertising manager of the Times, you will find yourself up against as live a personality as you can meet in any country on this earth. There's nothing antiquated about him or his methods. Like every other advertising man I met in England, the first thing Mr. Allison began talking about was the British Government's endorsement of advertising.

"That's what I call one of the miracles of the war," he said, "under ordinary circumstances you can hardly conceive of any such combination of opposites as the conservative British Government and display advertising, but here they are to-day, all right.

"The Government has fully realized that without advertising it would have been impossible to create an army of 3,000,000 men in twelve months. It would have been impossible to enrol 800,000 munition workers but for paid advertising.

"It would have been impossible to have raised a \$3,000,000,000 war loan in *ten days* but for advertising.

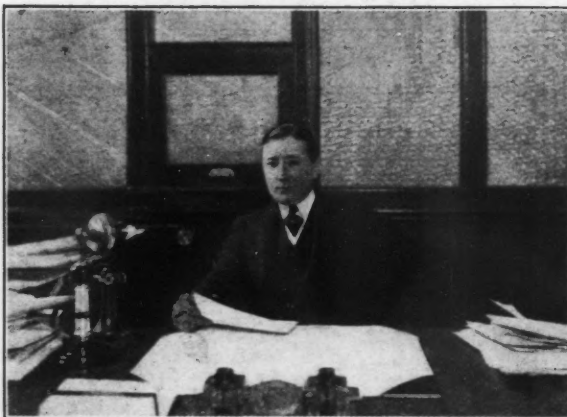
"It would have been equally impossible to have secured the vast sums given to all kinds of charities but for newspaper advertising. This is being recognized by all classes of the community and especially by the commercial classes. They are now seeing that advertising is a tremendous economical force which may be successfully applied to national problems. And what is good enough for the Government is certainly good enough for them. What will be the result of these gigantic Government campaigns it is difficult to say now. But one thing is certain: a large number of new advertisers will enter the field—there are signs already—and advertising generally will be conducted along bolder and more ambitious lines."

I asked Mr. Allison to tell me something about how far the war had affected advertising conditions. He replied: "A characteristic feature of present conditions is the large number of small orders and the notable absence of long-term orders. Only a very few of our great advertisers still continue to place lengthy contracts, the majority of them buying their space from week to week, and many even from day to day. From this it must not be construed that advertisers are in any way nervous or inclined to retrench unnecessarily. The main reason for the present system of space buying is the uncertainty of the supply of merchandise. Merchants obviously do not want to advertise if they cannot deliver the goods. But when they have the goods in hand there is no hesitancy about placing orders for advertising space. At the back of every retrenchment that I have alluded to has been a shortage of goods. Adverse war news does not affect the volume of advertising, although it must be confessed that for a little while the Parliamentary debates on national and private economy threatened to have somewhat bad effects. When you have the Prime Minister of England asking Englishmen to spend less on their living; when you have the press preaching the same doctrine, and Parliamentary committees formed for the purpose of propaganda work on the same subject, it is not to be wondered at if some advertisers are inclined to draw in their horns. This tendency, however, did not last long. Advertisers themselves deliberately embraced this economy movement and appealed to the public through their own ads along economy lines."

"And the future?" I asked.

"As to the future of trade, especially with regard to advertising, after the war, there is no unanimity of opinion here," said Mr. Allison. "Some believe there will be a great trade expansion. Others predict that when the war is over the country will begin to feel the pinch for the first time. Frankly, I belong to the former group. I firmly believe that business will be good after the war, and I base my opinion on the following considerations:

"(1.) The war chests of Europe, and particularly England's, have been wide open for over a year. Countless millions have been circulated which hitherto have been sealed up. The whole population of the country, with the exception of the professional classes, have benefited directly or indirectly in this distribution. It will be a long time before this money finds its way back into the bank balances of a few people, and while it is being widely distributed it will be spent.



J. MURRAY ALLISON.

"(2.) Although the war and its heavy taxes, together with the general upheaval of conditions, will reduce the wealth of a large number of people; it will produce a new class of rich men. Many men hitherto just comfortably fixed will become very rich, despite the War Profits tax. All people in the food business, all in the engineering business, cloth merchants, and all kinds of Government contractors have made huge fortunes. Many of these men have large sums of money for the first time in their lives, and will spend it. You will find that these 'newly rich' people will be buying estates from those who have lost a goodly part of their fortunes, and they will spend money on them.

"(3.) During the war England has suffered much less than any other country at war. Industry in France, Russia, and Germany has been practically demoralized. Not so here. We are still trading in a big way, although, of course, not to the same extent that we were before the war. Our exports, of course are down, but this does not mean that we have lost our markets. Canada, Australia, India, South Africa, China, South America, Japan, and the United States,

necessarily, have not been receiving anything like the amount of goods they ordinarily receive. The need for this merchandise still exists, and, as a matter of fact, many of the orders are still in the hands of our great manufacturers, but we have not been able to make the goods, and if we had we might not have been able to transport them. When the war is over and our great mercantile fleet is released from war service, when our munition workers and soldiers go back to their ordinary occupations, our manufacturers will find themselves flooded with foreign orders. Then, again, you must take into consideration the vast overseas German market that will gravitate to us naturally. You cannot tell me that Australians, Canadians, South Africans, and other colonials will buy German goods with the same freedom as formerly. There can be no doubt whatever that there will be big business after the war. And that means plenty of advertising."

"Have English advertising men played any part in the actual conduct of the war?" I then asked Mr. Allison.

"I should say so," he replied vigorously. "The response from advertising men has been really extraordinary. I suppose fully two-thirds of the men engaged in the advertising business are at the front. Great numbers of those who enlisted as private soldiers have already attained rank. Almost every day at the Times office I receive old friends back from the front who have gained commissions. They all say they have completely forgotten advertising, and that they only think of one thing, and that is to end the war. The older men, who are 'keeping the flag flying' at home, have to work harder than ever, because although the volume of advertising has shrunk a good deal, many new advertisers have been appearing in the field, owing to new needs arising out of the war, and these new men require a good deal of attention.

"Advertising men have been very much to the front, too, in connection with the various charity funds. The gigantic Prince of Wales Fund, now over \$27,500,000, has for its joint secretaries Mr. C. Arthur Pearson, the publisher, and Mr. H. F. Le Bas, head of the Caxton Publishing Company, and one of the biggest advertisers of the country. In his recruiting and loan work for the Government, Mr. Le Bas was assisted by a committee, including Mr. Wareham Smith, advertising manager of the Daily Mail; Mr. H. Simonis, advertising manager of the Daily News; Mr. C. F. Higham, a prominent advertising agent; Mr. Thomas Russell, London correspondent of Printers' Ink, and Mr. J. C. Akerman, proprietor of the Advertiser's Weekly. Mr. H. E. Morgan, head of Messrs. W. H. Smith & Sons, printers and advertising agents, is the moving spirit in many of the great charity funds. These are only a few names, taken at random, of the many well-known advertising men who have volunteered to serve in various ways without fee or remuneration."

(Let me add that Mr. Allison himself is Assistant Director of Recruiting at the Royal Naval Division.)

Just before leaving I asked Mr. Allison when he thought American advertisers should begin their campaigns in England to capture some of the big after-the-war trade. Like the good advertising man he is, Mr. Allison shot one word at me: "NOW."

Boston Advertising Exhibit a Great Success

A Poster and Decorative Advertising Exhibit of "Boston Made" goods was held at the Boston Young Men's Christian Union, 48 Boylston Street, Boston, May 1, 2, 3, and 4, under the auspices of the Pilgrim Publicity Association advertising class.

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

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

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

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

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

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

PUTTING CONNOLLY'S ACROSS

AN ADVERTISING STORY

By WILLIAM H. McMASTERS.

THE advertising manager of the Bolton Evening Star was deeply perplexed. In fact, it might almost be safe to state that his perplexity had assumed the form of a most decided frown.

And when the advertising manager of the Bolton Evening Star went so far as to indicate that he was in a grouchy or petulant mood, the crew of solicitors who composed what was known as "the advertising staff" of the Star awaited the outcome of the frown, with interest.

On this particular morning—which was the third Thursday before Easter, in the year 1908—and a most pleasant spring morning from the standpoint of weather alone, the advertising manager instructed his secretary to "tell Mr. McWilliams that I'd like to see him."

This command the secretary executed by waving a hand in the general direction of a small forest of roll-top desks, and saying: "Mae!" in rather a persuasive tone.

Mae responded—"with alacrity" if you insist—and took the vacant chair beside the advertising manager's desk.

The advertising manager turned in his swivel chair, and with a voice that showed the utmost concern, said: "Well! Connolly isn't running to-morrow."

Evidently this brief remark was charged with meaning, because McWilliams leaned forward in his chair and asked in a stage whisper: "That so? What's matter?"

The manager leaned forward in his swivel chair and answered as follows: "Don't know. Everything seemed all right. No complaint in the least. But I met Greenwood on the way down, and he said they were going to cut out the Star."

"Tried to get him to explain it. Nothing doing on the explain. So I guess it's up to you."

The advertising manager leaned back in the swivel chair. McWilliams leaned back in the straight chair. They looked at each other for a few seconds.

"Well!" said McWilliams.

"Well!" echoed the advertising manager. "Go to it! You've been waiting for a chance to show some class."

"Here is the biggest clothing account that ever came to Bolton. It is two weeks before Easter."

"We have carried Connolly's copy for the past six weeks, and his bone-headed advertising man tells me that they are going to quit us."

"So I have taken Mr. George off the account, and put it up to you to get Connolly back into the Star before we lose every clothing account we've got."

"You have been beefing about a chance. Here is the best chance I ever saw to show speed. So, go to it!"

McWilliams's eyes showed the trace of a gleam. A swift smile flitted across his mouth and was lost as the lips tightened.

"One word," he said.

"Well!" murmured the advertising manager.

"The limit?" asked McWilliams.

"Anything short of murder," said the advertising manager, turning in the swivel chair, while McWilliams turned on his heel—the only way to turn anyhow—walked over to his roll-top, slammed it down with a bang, and continued on his way to the elevator.

The handsome new clothing store known as "Connolly's" was situated about two blocks above the Star Office.

The proprietor of the store—Felix J. Connolly—had attained a big reputation as a clothing merchant in several smaller cities, outside of Bolton, before deciding to make an onslaught on the big town itself.

McWilliams reviewed hurriedly in his mind the history of Connolly as it had come to him through gossip and otherwise, and planned his campaign of attack.

He readily concurred with the advertising manager of the Star that the opportunity to show class and speed still lay in the Connolly account, but he regretted that the chances of a piece of copy on the following day was so remote.

"I should have been handling this account ever since Connolly struck town," he thought, "but let's forget it and get busy."

He interrupted his own musings by right-wheeling into Connolly's, and walking quickly down the long carpeted aisle—banked on either side by glass cases filled with clothes.

He took a look at the store—noted its imposing appearance—bowed to one of the clerks who had been secured by Connolly from a rival clothier—and made his way to the cashier's desk. "Mr. Connolly in?" he asked.

"He's in the private office," she replied.

"Tell him I'd like to see him," said McWilliams.

"What name, please?" she inquired.

"Omit the comedy," answered McWilliams, "and tell Mr. Connolly to come out here."

The girl put her head inside the private office door and a second later the smiling face of Connolly showed itself.

McWilliams and Connolly had met on one or two previous occasions, so there was no need of introduction. "Hello McWilliams!" said Connolly.



WILLIAM H. McMASTERS

"lo," snapped McWilliams. "Come out here where I can get at you. I want to talk fast."

Connolly stepped outside of the enclosed cashier's office and leaned up against a case of clothing.

"Let us start with our minds clear," said McWilliams. "You have decided not to use the Star, to-morrow. Is that right?"

"Yes! I suppose it is," answered Connolly.

"That means that you are not going to use the Star, at all, from now up to Easter. Is that right?"

"Yes! I s'pose it is," said Connolly.

"Well! for the love of Mike, will you tell me how you are going to fill your store full of clothing buyers by cutting out a paper at the very time when business ought to be booming?" asked McWilliams, emphasizing every word where it would do the most good.

Connolly reached into his outside upper coat pocket and produced a cigar. He snipped off the end of it with his thumbnail, and then stuck the cigar into the corner of his mouth.

"Well, now, McWilliams," he said, nervously. "I may as well be square about this thing. This store is up against it."

"I have an advertising manager named Greenwood. You know him. He has been for years with Leonard Moser & Co. He ought to know his business."

"We have been open just six weeks and business is rotten. I have spent a barrel of money in advertising."

"Some of the copy has been good. Some of it I didn't like, but I let it go because I had hired Greenwood and I thought he ought to know what the people of Bolton would stand for, in advertising."

"But here I am, with a store full of clothing—a small army of salesmen—and nobody to buy any clothes."

"Now I am going to ask you, as an advertising man, what is the right thing for me to do?"

During the recital of Connolly's situation a light had broken in McWilliams's brain. With the instinct of the keen solicitor, he had sensed the whole trouble.

"You say that business is punk?" he asked.

"The worst I ever saw," said Connolly. "I am doing more business in any one of my five other stores, out in the woods, than I am here in Bolton."

"I get you," said McWilliams.

"So as long as business was bad; as long as the copy which Mr. Granite-knob has been putting into the papers has failed to bring anybody into the store, you thought you could save the situation by deciding to keep your story away from the greatest crowd of readers in Bolton."

Connolly started to say something, but he was interrupted by McWilliams.

"Wait a minute, Connolly, I want you to get this and get it right."

"Your advertising man knows something is wrong. He hasn't got brains enough to know that the drivel that he has been cooking up and selling to you for copy, isn't what is needed to stir things up for this store."

"You came into the town with a big reputation as a live wire. You were supposed to be all the goods—the big show—the whole works."

"Your man, Greenwood, has killed the prestige you had—he has run the publicity of this store as though he was the head usher at a morgue."

"Your store is great. You have done wonders with this big idle shack—way down here on Sumner Street—and you have converted it into the semblance of a clothing store. But your advertising man has made the public feel that it is a storage warehouse that you are running."

McWilliams hesitated a second for breath, and Connolly smilingly bowed his head and said: "Go on, McWilliams, I like to hear you talk. You are the only live advertising man I have seen since I came to Bolton."

"There is more truth in that than you think, Connolly," said McWilliams.

"You have been doing the whole thing yourself. You have suggested everything. You have done all the planning. You bought all the goods, all the cases, all the fixtures, hired all the salesmen and office force, and when you had it all framed up and opened the doors for trade, you found all you had accomplished was the feat of blowing a lot of money, and you didn't have any clothing store, after all."

"All you have got in this place is a show-room, with too many high-priced guards around here! You are a dead one for fair unless you wake up the populace."

"The Fire Department won't let you burn up the place, and you can't advertise any mark-downs because it is too early in the season, and they would put the faker's sign on you, for good."

"There is only one thing for you to do, and it would never occur to your advertising manager to do it. He is an occupier of space, a pretty picture-painter. You must tell 'em about 'Connolly, the clothing man,' and tell it to 'em strong, that they'll never forget it."

"You must tell the men who are going to buy clothes within the next two weeks that if they fail to visit Connolly's they are taking the awfulest chance ever taken this side of Balaklava."

"You can't do this yourself. You are too nervous to write, anyhow. Your advertising man can't do it, because, if he could, he would have done it, long ago."

(Continued on Next Page.)

"So I'll have to write it myself, and if you will give me an idea of the space you will stand for in to-morrow's Star, I will show you the copy at six o'clock this afternoon. And believe me! you will go home and sleep soundly to-night for the first night in a month, after I have shown you some live stuff!"

The advertising solicitor from the Star paused to note the effect of his hurried talk.

Connolly, the clothing man, took a long breath.

"McWilliams," he said, putting his hand onto the shoulder of the solicitor, "I'm going to gamble on you. I want you to take five full columns of space and write it your own way."

"Do anything you want in the copy. I want to see this store full of people. Put 'Connolly's' across and you can have anything I've got."

And McWilliams, who never stayed any place where his presence wasn't actually required, reached over and took Connolly's hand. As he shook it, he said: "It's all over. I shall be back here at six o'clock this afternoon with the dope."

And he left Connolly, the clothing merchant, leaning against one of his glass cases filled with suits, trying to smoke a cigar that had not been lighted.

When some men have a big task ahead of them, they spend a deal of time in planning. Other men, when confronted with a job, go right after the job.

Some writers, when telling a story, take up much space in explanation, asides, byplay, and philosophy. Others go right ahead with their story.

McWilliams, the advertising solicitor of the Bolton Star, was a man who went right after the main event and skipped the preliminaries. It might be well, therefore, in relating this incident in his professional life, to keep on the main theme—which is the story itself.

Without stopping to confer with anybody, McWilliams walked hurriedly to his room—about five minutes' walk from the office. It was a hall room, four flights from the ground floor and only one flight from the roof.

McWilliams occupied it because it was a handy room for a man without a family and also because it was cheap.

And, being a man of action, he sharpened two lead pencils, put a pad of paper on the trunk that occupied one-third of his room space, and, sitting on the only chair in the room, proceeded to write the first piece of real live copy that Connolly's new store had inspired in the six weeks of its existence.

Sheet after sheet was plastered with hieroglyphics and instructions to the compositors who were to set it up.

Finally the last sheet was written and the signature and address suggested with the mystic symbol "sig" thrown across the entire bottom of the sheet, and McWilliams gathered the mass of manuscript together in consecutive order of the sheets preparatory to reading the entire copy carefully.

With scarcely a change as he read them, he passed sheet after sheet through his hands, and when the last one was read, smiled to himself, folded the result into a compact bundle, stuck it carelessly into his pocket, reached for his hat, and went down the four flights of stairs to the street.

He handed the copy to the advertising-desk-room of the Star with instructions to "rush it along," and was headed out for a bite to eat when the advertising manager spied him.

"Anything going on, Connolly?" he shouted, from his corner of the office.

"Running five full columns to-morrow," answered McWilliams, as though he was merely a copy chaser for the office, working on regular schedule business.

"How'd you fix it?" asked the manager.

"Wrote it myself," answered McWilliams. "Some new dope. Show it to Connolly at six o'clock, but guess it goes all right."

"Did he balk?" asked the advertising manager.

"Not so much as he will when he sees the copy," answered McWilliams, smilingly, "but he needs a fire in front of his place to wake 'em up and this is conflagration copy—believe muh!"

Whereupon, he proceeded to go after the lunch mentioned in a preceding paragraph.

At 5:30 in the evening, the composing-room of the Star was visited by a nervous young man who walked from table to table searching for the Connolly matter—which he finally located in the competent hands of Wilson, the foreman, on whose forehead stood little beads of sweat.

"Almost?" asked the nervous young man.

"Say, Mac," replied Wilson, without looking up from the mass of linotype composition that he was correcting, "if you ever again send down a ten-hour job at noon, with 'must five o'clock' on it, I will bounce an ink rule off your bean."

Apparently ignorant of the imminent danger confronting him, McWilliams—solicitor-extraordinary for the Star—leaned over the form, and remarked critically, "Looks pretty in five full, eh, Wils'?"

To which flattering observation, the hustling Wilson made no direct reply.

Instead, he yelled in a most unnecessarily loud tone of voice to a printer within ten feet of him, the code-like orders: "Six proofs of this 'Connolly job and get this bug out of the way.'"

"Much obliged, Wilson," said McWilliams, with a smile, to which polite observation Wilson said in a snarly tone, "Forget it!"

With the half-dozen proof sheets—still wet with ink—in his hand, McWilliams rushed up a flight of stairs to his desk, where he read it carefully, making an occasional change with lead pencil, until he had finished. Then he rolled the corrected copy inside the others, gave his desk the same old familiar bang, and went whistling out to the elevator.

It was just six o'clock as he entered the Connolly store and walked with a confident air down the aisle to the office.

(Concluded next week.)

Maine Press Association

BOSTON, May 8.—The adjourned session of the fifty-third annual meeting of the Maine Press Association will be held in Bangor, Me., on May 18, at 2 P. M.

It has been many years since the Maine newspapermen have met in Bangor and the local newspapermen and their wives will outdo themselves to make the occasion pleasant. While the men are in session the women will be entertained by the wives of Bangor newspaper men at the Conduskeag Canoe and Country Club House. In the evening the members and their wives will be entertained at a complimentary dinner by the local newspaper men at the Bangor House.

Hoosier Daily League Meets

The Hoosier Daily League, an organization of daily newspapers in Indiana, limited to a membership of twenty-five, no two of which come from any one city, met in Indianapolis a few days ago, and discussed the problem of foreign advertising and how to get it. The League believes that more foreign advertising can be had if some way to make it easy to place and check advertising is devised, and steps along this line are being taken. George Lindsay, of the Marion Chronicle, is president, and Walter A. Ball, of the Huntington Herald, is secretary of the League.

The publishers of Pittsburgh's daily papers need no cautioning about conservation of paper. Three years ago they stopped the system of returning sold newspapers, and the business manager of one of the largest dailies feels sure that in this period \$300,000 has been saved on white paper cost alone.

WOMAN IS PRESIDENT OF LOUISIANA EDITORS

State Press Association, in Convention at Baton Rouge, Endorses Proposals for a Central Newspaper Bureau and for Holding an Editors' Short Course Annually at the State University.

BATON ROUGE, La., May 6.—With serious work as its slogan and notable addresses by leading authorities on questions of interest to editors and newspaper men on its program, the thirty seventh annual convention of the Louisiana Press Association met in Alumni Hall, Louisiana State University, last Monday, Tuesday, and Wednesday.

That an editors' short course be inaugurated to be held annually at the University, that a central newspaper bureau similar to those of Wisconsin and Kansas be investigated and possibly established, that closer cooperation between newspaper men and the advertising agency be encouraged, and special publicity laws be recommended to the State Legislature, and that greater appropriations for the educational institutions of the State be urged, were some of the salient notes sounded by speakers at the meeting.

The first session of the convention was held on Monday, May 1, at 2:30 P. M., with forty members present. Addresses of welcome were made by President Thomas D. Boyd, of the University, and Charles P. Manship, editor of the Baton Rouge State-Times. These were responded to by the Hon. John Dymond and W. T. Holland, two veteran representatives of the State's press. President Leo De Coux, in his annual paper, proposed the strengthening of the parish organizations within the State, the establishment of better business policies on the part of many of the country papers, and the elimination of unfair competition.

CO-OPERATION WITH AD AGENCIES.

"Coöperation with the Advertising Agencies," by S. O. Landry, president and business manager of the Chambers Advertising Agency, New Orleans, dealt with the relations of the newspaper men with the advertising specialist, who maintains in his office an adequate art department and copy-writing staff which might materially assist the country editor.

That the Louisiana press needs more trained journalists with fuller understanding of good journalism, was clearly brought out by four members of the senior class of the department of journalism, L. S. U., who criticized twenty-five representative Louisiana papers after several months' study with regard to news, advertising, make-up, and editorial. This survey of the Louisiana press was followed by practical suggestions for improvement by Prof. H. M. Blain, of the department of journalism, who proposed the annual editors' short course and the central coöperative bureau, both of which were endorsed by the convention.

An interesting paper by Paul Wooton, Times-Picayune staff correspondent in Washington, on "Views of a Washington Correspondent," was read by H. H. Ahrens, of the Times-Picayune. It showed the interest displayed by papers throughout the country in events happening in Washington, as well as various means of securing information in the nation's capital.

"Louisiana's Needs from a Rural Credit Standpoint," by James L. Wright, president of the New Orleans Bankers' Loan and Securities Company, showed the editors that the farmers of the State need the institution of a system of rural credit—a question now prominent in the considerations of Congress.

BENEFITS OF PUBLICITY.

That legal advertising is not graft, but a public service, that the regular publishing of the Government's affairs

stimulates the interest of the people in public activities, and that Louisiana should adopt legislation requisite for publicity of public information, were points stressed by Edward C. Johnston, of the Arkansas Press Association, and the Western Newspaper Union, Little Rock, Ark., in an address on "Publicity Legislation in General—The Arkansas Publicity Law in Particular."

Exhibits of work done by the department of journalism, L. S. U.; of student publications, of a number of books of interest to editors and publishers donated by leading publishing houses of the country, of trade journals, and of good job printing were among the unusual things of the convention.

An interesting feature of the meeting was the presentation to Col. John Dymond, a journalist and planter of much experience and prominence in Louisiana, and president for a number of terms of the Louisiana Press Association, of a handsome bronze medallion portrait of himself on the occasion of his eightieth birthday. Dr. E. L. Stephens, president of the Louisiana Southwestern Industrial Institute, and a member of the Association, made the presentation and Col. Dymond responded with very fitting words. A short poem written in honor of the occasion by Mrs. Ella Bentley Arthur was read.

The entertainment of the convention was furnished by the Baton Rouge Chamber of Commerce, which was host to the Louisiana Mayors in session in the city at the same time. A reception at the Elks' Club home, an automobile tour of the city with a visit to the Standard Oil plant, a tour of the University grounds and buildings followed by a dress parade of the cadet battalion, and a night excursion on the Mississippi River were the chief entertainment attractions.

At the final session it was voted to hold the convention of the Association in 1917 at Alexandria, La., and the following officers for the coming year were elected: President, Mrs. J. Vol Brock, Franklinton Era Leader; first vice-president, Savery M. Lewis, Ruston Leader; second vice-president, J. W. Turner, Lake Providence; secretary, L. E. Bentley, Donaldsonville Chief; treasurer, L. Lipp, West Carroll Gazette. Mrs. Brock is the first woman editor to be chosen president in the history of the Association. H. L. JOHNS.

Hearst Cup for Film Stars

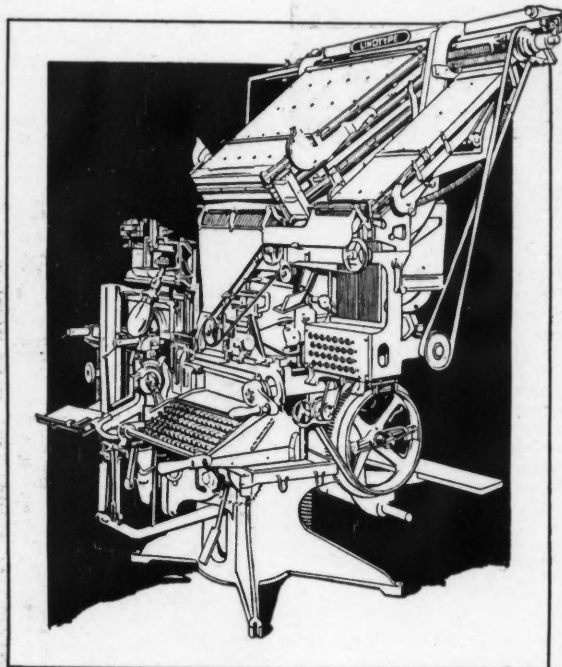
The silver cup which W. R. Hearst has purchased and which will be presented to the most popular motion-picture actress was exhibited this week at the National Motion Picture Exposition at Madison Square Garden. It was shown at the International Film Service booth, in front of which stood the ballot-box which daily received the votes of the friends and admirers of the candidates. The cup is eighteen inches high. Its greatest width is twelve inches. It is of silver. The bowl is gold lined. Its cost was \$500.

Paper Helped to Stop Strike

CLEVELAND, O., May 10.—Credit is given the Cleveland News for material assistance in preventing a car strike that threatened in Cleveland last week. When the company and the men were deadlocked over terms, the city tried to adjust matters. City officials approved the company's offer, which was not quite up to the demands of the men, on the ground that to pay out more would end three-cent carfare here. A two-column editorial in the News, urging the men to accept the offer was printed the same day. The men voted that night by two to one to accept the offer. "This editorial helped as much as anything else to end the impending strike," said Railway Commissioner Fielder Sanders, who handles the city's transportation problems.

THE OMAHA BEE

Knows How to Gather In the Honey!



MODEL 14 LINOTYPE
Three Full Size Magazines and an Auxiliary

It is modernizing its plant by the installation of

TWELVE Multiple Magazine LINOTYPES

including two-magazine, three-magazine, and auxiliary-magazine models such as that shown here.

Of 41 Linotypes shipped last week to every corner of the country, from Seattle to Peekskill, from Asheville to Vallejo, more than 70% were Multiple-Magazine Machines

Striking Features of the New Model 17 Linotype

Either Magazine Brought Instantly into Operation at the Touch of a Key.

An Additional Auxiliary Magazine.

Two full size Magazines Independently Removable from Front of Machine.

Universal Knife Block.

All Bodies, 5 point up to 36 point.

All Measures, 4 ems to 30 ems.

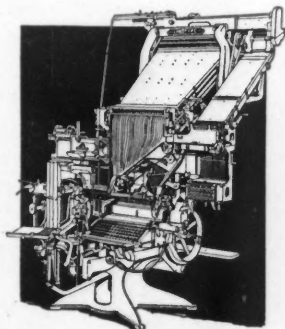
New Style Automatic Sorts Stacker.

Auxiliary Magazine Easily Removed and Interchangeable with those of Models 14 and 19.

Matrices from All Magazines Can Be Mixed at Will in the Same Line.

Water Cooled Mold Disk.

Universal Ejector adjustable to all Bodies and Measures.



Get Your Name on the List for a Catalog

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street
TORONTO: CANADIAN LINOTYPE, LIMITED

NEW ORLEANS
549 Baronne Street

SEVENTH ANNUAL JOURNALISM WEEK AT UNIVERSITY OF MISSOURI THE BEST YET

Ten Associations Join in Meetings at Columbia (Mo.) Providing Practical Instruction and Inspiration for 600 Delegates and Guests—Good Talks on Advertising Among the Features—Bryan Speaks and Arthur Brisbane Demonstrates How He Writes His Editorials.

COLUMBIA, Mo., May 6.—When the old battered bell in the memorial tower of Switzer Hall, the home of the Missouri School of Journalism, rang out at 2 o'clock late Monday afternoon, it marked the beginning of the seventh annual and most successful journalism week in the history of the University of Missouri. Ten associations held meetings during the week—the Missouri Writers' Guild, the Missouri Press Association, the Association of Missouri Foreign Language

Joseph Gazette; C. E. McBride, writer on sports for the Kansas City Star; J. Danciger, editor of El Cosmopolita, of Kansas City, and Dr. A. Gideon, newspaper representative of the Simplified Spelling Board, of New York. Mrs. Emily Grant Hutchins, special writer for the St. Louis Globe-Democrat, spoke on "City Journalism as a Field for Women." Frederick W. Lehman, of St. Louis, spoke on "The Newspaper and the Law." In the course of his talk, Mr. Lehman said:

"Reviewing the laws of this country for the regulation of the press, it may be said unhesitatingly that they are not, any of them, designed for its suppression. To the publisher the law of libel may seem harsh as holding him to account for what he published without malice and as a part of the current news of the day. Gibbon says that history is the register of the crimes, the follies, and the misfortunes of mankind. The daily newspaper is such a history for each day, and such a history, its materials gathered from every quarter of the globe, and reported upon the instant, cannot be infallible."



HARVEY INGHAM.

Des Moines (Ia.) Register and Leader.

Newspapers, the Missouri League of Advertising Clubs, the Missouri Association of Afternoon Dailies, the Missouri Retail Clothiers' Association, the Association of Past-Presidents of the Missouri Press Association, Signa Delta Chi, a national journalistic honor society; the Association of Commercial Club Secretaries, and the Missouri Press Association.

The culminating feature of the week was the Made-in-America banquet, Friday night, during which six students of the School of Journalism put out three editions of a four-page paper reporting what was taking place at the banquet. The principal speaker at the dinner was William Jennings Bryan, former Secretary of State. A surprise was a talk by Billy Sunday, the baseball evangelist at Kansas City, by long distance telephone. The 600 diners had no difficulty in hearing what he had to say.

MISSOURI WRITERS' GUILD.

The week opened with a meeting of the Missouri Writers' Guild. Several noted Missouri authors were present, including J. Breckenridge Ellis, of Plattsburg, author of "Fran"; H. Hamby, writer for the Saturday Evening Post, and Arthur F. Killick, (Fatty Lewis) of Kansas City. At 6 o'clock that night a dinner was given for the members of the Guild, and at 8 o'clock Isadore Loeb, dean of the faculty of the University, delivered a lecture on "Some Recent Tendencies in Democracy."

On Tuesday speeches were made by William Hanny, cartoonist of the St.



A. W. DOUGLAS,

Simmons Hardware Co., St. Louis.

GOOD TALKS ON ADVERTISING.

Wednesday was Advertising Day. All of the speakers emphasized the fact that advertising, in order to be effective, must be honest. That it is a science and not a game of chance, and that it must be original and convincing were also insisted upon.

A. W. Douglas, vice-president of the Simmons Hardware Company, St. Louis, said in part:

"Advertising is in its formative period. It is a tremendously big and young and interesting science, and its rules have not all been laid down yet. However, it is no longer a game of chance where you shut your eyes, fire into the dark, and trust to the god of chance that the right mark will be hit.

"In a way it is a simple science, and has only two requirements for the one who would succeed by its magic. They are, first, a knowledge of human nature, and, second, a knowledge of the English language."

PROFIT IN NATIONAL ADVERTISING.

Courtland Smith, president and general manager of the American Press Association, New York city, speaking on "Country Newspapers and National Ad-



Mrs. A. V. CASION,
Perryville (Mo.) Republican.

vertising," said that foreign advertising offered the largest field of profit to the country publisher.

"Up to the last six years country newspapers have never given much attention to this form of advertising," said Mr. Smith. "They have allowed the magazines and the city papers to get it away from them, though it is theirs by every right, because only the newspaper man in the small community can give to his advertisers the personal interest touch which he desires above all other things."

Charles F. Hatfield, secretary and general manager of the St. Louis Convention and Publicity Bureau, followed with a paper on "Community Advertising."

COMMUNITY ADVERTISING.

"The foundation of community advertising," he said, "is having something worth while to show. The mere mentioning of special municipal features indicates possibilities which could be expanded. A city telling what it has



J. F. HULL.

Marysville (Mo.) Tribune.

secures for itself a tremendous volume of advertising of the most forceful kind—advertising that works for many years."

Other speakers of the day were W. C. D'Arcy, president of the D'Arcy Advertising Company, St. Louis, on "Advertising of Advertising"; Roy B. Simpson, of the Fisher-Steinbruegge Advertising Company, St. Louis, on "Retail Store Advertising from the Standpoint of the Country Merchant"; A. I. Boreman, manager of the advertising and service departments of the Merchants' Trade Journal, Des Moines, on "Making Retail Business Pay"; J. R. Moorehead, secretary of the Southwestern Lumberman's Association, Kansas City, on "Advertising an Unadvertisable"; George F. McKenney, general manager of the Rahe's Automobile Training

School, Kansas City, on "Direct Advertising for Merchants"; L. E. Holland, superintendent of the Teachener-Bartberger Engraving Company, Kansas City, on "Honest Advertising"; John A. Prescott, Southwestern manager of the Alexander Hamilton Institute, Kansas City, on "Display Advertising"; A. W. McKeand, president of the McKeand Service Company, on "Community Advertising," and S. C. Dobbs, vice-president of the Coca-Cola Company, Atlanta, former president of the Associated Advertising Clubs of the World, on "Advertising as a Force in the Business World."

SERVICE THE FIRST REQUISITE.

Mr. Dobbs, in his speech, said:

"Advertising itself does not pay. It will do the merchant no good to advertise a page a day and do nothing else. Back of all advertising must be quality of product and the ability to



S. C. DOBBS,
Coca-Cola Co., Atlanta.

administer to a human want. A sales organization will not be advantageous unless backed up by efficient service. You must have service, plus publicity.

"Advertising when properly done is not an expense, but a good investment. It is more permanent than any building or factory equipment. It not only brings immediate returns, but accumulates a reserve fund. Advertising is but a form of creative salesmanship, and through its medium we have learned the joys of living."

Although scheduled to speak once, Arthur Brisbane, editor of the New York Evening Journal, was induced to speak a second time, because of the large crowd that could not get into the hall to hear him. In the afternoon he talked intimately to newspaper men and "boys and girls" on the "How and Why of an Editorial." After his talk he answered questions asked by students about newspaper work. His answers were clear and forcible and were illuminated by illustrations drawn from daily life.

THE EDITOR A TEACHER.

"The problem of an editorial is to get an idea out of your head into the heads of other human beings. The method of accomplishment is of no consequence; the thing to do is to do it," said Mr. Brisbane. "Editorial writing is teaching wholesale. There are thousands of ways of putting the same idea across, but the most recently opened path to the mind is the most difficult, and that is the path the editorial writer must take. Writing is the mere problem of a trade; the ideas and thoughts behind the writing are the real things."

In answering questions Mr. Brisbane said that he would rather give a job

(Concluded on page 1556)

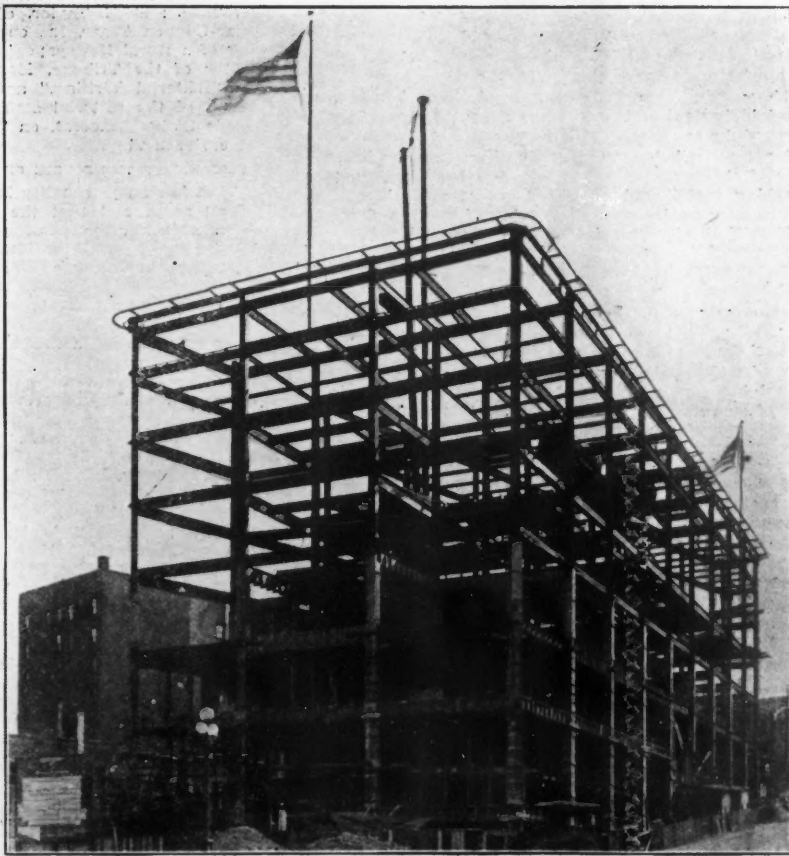
The Seattle Times

For April, 1916

—Scored a net paid circulation, without the use of premiums or discounts, of

Daily . 72,990 Copies Sunday . 81,574 Copies

—Carried 1,057,042 lines of paid advertising, being a gain of 91,490 lines over last April, and being 243,054 lines more than the total paid advertising carried by the other two newspapers of Seattle combined, proving that the evening paper, with Sunday edition, is the strongest advertising medium in Seattle.



—Rendered semi-annual statement to the Government on April 1, 1916, showing for the previous six months a net cash paid circulation of

Daily
69,459 Copies

Sunday
79,489 Copies

MEMBER AUDIT
BUREAU OF
CIRCULATIONS

The steel frame of the Times' new building was completed on April 25, 1916. The Times will move to its new home in September, 1916.

TIMES PRINTING COMPANY OF SEATTLE

JOSEPH BLETHEN
Pres. and Gen'l. Mgr.

Home Office: The Times Building, Seattle, Washington,
Corner Second Ave. and Union St.

C. B. BLETHEN
Vice-Pres. and Editor

Eastern Representative: The S. C. Beckwith Special
Agency. Tribune Bldg., New York. Tribune Bldg., Chicago.
Third National Bank Bldg., St. Louis. Ford Bldg., Detroit.

HAVE FOUND PULP WOOD SUBSTITUTE FOR SPRUCE

Federal Forest Service Reports Remarkable Results of Experiments in Its Wisconsin Laboratory—Fir, Hemlock, and Lodgepole Pine Are Among Seventeen Products That Can Be Used.

WASHINGTON, May 9.—How to supply the increasing and incessant demands of the presses for material, without wholly exhausting our rapidly dwindling spruce forests, for the many and huge editions of the American newspapers, has created one of the country's biggest economic and manufacturing problems.

Being in closer touch with the situation than other public or private agencies in the country, the Federal Forest Service has realized the desirability of finding some substitute for spruce in the manufacture of news print paper, and through its well equipped forest products laboratory at Madison, Wisconsin, has been carrying on numerous experiments in the grinding of other woods.

Recently completed experiments have yielded the most promising results yet attained, and many commercial users of papers, including pressmen of two of the largest newspapers published, believe that the products turned out by the Federal paper experts from woods not hitherto considered as possible sources of pulp are the equal of the spruce paper on which the news of the world has been spread forth exclusively for many years.

ONLY BULLETIN OF ITS KIND.

As a practical proof of its accomplishments the Forest Service has just published a unique bulletin containing pages made from twenty-two different woods, raw and cooked, used separately and combined. The blank pages of paper from various woods are bound side by side with pages of spruce, many of them making as creditable an appearance and one or two of them being strikingly whiter. Pages cut from newspapers printed on the experimental papers are also bound into the booklet beside similar pages cut from ordinary newspapers, so that the reader may make the most practical of all comparisons.

The most interesting phases of the experiments perhaps were the arrangements with commercial paper companies in the neighborhood of the Federal grinding plant for the manufacture of great standard rolls of news print paper and the furnishing of these to one of the leading papers in New York City and one in St. Louis, Mo., for practical "runs" on their presses under ordinary shop conditions. Under this final test many of the papers made showings as good as the spruce paper usually employed. This led experts who witnessed the experiments to believe that the Government's work, by making possible the use of several woods, will undoubtedly lead to a reduction in the cost of news print paper, and at the same time will make possible the filling of the domestic demand with a domestic supply without the exhaustion of any of our valuable forest species.

GREAT DRAIN ON SPRUCE.

The great drain that the needs of the newspapers have caused on spruce forests is brought out forcibly by figures gathered by the forest service, which show that while the increase in spruce due to yearly growth is about 770,000,000 board feet, the annual consumption in recent years has climbed to 2,575,000,000 board feet.

For the commercial tests seventeen of the experimental papers were used and all, the experts decided, were suitable for news print purposes. The best showings were made by six species of fir, eastern and western hemlock, and lodgepole pine. Many of the other woods tested gave excellent results when mixed with the whiter ones.

THE NEWS PRINT SITUATION FROM THE PUBLISHERS' STANDPOINT

BY LINCOLN B. PALMER.

Manager American Newspaper Publishers' Association.

MINDS of a speculative turn may derive much interest and possibly profit from a study of the present news print situation. Briefly, it seems that during the early part of 1915 the manufacturers failed to judge the future market. During the preceding year, the percentage of increased consumption was materially less than for a period of previous years, during which it amounted to an average of about 6 per cent. 1914 showed an increased percentage of consumption of less than 4 per cent., and 1915, notwithstanding the increased consumption of the latter portion of the year, showed an increase over 1914 of but slightly more than 2 per cent.

The production of news print during 1915 of all mills on the continent was approximately 1,750,000 tons. The exports from the United States, according to Government figures, amounted to 55,064 tons, or 3,847 tons less than 1914, while imports amounting to 368,407 tons exceeded the 1914 imports by 52,351 tons. Notwithstanding these two elements of gain of the product, the reserve stock on hand was depleted during 1915 so that by the end of the year it amounted to but approximately 50,000 tons, or an eight or ten-day supply, which, we are informed, approximates the danger point.

The deliveries of news print from the mills for the five months ending March 31, 1916, are reported to have been 15 per cent. in excess of the corresponding months of the previous year, and aside from economies that may be made by newspapers during the month of May, there would seem to be no reason why the percentage of increase should not be maintained for the period of seven months ending May 31, and consumption at that rate would naturally be expected to tax the capacity of the mills until about June 1, when, if the condition of past years is repeated, there may be expected to be a distinct reduction of consumption month by month until September.

One marked feature of the situation is lessened production caused by the mills putting machines producing over 500 tons per day of news print on other grades, which, it is claimed, are more profitable. That loss does not seem to have been offset by increased production, which during the year may be approximated at less than one-third of that amount. It is, of course, obvious that if the manufacturers desire they might further curtail production and continue the scarcity. On the other hand, limited production spells higher price and higher price naturally brings about a condition of curtailment on the part of the consumer. It is therefore fair to assume that such a condition will not prevail, because already the consumer has seen the threatened danger of the news print joy ride, and has put into effect a drastic and far-reaching curtailment of waste and of studied economy. From all parts of the country we learn of elimination of waste and conservation of paper. In New York city recent economies that will reduce consumption by something over 300 tons per week have been instituted, and it is expected that the percentages of reduction in many other cities will equal or exceed that of New York.

It is reported that higher prices may be expected to prevail, and that the \$1.90 f. o. b. mill price of the past will give way to approximately \$2.10, and yet that assumption seems to be based on the theory of shortage or of a demand in excess of normal supply. As part reason for the proposed increase, we are told there has been in increase of \$3 or more per ton of manufacturer's cost, but that in turn leads to the thought that possibly the manufacturers may to their profit seek to lessen increased cost, whatever it may be, by economies for which we are informed some mills offer a virgin field. Possibly they may take a leaf from the book of the newspapers' experience during 1914, when, due to the war or other causes, cost of operation increased rapidly, and was emphasized by great reduction in revenue, which necessitated the most rigid economy and cutting off of all waste, and which proved to be a blessing in disguise, because of the permanent saving it brought about.

It is obvious that if the manufacturers attempt to pass on to the consumer a materially increased price, either individually or in concert, the consumer will seek the only remedy at hand to reduce total cost, and that is reduction of tonnage. In the end, this would seem to work to the detriment of the manufacturer rather than to that of the consumer, and therefore we may expect to see the mills make some effort to institute economies that will offset any increased cost of production with which they may be confronted.

WOOD PULP IMPORTATIONS SHOW AN INCREASE OF 77% IN FIVE YEARS—1909 to 1914

WASHINGTON, May 11.—Increases in the amount of wood pulp produced and imported, as well as the amount of paper manufactured, were shown in the census of manufacturers for 1914, compared with 1909, according to a report just made public. The most noticeable increase was in the imports of wood pulp, the figures showing a 77 per cent. gain in the five-year period.

The production of wood pulp in 1914 amounted to 2,894,650 tons, as compared with 2,498,955 tons in 1909, the increase being 15.8 per cent. The total value of the paper produced in 1914 was \$294,355,875, as compared with \$235,242,437, in 1909, the increase being 25.1 per cent.

The production of news print paper in 1914 amounted to 1,313,285 tons, valued at \$52,942,774, as compared with 1,175,554 tons, valued at \$46,855,560 in 1909, the increase in quantity being 11.7 per cent., and in value, 13 per cent. There were manufactured in the later year 934,979 tons of book paper, valued at \$73,499,514, and in the earlier, 694,905 tons, valued at \$54,798,840, the increase in quantity being 34.5 per cent., and in value, 34.1 per cent.

The output of wood-pulp board, news board, binders' board, and all other boards, in 1914, aggregated 1,233,527 tons, valued at \$41,870,947, as compared with 854,288 tons, valued at \$26,863,630, in 1909, the increase in quantity being 50.3 per cent., and in value, 55.9 per cent.

JOURNALISM WEEK AT U. OF MISSOURI

(Concluded from page 1554)

to a graduate of a college course in journalism than to one who had had five years' experience in reporting.

"The great danger of the newspaper business is letting the years pile up. The man who is fresh and enthusiastic is the man the newspapers want."

BRISBANE SHOWS HOW HE DOES IT.

At night Mr. Brisbane spoke on his scheduled subject, "The Country and the City Newspaper." But before half through his talk he strayed from his subject and began to write, or rather talk, editorials, on "Grace Briggs, the University Prize Cow," and on "What I Would Say on the Tombstone of John D. Rockefeller." He prefaced his editorials with a few words on the requirements of an editorial.

Four things are required to write a good editorial, according to Mr. Brisbane. He said: "What you write must be seen; it must be read; it must be understood; it must be believed."

Mr. Brisbane drew from his editorial on Grace Briggs the moral of "votes for women." He said that he would put on the tombstone of John D. Rockefeller, "Here lies the man who made men realize that competition was unnecessary and Government ownership possible."

On Thursday morning addresses were made by P. J. Seley, pressman of the E. W. Stephens Publishing Company, Columbia, Mo., on "Presses and Press Troubles"; E. E. Taylor, editor of the Star-Clipper, Traer, Ia., on "The Making of a Rural Newspaper"; J. F. Hull, editor of the Tribune, Maryville, Mo., on "Editorial Writing," and Carlos F. Hurd, of the editorial staff of the St. Louis Globe-Democrat, on "The Art of Interviewing."

PERSONALITY THE SOURCE OF ALL NEWS.

That human personality is the source of all news, and that the interviewer is a seeker after personality, which must express itself in ideas, was the first thought in Mr. Hurd's talk. If the interviewer is able to present both personality and ideas in worthy form, his product will be the cream of the news columns and a theme for the editorial columns.

Other speakers were Dietrick Lamade, of the Williamsport (Pa.) Grit, on "Special Features for Journalism"; Roger Steffan, editor of the Durham (N. C.) Sun, on "The Handling of News on Big Papers and Small"; Lee A. White, associate professor of journalism, University of Washington, on "The Shop Window"; Robert S. Walton, editor of the Armstrong (Mo.) Herald, on "Does a Typesetting Machine Pay the Country Publisher?"; and Henry C. Campbell, editor of the Milwaukee Journal, on "Journalism in the Present Day."

That the most marked tendency of the press in recent years is its steady and rapid rise to freedom from the ties of partyism was the opinion expressed by Mr. Campbell. "Not very long ago," he said, "one of the veterans of the profession, one of the country's striking and picturesque characters, publicly stated that if his political party nominated the devil for President, his paper would deem it a duty to support his satanic majesty's candidacy. At that time the remark excited little comment, very little comment compared to the sharp and general criticism that it would evoke were it uttered to-day."

Another gratifying evidence of the upward trend of present-day journalism, according to Mr. Campbell, is the insistence by the heads of many editorial departments on the utmost degree of accuracy.

The other speakers of the week were R. B. Caldwell, editor of the Monticello (Mo.) Journal, on "How We Make a Country Newspaper"; D. H. Brown, the Poplar Bluff (Mo.) Citizen-Democrat, and E. C. Drummond, Lexington (Mo.) News, on "Discontinuing a Daily Newspaper"; William J. Bryan, on "The Spirit of America," and James Schermerhorn, editor of the Detroit Times, on "The Soul of a City."

Any Way You Look At It the
NEW YORK WORLD
LEADS.

CIRCULATION	391,831	Government Statement of April 1, 1916
Nearest Competitor	335,435	
WORLD'S LEAD	<u>56,396</u>	

VOLUME OF ADVERTISING

	LINES
For April	1,214,091
Nearest Competitor	1,112,219
WORLD'S LEAD	<u>101,872</u>
Four Months of 1916	4,071,625
Nearest Competitor	3,703,961
WORLD'S LEAD	<u>367,664</u>

GROWTH IN ADVERTISING

	LINES
April 1916 over 1915	332,575
Nearest Competitor	294,660
WORLD'S LEAD	<u>37,915</u>
Four Months 1916 over 1915	832,784
Nearest Competitor	696,531
WORLD'S LEAD	<u>136,253</u>

The WORLD is not only
the Greatest IS-er, but The Greatest COME-er.

*National Advertisers will do well to Follow the Lead of
Local Advertisers. **THEY KNOW** the Leading Medium*

MORE PUBLISHERS OFFER ASSURANCE OF CO-OPERATION IN FIGHTING STAMP EVIL

In Louisiana the System Has Been Taxed Out of Existence—
Tennessee Regulates the Traffic Through a License Law—
Merchants in Wilmington Tired of the Stamp
Business and Trying to Discard It.

[A merchant in Wilmington, Del., spends five thousand dollars a year in giving stamps. He would like to stop, and if he can find a way, through the cooperation of competing merchants, he will increase his appropriation for advertising to the extent of \$2,500 a year. This one instance is cited for the consideration of publishers who doubt that the elimination of the stamp system would mean any increased expenditures by the merchants for legitimate advertising.—Ed.]

LICENSE TAX AS A REMEDY

W. E. Krebs, Lake Charles (La.) American-Press.—"The trading-stamp evil has been abolished in Louisiana. The Legislature some years ago fixed the license tax or occupation tax on trading stamps so high that no one can afford to pay it. I am not fully acquainted with the provisions of the law, but it seems to be effective."

THE CONSUMER ALWAYS PAYS

S. C. Stevens, Sioux City (Ia.) Journal.—"Like many other propositions to catch and inveigle the public, the coupon idea of merchandising goods is coming under the close analysis of merchants and consumers, and this idea of giving and getting something for nothing must soon be relegated to the junk heap, where it belongs. Nothing can be more obvious than the fact that any added cost in placing manufactured goods into the hands of the consumer is directly against the principle of good merchandising. It is an axiom of business that additional cost of production or sale of manufactured goods is not borne by the manufacturer, jobber, or retailer, and that the consumer always fobbs the bill in the end. And in this case he is deceived into thinking he is getting a rebate, when in reality he is paying full value for the coupons that will, in a majority of cases, obtain for him a premium valued at far beyond its retail price, and in most cases an article he would not purchase if he realized that the payment for same came directly out of his pocket. I can assure you that I am heartily in accord with THE EDITOR AND PUBLISHER in eliminating this parasite upon honest advertising."

STAMPS DID NOT BRING TRADE

T. E. Gaffney, business manager, Galveston (Tex.) Tribune.—"The situation in our city is against the use of coupons or trading stamps. The president of the Retail Merchants' Association says that this organization has, time and again, gone on record as being strongly opposed to trading stamps or coupons connected in any way with merchandise. At one time this gentleman was a large user of trading stamps, and after a thorough trial was shown that trading stamps did not bring one dollar's worth of trade to his store, but in fact drove away many of his old customers. At the present time, with the exception of a tea company, I know of no concern in Galveston using trading stamps. To-day Galveston is the only city in Texas, of any size, that is not infested with the trading-stamp evil."

MERCHANTS TIRING OF STAMP BUSINESS

C. J. Pyle, business manager, Wilmington (Del.) Journal.—"The situation in our city is somewhat different from that of other towns. At one time our merchants were very much embarrassed with the trading-stamp evil on the part of the so-called trading-stamp company, and in order to cope with the situation, a large number of our department stores put in their own stamp, said stamp be-

ing redeemable in merchandise in any department of the store. In addition to this the different department stores took in a number of smaller merchants and grocery stores of our city, selling these books to them and redeeming the stamps in merchandise from their sales counters. This condition practically drove from our town the outside trading-stamp concerns. A number of our merchants who are engaged in the stamp business under the above lines are thoroughly disgusted with it, and would like very much to drop the stamp proposition, and have endeavored to get the consent of other stores to discard the stamp entirely, but thus far have not been successful. Recently the Crosby & Hill Company took the initiative and discarded the stamps and in order to protect themselves instituted what is known as a 'profit-sharing sale' once a month. This has been very successful and acts as a retainer for the holding of their business. By the elimination of the stamp they have been enabled to increase their advertising appropriation. One of our advertisers informed us that it cost him over \$5,000 a year to carry trading stamps, and that he would be willing to increase his advertising appropriation \$2,500 if he could be rid of the evil.

"We wish to congratulate THE EDITOR AND PUBLISHER on the good work it is doing, and assure you that we will do all in our power to assist."

MERCHANTS WITH THE RIGHT IDEA

M. H. Ormsby, president, Huntington (Ind.) Press.—"THE EDITOR AND PUBLISHER has taken a correct stand on the

coupon evil, and the publication will live and thrive long after the coupon interests will have been forgotten. The merchants of Huntington have wisely avoided becoming entangled in the coupon evil, preferring to keep well within the lines of legitimate business and making a legitimate profit on legitimate goods."

AGAIN A MENACE IN SAN FRANCISCO

W. H. B. Fowler, business manager, San Francisco (Cal.) Chronicle.—"Trading stamps were for many years barred from the advertising columns of the San Francisco newspapers. For some reason in the last two or three years they have been permitted to creep back. I suppose that if the practice of giving trading stamps assumes very large proportions, a new bar will be raised. At the present time, however, their use in San Francisco is limited to the very cheapest stores."

BEST MERCHANTS IGNORE STAMPS

L. B. Costello, business manager, Lewiston (Me.) Sun.—"So far as we know there have been no court proceedings of any kind on the trading stamp matter in Maine. In Lewiston and Auburn, our best merchants have in recent years ignored the trading stamp altogether, and though they are here, they have no foothold."

TENNESSEE TAXES STAMP USERS

C. B. Johnson, publisher, Knoxville (Tenn.) Sentinel.—"Tennessee many years ago put the ban on the trading stamp. The agitation against trading stamps started in Knoxville at the instigation of the Sentinel. We believed then as we do now that the trading stamp is a menace to business generally. You are to be congratulated on the magnificent campaign that you have conducted against this evil."

SITUATION IN MICHIGAN

W. J. Hunsaker, publisher, Sag'naw (Mich.) Courier-Herald.—"I enclose an editorial from the Courier-Herald, which I wrote immediately following the decision of the Supreme Court on State trading-stamp and coupon legislation.

DECREE OF JUDGE J. LANDIS IN THE CASE OF U. S. VS. ASSOCIATED BILL POSTERS EFFECTIVE MAY 14, 1916

DECISION.

THE COURT: The defendant organization is composed of bill-posters owning bill-boards in several thousand of the most desirable cities and towns throughout the United States. The object of the organization is to control the business of national poster advertising throughout the country, and to limit the display of national posters to prices fixed by the organization to the boards of members of the organization, there being but one member in each city or town.

To accomplish this, the members agreed to post and display on their boards the posters of only such advertisers as limit their patronage to members of this organization, and to refuse to post, and to exclude from their boards, the posters of such advertisers as should patronize the boards of a competing bill-poster or non-organization member in any locality where there are bill-boards of members of the organization.

As a means to this end, the business of soliciting the poster advertising of national advertisers was, by agreement of the members, limited to seven or eight designated persons and corporations, called "official solicitors," such solicitors paying an annual fee to the organization. To secure to these official solicitors a monopoly of the business of soliciting advertisements, it was agreed that the members should pay these solicitors as their compensation 16 2-3 per cent. of all moneys received by such members from advertisers for posting their advertisements, and that the member would pay no compensation for soliciting advertisers' business to any advertising solicitor who was not an official solicitor.

To secure obedience to the organization plan by members and official solicitors and advertisers, it was agreed that penalties should be inflicted upon such members, official solicitors, and advertisers as failed to observe and adhere to the plan.

The result is that the members of this organization now have a practical control of the posting of national advertising in the several thousand cities and towns throughout the United States where boards of said members are located, and that such national advertising in those localities is practically excluded from independent boards.

Evidence was presented by the defendants of a general improvement in, and development of, the whole bill-posting business, during the existence of the organization and its predecessor. But granting to this evidence all that defendants claimed for it, the Court is of the opinion that the decree must go to the complainant, for the reason that the whole spirit and policy of our law is opposed to agreements among persons and corporations designed to exclude other persons from legitimate commerce. The Sherman law was expressly conceived and enacted to this end. The rule of "reasonable restraint" has no application here, for the reason that this is not a case of mere restraint, but of total exclusion. Even perfection in any line of business is not to be thus procured.

I expect to follow up this line as occasion demands. It seems to me that the decision is of vast importance, and that it should open a way for tobacco manufacturers to free themselves of the coupon incubus in case they are not able to do so through the revenue legislation proposed in Congress. So far as we are locally concerned, the trading-stamp scheme was wholly extirpated fifteen years ago, practically through the efforts of the Courier-Herald, and nothing of the sort exists here now except through coupons from outside concerns.

"There is no Michigan legislation directed against this evil, and, therefore, the decision of the Supreme Court affects no cases in the State, but does furnish a good basis for constitutional legislation through which we may be rid of this "menace to trade, to the usefulness of legitimate advertising and to the economic welfare of our people," as you so succinctly put it. I intend to use every effort to start legislation of this character in the next session of the Legislature, which meets January 1, 1917, and expect, with my long acquaintance with the newspaper men of the State, as president of the Michigan Republican Newspaper Association, and as one of the two press members of the Republican State Central Committee, etc., I may be effective in arousing interest in the matter. Aside from the plain effect of this coupon business on newspaper advertising, I am thoroughly convinced that it is in every way a handicap to legitimate lines of merchandising business and trade, as well as to the masses of the people generally. You have my best wishes for the further success of your efforts in this fight."

NEW USE FOR TRADING STAMPS

Received as Votes by Firms Succeeding Those Who Dropped Their Employment.

PROVIDENCE, R. I., May 8.—According to a statement issued by a high official of the Chamber of Commerce here last week, it is probable that the trading-stamp proposition will be taken up at the next session of the Legislature in an attempt to force out of the business those who use coupons.

The Chamber of Commerce put a bill before the House this year, but it was pigeon-holed. This week, the official named had his attention called to a contest running in an afternoon paper, through the advertising of a local firm, in which prizes are offered. Other firms are taking on the trading stamp to boost their business, taking advantage of the firms who decided to drop their use.

This contest, which has been widely advertised through the newspapers and by large circulars thrown broadcast, purports to give bicycles, cameras, and roller skates to thirty children who win in a popularity contest. The contest is open to every boy and girl under seventeen years of age. In explaining "how to vote your stamps," the circular states: "Bring all your stamps, those you have now or obtain during the contest to the — premium parlor, where they will be recorded for your favorite boy or girl—One Vote for Each Stamp. Contest opened April 25 and closes June 20."

Editorial Cost Him \$3

MARION, Ind., May 8.—George D. Lindsay, president of the Northern Indiana Editorial Association and editor of the Marion Chronicle, was fined \$3 for contempt of court by the Board of County Commissioners. Lindsay's arrest and fine resulted from an editorial which the Commissioners held impugned their motives in connection with some liquor license application cases before them, and sought to coerce them.

Buffalo Starts Better-Business Bureau

Under the leadership of Alex. F. Osborn, president of the Buffalo Ad Club, leading Buffalo advertisers and newspapers have organized a Better Business Bureau. John H. McIlvaine has been engaged as paid secretary.

ADVERTISING IN ITS INFANCY, SAYS EXPERT

Carroll J. Swan Outlines the Essentials for Printed Publicity with a Pull—Careful Construction Force, Brevity, and Attractive Appearance Are Necessary—American Ads Are the Best.

BOSTON, May 8.—Chatting to-day with an EDITOR AND PUBLISHER representative about advertising, Carroll J. Swan said numerous things worth recording. Some of them were as follows:

"Advertising is as broad as the world and as deep as the ocean. There are many forms of advertising, but the greatest of all is the printed word. A man may become famous or infamous through word of mouth publicity, but what he gains in this manner will be as nothing compared to the publicity cold type can bring him. If he has goods to sell, the magazine and the newspaper can bring customers to his doors as no other mediums can."

After going back to the days of Pompeii and reviewing from that time to the present the history of advertising without the printing press as a touchstone, Mr. Swan continued:

"During the present century the advertising men of the United States have led the world in the production of clever, artistic, and educative advertising.

"We have been told by travellers from South America that the form of advertising there is a copy of American methods. We all know that English, French, and German advertising does not rank with American in beauty of design, attractive, eye-holding features, and the like.

"In America the value of series advertising, such as American Tobacco, for example, has been shown. Here is a great company that uses many thousands of lines in the newspapers and magazines of the country. The total cost of this advertising is gigan-

tic, yet the results must be satisfactory or the company would not continue such enormous expenditure.

"It will be noticed that the leading advertisers have a definite message for the public. They do not deal in generalities, as was once the custom. We learn just why certain roller bearings



CARROLL J. SWAN.

for automobiles are best, or the reason for the extreme cleanliness in a certain cigarette factory, and other things which have been, formerly, glossed over or ignored entirely.

"Newspaper advertising, better than any other medium, draws customers because it reaches the home. The American family is a newspaper reader first

and a magazine reader later. In the morning the newspaper comes to the door, fresh from the press. In the afternoon the man downtown gets an afternoon edition or two, and the wife may do the same. Both morning and evening papers are read.

"We advertising men are just as susceptible to the lure of the clever advertisement as anybody else. That proves that well-written, illustrated, and displayed advertising has a punch that can't be dodged.

"The careful advertising man, who has in mind constantly the best interests of his customers, must remember their merchandising problems. He should carefully study the client's field before embarking on the good ship Cost in the Sea of Printers' Ink. This is only fair to himself, for if the advertising is non-productive, the man who places the copy is pretty sure to hear the entire tale of woe.

"Advertising should be attractive and breathe a spirit of optimism. There is something about a pretty face, a well-played strain of music, or a beautiful landscape that is never forgotten. So do certain forms of copy carry the impression of refinement, culture, and breeding, while others look cheap and tawdry. Haste is often manifested in advertising where just the opposite effect should be produced.

"The writer of advertising should try his hand at simplicity of style and diction before he places any copy. Often, in the attempt to secure an elaborate effect, the advertisement is over-written and shoots high of its mark. The greatest advertising writers and publicists the world has ever known have been careful to use the most simple and forceful language at their command.

"If your advertising is cheerful in tone, it conveys a psychological impression that half wins the battle. Next present your selling arguments with force and brevity. Don't be afraid to use space and plenty of good-sized type.

It is easily read, and that is another point to be remembered.

"Advertising is yet in its infancy. We know much about it, but we are to learn more. It is to become more and more an exact science."

New York's Oldest Publisher

Seneca Falls, N. Y., has the oldest active newspaper publisher and editor in the State of New York, if not in the country. Attention to the fact was called by the veteran publisher's birthday, on April 30. Henry Stowell was born eighty-two years ago in a little Pennsylvania town a few miles south of Elmira. When twenty-four years old he became editor of a paper called the American Réveille, but its name was changed to the Seneca Falls Réveille, and for the past fifty-seven years, Mr. Stowell has been the guiding genius, and at times the practical printer of the Réveille.

Suit Against Newark News Dismissed

Supreme Court Justice Charles W. Parker has dismissed a suit alleging libel brought against the Newark Evening News Publishing Company on three counts, aggregating \$260,000, by former State Senator Richard Fitzherbert, of Dover. The suit was instituted several years ago, and the grounds upon which the order for dismissal was signed were lack of prosecution and failure to list for trial.

Hungarian Editors Organize

Representatives of various Hungarian newspapers of New Jersey at a meeting in Trenton, organized for the purpose of protecting the interests of Hungarians and to establish a better understanding between the American and Hungarian peoples. The organization will also seek to establish night schools for Hungarians and to encourage Hungarians to become citizens of this country.


THE INTERTYPE
FAIR PLAY - FAIR PRICES - FAIR PROFITS

Model A
Single Magazine
\$2100

Model B
Two Magazines
\$2600

Model C
Three Magazines
\$3000

Standardized and Interchangeable Models.



"Simplicity"

Standardized and Interchangeable Models

INTERTYPE CORPORATION
 NEW YORK
 WORLD BLDG.

CHICAGO
 OLD COLONY BLDG.

NEW ORLEANS
 316 CARONDELET ST.

SAN FRANCISCO
 86 THIRD STREET

THE EDITOR & PUBLISHER

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

Saturday, May 13, 1916.

HE that has no resources of mind is more to be pitied than he who is in want of necessities for the body; and to be obliged to beg our daily happiness from others bespeaks a more lamentable poverty than that of him who begs his daily bread.—Colton.

WHEN something which sells for a penny costs more than that to produce, as is the case with the one-cent newspaper, is there more than one "answer"?

TO make a fifteen-word advertisement WORTH a page of space in THE EDITOR AND PUBLISHER is quite a feat in ad-writing. The United Press accomplished that feat very happily in our issue of April twentieth.

PRESIDENT WILSON'S toast to the A. N. P. A. included a creed and an ethical code in his memorable sentence: "May its influence always be for fair play, right understanding, and the peace, prosperity, and glory of America." Again the President has demonstrated his gift of saying all that can be said on any theme without the waste of a word.

"THE modern newspaper is not only the maker but the guide of public opinion." Does not this sentiment, true if ever so trite, indicate in the man uttering it a sense of the trend of life in a modern democracy? It is not quoted from Dr. Butler's speech, nor from a Roosevelt address. It is from the address to the A. N. P. A. members by the Chinese Minister, Dr. Wellington Koo!

JASON ROGERS'S recent article in this newspaper on the proportion of reading matter to advertising in a newspaper "gets down to brass tacks" in a most delightful manner. His rule is that a penny newspaper must carry sixty columns of reading matter—then the size of the paper is to be determined wholly by the amount of advertising. Is there a better rule? We have not heard of one so definite or so good.

THE selection of Hopewell L. Rogers as president of the American Newspaper Publishers' Association was peculiarly fitting. For many years in the first rank of newspaper executives in America, Mr. Rogers has won his victories right out on the firing line. A man of sound judgment, clear-visioned, with the highest ideals, the interests of this great organization will be conserved and notably furthered by his selection for the highest honor it has to confer.

GROVE PATTERSON, managing editor of the Toledo Blade, believes that the newspaper of the future will be "editorialized"—that with news stories will appear editorial comment, clarifying and interpreting the news. The idea has been applied, in a limited way, by some newspapers in connection with the war news. Has it greater possibilities? Or, is the present system of keeping opinion out of and away from the news a better one? We invite expressions of editors on this interesting suggestion.

RESTORE THE "BUYER'S MARKET" IN NEWS PRINT

THE Federal Trade Commission has started its investigation of the news print industry, with the purpose of ascertaining exactly what factors have contributed toward present conditions.

It is distinctly in the public interest that the present so-called "seller's market" in news print paper should be speedily changed to a "buyer's market."

For a seller's market means uncertainty as to price and delivery—threatens, in fact, the very existence of many newspapers. Such a market can be sustained only through curtailment of production and trade agreements regulating and controlling prices.

The Federal Trade Commission is to inquire into prices, and also investigate "unfair practices."

As is well known, the paper market, in lines other than news print, is badly demoralized, with unstable but soaring prices, and deliveries contingent upon the good luck of the buyer. It has been intimated that some of the news print manufacturers have been taking advantage of this situation, and have diverted some of their factory facilities from the production of news print to other lines, in which greater profits are to be made.

This, of course, would be wholly within their rights. Quite as surely within their rights as it would be for them to abandon wholly the production of news print. But, if this factor is responsible for a part of the trouble in production in the news print mills, the fact should be known; and steps should be taken to increase present facilities even to the extent of establishing additional mills, and additional machinery, where practicable, in mills where present facilities are not adequate.

Facing a similar situation, the men controlling almost any other industry would find means of speeding up production to keep pace with actual and prospective demands of their market.

The publishers of the country are putting into effect radical economies in the consumption of news print. Greatest of these, although not yet generally adopted, is the policy of cutting off returns from newsdealers. In due time these economies will help materially to stabilize the market.

Just now, however, it is in the public interest, and to the interest of the manufacturers to speed up production by every possible means; to replenish the vanishing reserve supply of news print, and to restore again the all-essential "buyer's market."

NO RETURNS!

IN our issue of last week we told how the Evening Journal and the Evening World had finally eliminated all return privileges. Out-of-town returns had long been under the ban, so that this action applied to local dealers. **IT IS FIGURED THAT IT WILL SAVE THE "WORLD" ABOUT FORTY-FIVE THOUSAND DOLLARS A YEAR IN THE ITEM OF NEWS PRINT PAPER ALONE.** The saving to the Journal will equal this sum.

Other New York publishers are facing toward the same policy, but are taking one step at a time, perhaps with a view to making the change as easy as possible for dealers. The humane theory of the man who cut off his dog's tail at the rate of an inch a day has always been a popular one.

However, it is said that retrenchment plans of the New York newspapers, now in force, will effect a saving of about two hundred tons of news print each week, or about a half million dollars a year.

Such figures as these, representing SAVINGS, brought about through the adoption of sound policies of distribution and office economies, seem almost fantastical. That the POSSIBILITIES of such economies, on varying scales corresponding to the importance of the papers involved, exist in a majority of American cities is not open to question. That they should be ignored, and in the face of a menacing shortage of news print and of rising costs of operation, is one of the unbelievable things.

Publishers who are afraid that advertisers may get an unfavorable impression through the elimination of returns may rest easy. Even under the old system, advertisers have been paying only for NET CIRCULATION. That is what they will continue to get, and without any appreciable lessening of volume, through the new system.

The "fully returnable" newspaper came into existence because of a species of cut-throat competition between publishers which no longer obtains. There is no visible reason, in this day, why the publishers of newspapers should continue to beat their heads against the dead wall of an economic fallacy; and the proposition of buying back unsold and unsalable goods from the retailer is obviously an economic fallacy.

This newspaper hopes to be able to print, in each issue, the news of the cutting away of the return privilege by a growing list of newspapers, throughout the country. Every item of this kind will be GOOD NEWS—and will give further impulse to the movement. How about YOUR NEWSPAPER? Are you "dreading" to take a step which will save to you thousands of dollars a year?

The Chicago newspapers have long been non-returnable. Are there any more successful newspapers than these? Are any other newspapers conducted on sounder business principles than the Chicago papers?

DISCUSSION—NOT "ATTACK"

WILL not our friends in the newspaper business understand that, in discussing live questions affecting the conduct of newspapers, THE EDITOR AND PUBLISHER is not "attacking" any man or men? We are frequently favored with letters, dissenting from some editorial view expressed in this newspaper, in which the writers refer to our "attacks" upon somebody or other. Some of our friends seem to think that we have attacked the Armour Company; others that we have attacked Manager Owen Moon, of the Trenton Times; others are sure that we have attacked President Houston or W. C. D'Arcy, of the Associated Advertising Clubs. For these men, as individuals, this newspaper has the highest regard and admiration. This includes the members of the great Armour Company, master minds of American business. It has, unhappily, transpired that policies followed by these men, or to which they adhere, have invited discussion and criticism. In such discussion we have expressed what we conceive to be sound and ethical doctrine—but there has not been a trace of personal animus or malice in any of this discussion. To call attention to a mistaken policy is a public service. We shall try hereafter, as in the past, to render that service to our clientele without resorting to "pussy-footing" phrases—and our columns are always open for a discussion of "the other side."

COMMODITY—OR "FORCE"?

"COMMODITY" is defined by Webster as "that which is useful; an article of commerce; goods; merchandise." All will agree that ADVERTISING

is useful; yet some seem to balk at the idea that it is an article of commerce—for to admit both propositions is to concede that advertising is a COMMODITY, and there exists a widespread prejudice against so classifying it.

"An article of commerce" is something which men buy and sell. Usually it is something which can be weighed or measured; something which has a more or less definite market value, fluctuating with the see-sawing of demand and supply.

Mr. D'Arcy, chairman of the A. A. C. W. Committee on "Advertising Advertising," in a recent letter to this newspaper comments on the view of Harry Tipper—already presented and discussed in these pages—that advertising is not a commodity at all, but a Force, something about which we know as little as we know about electricity. Mr. Tipper had criticised the campaign to "advertise advertising" of the Associated Clubs on the ground that the copy sent out presented advertising as a commodity.

Mr. D'Arcy, with natural zeal to defend that campaign—a campaign with strong merits and equally strong shortcomings, as we have previously tried to make clear—denies that the Associated Clubs are treating advertising as a commodity, and affirms that the copy in question treats it as a force—but as a force through which we may learn all about commodities.

OF COURSE ADVERTISING IS A FORCE—and equally, of course, it is a commodity, an article of commerce, bought and sold, as electricity is, on a commodity-basis.

The modern newspaper is a business institution. It is conducted, generally speaking, on the same lines of business policy controlling other businesses. It sells two products, both commodities. One of these products, or articles of commerce, is the paper itself. The other is the advertising space in the paper. To this latter commodity the publisher must look for his principal revenues. In selling advertising space he conforms to generally prevailing estimates of the value of such space, based upon quantity and quality of circulation, both of these things being, under present conditions, subject to accurate appraisal.

If old conditions returned—the days when advertising space was not sold by measure of definite and known circulation, but as a "force," having a mystic value fully understood only by the publisher—the modern newspaper organization would be an impossibility.

To have outgrown those old conditions is a great achievement—assured only when newspapers placed advertising space upon a commodity-basis—made of it "an article of commerce."

ONE must feel a little thrill of admiration for the members of the State Press Association of Illinois. At their recent meeting in Chicago they were invited to a banquet to be tendered to them by the firm of Sears, Roebuck & Co. They declined the invitation, by unanimous vote. These publishers believe that the mail-order houses are doing a vital injury to their communities, diverting to themselves patronage which should in the community interest, be accorded to the local merchant. Holding these views they could not, with consistency or relish, eat the bread and salt of this great firm.

WHILE THE EDITOR AND PUBLISHER is always glad to receive from newspaper publishers' announcements of increases in advertising and circulation it cannot give space to them except in the advertising columns at regular rates. If a publisher desires publicity for them he ought to buy ad space.

PERSONALS

WHAT a chimera is man!
What a confused chaos!
What a subject of contradiction!
The great depository
and guardian of truth, and yet
a mere huddle of uncertainty!
The glory and the scandal of the
universe!—Pascal.

NEW YORK CITY.—Irvin S. Cobb, the famous writer, will be guest of honor at a dinner to be tendered him by members of the Newspaper Club while he is in Birmingham, Ala., for the Confederate Reunion.

Theodore P. Seymour, publisher's assistant of the Evening Post, has returned from a week's visit to Atlantic City, N. J.

F. F. Van de Water has been made night city editor of the Tribune, succeeding Raymond H. Torrey, who returns to his former position as night city editor of the American.

George McAneny, of the Times, delivered an address last Saturday night before the Buffalo (N. Y.) Advertising Club.

David Beecroft, managing editor of the Class Journal Company, Detroit, Mich., sailed from New York recently for South America to investigate trade conditions.

A. W. Bailey, of the Philadelphia Public Ledger, formerly a well-known newspaper man of Albany, N. Y., has joined the staff of the American.

J. Nilsen Laurvik, who has served as art critic on the staff of the New York Evening Post and the New York Times, has been appointed director of the new San Francisco Museum of Art, which was established in the early part of this month in the Exposition Palace of Fine Arts. Mr. Laurvik has entered upon his new duties, and has begun the work of assembling a new collection for the Museum.

Herbert S. Houston, vice-president of Doubleday, Page & Co., New York, and president of the Associated Advertising Clubs of the World, will be honored with the degree of M.A. by the University of Pennsylvania, June 20, commencement day. The degree will be given in recognition of his work in promoting a better knowledge of advertising.

Harry C. Witmer has resigned from the Evening Sun to devote himself to magazine work.

Major Reginald L. Foster, of the Sunday World, has been appointed acting chairman of New York National Guard Recruiting Committee.

W. P. McLaughlin and William McInerney, of the Evening World copy desk, who were confined to their homes for several weeks by illness, have returned to work.

Elting A. Fowler, Edwin C. Hill, Frank Ward O'Malley, Laurence Hills, Thoreau Cronyn, Walter Miller, Jerry A. Mathews, Charles Divine, Thomas J. Ross, and Hickman Price, manager, will represent the Sun News Service at the Republican and Democratic National Conventions.

Harry Carlyle, a police reporter on the Journal, was in Providence, R. I., last week, in connection with the Dorothy Arnold case, in which Edward Glenorris, a prisoner at the Rhode Island State Prison, is said to have made a confession.

T. W. Clay, of Kansas City, Mo., has been appointed circulation manager of the Evening Mail. Mr. Clay began his newspaper career with the Kansas City Star as newsboy, and worked up to assistant circulation manager, after which he went to the Kansas City Post and then to the Indianapolis Sun.

Miss Eva E. van Baur, editor of the women's page of the Evening Sun, was married Thursday night to Raleigh Hanse, a lawyer connected with the firm of Hanse & Case.

OTH^{ER} CITIES.—David R. Francis, of the St. Louis Republic, the newly appointed American Ambassador to Russia, presented his credentials to Emperor Nicholas at Tsarskoe-Selo last Friday. The Ambassador was greatly impressed by the cordiality of the Emperor, who discussed with him the news of the world for thirty-five minutes. Afterward Mr. Francis was received by the Empress, with whom he conversed for fifteen minutes.

C. R. Barns, seventy-five years old, a veteran Twin Cities newspaper man, is seriously ill at the Mounds Park (Minn.) sanitarium. Little hope is entertained for his recovery.

Stewart P. Dobbs, a former newspaper man of Salt Lake, Utah, now practicing law in Ogden, has been admitted to practice in the United States District Court.

Howard Nichols has been appointed publicity manager for the Salt Lake Route. He was formerly on the staff of the Los Angeles Morning Tribune.

F. J. Skinner, for years editor and manager of Field and Fancy, a New York dog paper started by the late Major G. M. Carnochan, has become editor and manager of the Nyack Evening Star.

H. Roscoe Bailey has resigned as advertising manager of the News at Jackson, Miss., and accepted the position of general manager of the Dispatch, a morning newspaper at Meridian, Miss.

Frank H. Jamison, of West Orange, N. J., who has been Orange editor of the Newark Evening News for the past eight years, has been appointed suburban editor of that paper.

Robert W. Brown, for many years engaged in newspaper work in Louisville, Ky., and more recently secretary and manager of the Louisville Convention and Publicity League, has taken advantage of an opportunity to go into business in New York city.

George W. Ferris, associate editor of the Buffalo (N.Y.) Courier, has gone to Berkeley, Cal., where, at the University of California, he will attend the graduation of his son, Lawrence.

John R. McLean, owner and publisher of the Washington Post and the Cincinnati Enquirer, is recovering after an illness of several weeks. Mr. McLean suffered for nearly three weeks with hiccoughs, which developed after he had taken a severe cold.

O. J. Coffin has joined the staff of the Raleigh (N. C.) Times as news editor. Mr. Coffin's first newspaper work was as editor of the Tar Heel, the students' paper published at the University of North Carolina, where he was graduated in 1909.

Wyche Greer, managing editor of the Daily Record, at Fort Worth, Tex., has become managing editor of the Daily Democrat, a new paper, which will be published for the first time next Monday, at El Paso, Tex.

George B. Harley, ex-newspaper man, and for two years past the assistant to the publicity agent of the Pennsylvania Railroad, has been promoted to the position of chief of the publicity department of that road. He succeeds J. W. Lee, jr., the latter retiring to enter into business pursuits in New York city, after May 15.

Miss Carolyn Wilson, who was in Europe as a war correspondent for the Chicago Tribune, gave a talk on some of her experiences before the College Club, of that city, on Friday afternoon of last week.

Vance Chapman, representative of the Minneapolis Tribune, at the State Capitol, has recovered from an operation for appendicitis, and resumed his work.

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

CLEVELAND.—Benjamin Karr, chief editorial writer for the Leader, lectured before the Brooklyn Memorial M. E. Church Tuesday night on his experiences with the Ford Peace Pilgrimage.

C. F. Mosher, of the Cincinnati office of the Scripps concern, has been visiting the Newspaper Enterprise Association headquarters here.

Josef K. Schmidt, editor of the Willoughby Delta, has joined the editorial staff of the Plain-Dealer.

S. A. Dangel, editor and publisher of the Narodowicz, a Polish newspaper, has been addressing mass meetings at Erie and Buffalo, called by Poles of those cities to commemorate the Polish constitution day, May 3.

Edward A. Evans, reporter for the Press, has been writing a series of articles for his newspaper on his experience in the workshop at Warrensville, where he went disguised as a vagrant to get the first-hand facts.

John Benson, advertising expert of Cleveland and Chicago, was the chief speaker before the Cleveland Real Estate Board this week, and was helpful in outlining the plans of that body for advertising and publicity.

Fred W. Ellsworth, publicity manager for the Guarantee Trust Company, of New York, told members of the Cleveland Chapter, American Institute of Banking, how advertising can help banks to grow.

Douglas Tyler, specialist on Sunday features for newspapers, recently with the Chicago Tribune, is going to do similar work for the Sunday Leader.

Wilhelm Hense, lately editor of the German column for the Leader, has resigned to return to the Waechter und Anzeiger, German daily.

Myron Jermain Jones, editor of the Cleveland Heights Dispatch, has become welfare director for the Sherwin-Williams Paint Company.

A. J. Hain, of the News, is now writing for that paper the "Our Own Folks" column of humorous short items about prominent Cleveland folk.

John Karidan is now publicity director for the Sunbeam Motion Picture Corporation. He was with the Leader.

Carleton H. Jenks, well known as a newspaper man in Cleveland, Akron, and Detroit, has joined the Duluth News-Tribune staff.

Fernell Smith is a new member of the staff of the Leader. He formerly was connected with Detroit, Chicago, and Pittsburgh newspapers.

Archie Bell, dramatic editor of the Leader, is on his way to Japan to spend the summer in the Far East. He will write special articles for the Leader, and will gather material for four books for which he has contracts.

PROVIDENCE, R. I.—Charles Donegan, sport cartoonist on the Providence Journal, has been confined to his rooms at the Pen and Pencil club for several days with symptoms of pneumonia.

Arthur W. Talbot of the Providence Journal, has been appointed chairman of the donation day committee of the Providence District Nursing Association.

Charles B. Coppen, sporting editor of the Providence Journal, has been chosen by William H. Draper, president of the Providence Baseball club, as the official scorer.

Wayne Randall, city editor of the New York Press, was in the city last week visiting his parents. He was formerly a Journal man.

Milford G. Rogers, formerly city hall man for the Providence Journal, now clerk of the Municipal court, is seriously ill at his home.

H. H. Easterbrook, editor of the Firemen's Standard, Boston, was a visitor in the city this week, while en route to New York.

Charles Stanleys, circulation manager of the Providence Journal, has been ill at his home for nearly a month.

J. Harold Williams, of the Providence Journal reporters' staff, is whipping a Bicycle Club of the Third Providence Troop, Rhode Island Boy Scouts, into shape for a big summer's programme.

Paul May has resigned from the Providence Journal and gone to Washington, D. C.

DALLAS, TEX.—H. C. Burke, jr., an advertising man of Fort Worth, Texas, has been selected as Industrial Commissioner for the Fort Worth Chamber of Commerce.

Clarence Dubose, staff correspondent for the Dallas-Galveston News, who has been on the border since the American Punitive Expedition crossed the border, has returned to Dallas.

Frank Stockdale, national lecturer for the Associated Ad Clubs of the World, has begun a series of lectures at Greenville, Texas, on advertising and business principles, under the auspices of the Greenville Trade League.

T. A. Hickey, editor of the Hallettsville (Texas) Rebel, the official Socialist publication, has been nominated for United States Senator on the Socialist ticket.

James Hale, formerly reporter for the Dallas (Texas) Evening Journal, is now on the staff of the Dallas Morning News.

Thomas N. Stephens, assistant city editor of the Dallas Morning News, has tendered his resignation, effective May 15.

BOSTON.—Joslyn, of the Transcript, recently entertained at his home in Reading, Secretary of State Langtry, after the Springfield statesman had addressed Reading citizens.

Frank P. Sibley, of the Globe, has promised to give a cord of wood for the Press Club fireplace if the club will haul the same from his farm, some miles from Boston.

Frank Joyce has been made city editor of the Associated Press to succeed William U. Swan, who has gone to the Christian Science Monitor.

Frank Blair, a former Boston newspaperman, is now interested in the promotion of a copper stock. He is also spending some money in the papers he formerly worked for, in display advertising of his property.

George R. Conroy, formerly political editor of the Herald, is doing political publicity work.

John Mahoney, agent for the enterprises of former Mayor Campbell of Quincy, is the proud father of a baby girl. John was formerly a hustling reporter. The christening was last Sunday, when Frank Lavelle, of the Globe was the godfather.

John S. Connolly, former president of the Press Club and now secretary to Congressman Carter, has been in town for a few days. He says that he finds the National Press Club a homelike place.

Samuel Bowles, a son of the late Samuel Bowles of the Springfield Republican, expects to enter the Boston newspaper field again soon. Mr. Bowles has been having some trouble with his eyes, but they are now much better.

George B. C. Rugg, assistant city editor of the Post, who has been ill, is at his desk again.

CANADA.—Joseph T. Clark, one of the editors of the Toronto Star, has been ill with pleuro-pneumonia, but is recovering. He is one of Canada's best known and most popular newspapermen and an ex-president of the Canadian Press Association.

E. H. Macklin, business manager, and J. W. Dafeo, managing editor of the Manitoba Free Press, Winnipeg, are in the East and conjectures are rife as to why both should be away from Winnipeg at the same time. It is hinted that changes are pending in the ownership and political affiliations of the Free Press.

William Banks, Jr., news editor of the Toronto Globe, spent last week in New York looking into some matters concerning his paper's news service. While in Gotham he gave readers of the Globe his impressions of the American attitude on the great war.

W. F. Prendergast has gone to Toronto from Montreal to help out on the reportorial end of the Toronto Mail and Empire. He was recently city editor of the Montreal Evening News and prior to that was connected with the Mail and the Star in that city.

KANSAS NEWSPAPER WEEK WINDS UP IN A BLAZE OF JOURNALISTIC ORATORY

Arthur Brisbane Tells How He Broke Into the Newspaper Business
—Richard H. Waldo, Carl Hunt, N. D. Huse and E. F. Birmingham Contribute Addresses and Papers—
More than 400 Editors Attend the Final Sessions.

LAWRENCE, Kan., May 6.—Newspaper week at the University of Kansas came to an end to-day when the Kansas Editorial Association held its final session this afternoon. It is agreed by all that the conference has been the most successful ever held in this section of the country, both in point of attendance and in the character of the addresses delivered.

Beginning with the Cost Congress on Tuesday the number of editors in attendance increased daily until Friday when between 350 and 400 were present. The interest shown in the speeches and papers was keen and the information imparted was of a practical nature. The editors, a majority of whom conduct country weeklies, were just hungry for helpful suggestions. One of them said, after listening to an address on the importance of charging a fixed profit on every piece of work done:

WILL PUT MONEY IN HIS POCKET.

"I am going back home primed with a lot of information that will help me add at least \$2,000 to my income the coming year."

Two of the most important addresses of the week were undoubtedly those of Arthur Brisbane and Chester S. Lord, of New York—Mr. Brisbane, the highest salaried newspaper editor in the world, and Mr. Lord, for thirty-two years managing editor of the New York Sun, and a past master in journalism.

Mr. Brisbane spoke at 9:30 o'clock Friday morning.

"The greatest thing in journalism is to make people think," he said.

Mr. Brisbane related the incidents in his early career as a journalist, which began at 21 as London correspondent for the New York Sun, working under Chester S. Lord, at that time managing editor of the Sun. He became an editor at twenty-three, working first on the World and later on the Hearst publications. In the course of his address, he said:

"The police force, the real police force of this country, is the country newspaper editor such as we have represented here to-day. For the young men and women in the department of journalism here at the University of Kansas the country field is your opportunity. The city is not the place for graduates from our schools of journalism. To rise, to get out of the mediocre class of journalists in the city is rarely the lot of the young man or woman entering the profession now. The chances are not there and those who do succeed are very few.

MUST GIVE THE PEOPLE SOMETHING.

"I hope that you boys and girls starting out will go to the country and I do not say this because country editors are gathered here.

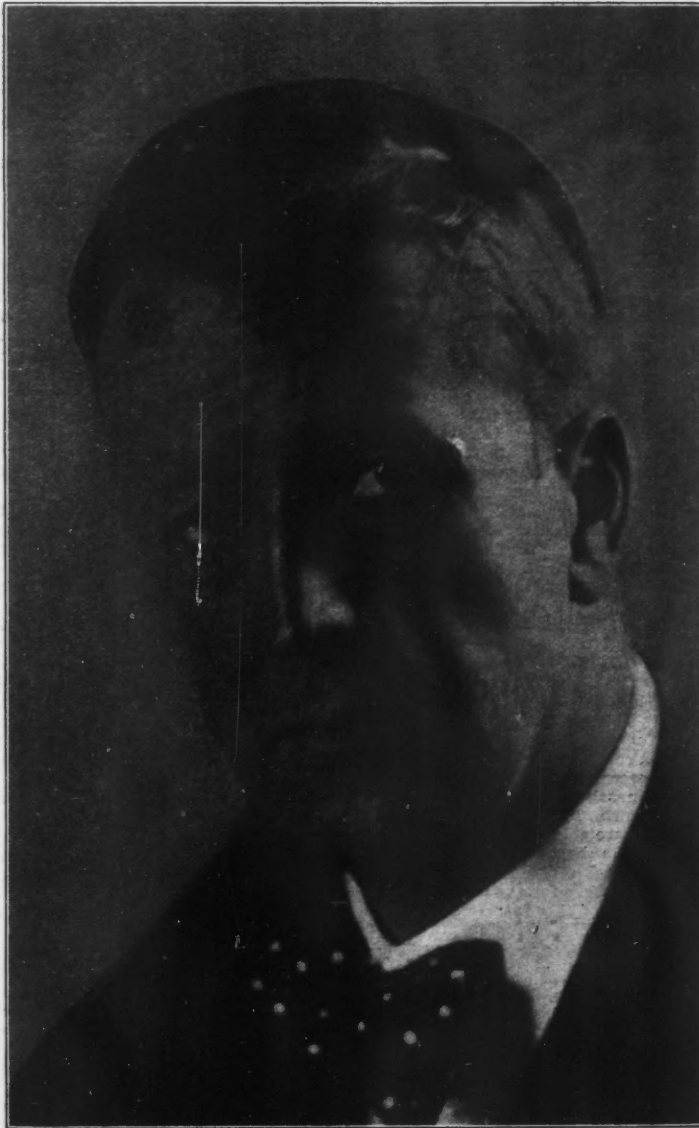
"The world is like a house. Every time that you are received at the home of a friend you brighten that home, add something to its atmosphere else you would not have been received. You add something to it.

"Every student here can add something to the world, can gain something from this moment on and begin to expand. You can not gain from the world unless you give it something and the world must reciprocate and give you something if it must gain from you.

"While at the University of Missouri yesterday a student came to the station to ask me two questions: why I came out here and what was the greatest thing in journalism. I answered the first question by telling him that New York was only a drop in the sea of the United States and to know the whole sea and each of its drops, I came to learn.

GREATEST THING IN JOURNALISM

"To make people think is the greatest thing in journalism. That is the editor's mission—to make people think, and he



ARTHUR BRISBANE,

EDITOR OF THE NEW YORK JOURNAL, WHO SPOKE AT THE UNIVERSITIES OF KANSAS AND MISSOURI LAST WEEK.

has the mouthpiece for doing the most good, the country press."

An inch of space in the country paper is worth more in many cases to the advertiser than an inch in the New York Journal, Mr. Brisbane told the editors. The advertiser, he illustrated, can only reach all the population of the country by talking to them through one man whom they all know, the country publisher.

[Mr. Lord's address will be found on another page of this issue of THE EDITOR AND PUBLISHER.]

Richard H. WALDO, of the New York Tribune, who was unable to be present, contributed a paper on "Guaranteed Printing." Among other things he said:

"Confidence is the commodity in which publishers deal. Credulity may be exploited, but confidence can be gathered and sold in the market place. Therefore it concerns every editor whose working revenue must come in any considerable measure from the sale of his

readers' confidence, to work as he may toward the increase of his crop. It is a poor farmer who lets the weeds grow unchecked among his corn.

"If a publisher has the active confidence of his public, all else shall be added unto him. Circulation, advertising, prestige, power—all these spring from the root of confidence. A man may even become Governor of Kansas if he can sell confidence to enough of the electorate!

"It is well said that the cost of selling any article depends upon the maker. The successful publisher is fully aware of this, and cuts his marketing cost

ed States. It may go back to the magazines because of the difficulty in finding papers which have consistently interested their readers in the class of goods which will be advertised. Press-agent work is not wanted—will be regarded with disfavor—but the lack of reader interest has had a depressing effect upon the management thus far. Perhaps Kansas can restore the waning optimism of these men with money to spend."

CARL HUNT'S ADDRESS.

Carl Hunt, editor of Associated Advertising, after commending the editors for establishing the Kansas Central Newspaper Bureau, went on to say:

"The general advertiser, whose copy you want in your newspapers wants more, merely, than a good advertising medium. He does want a good medium, of known circulation, of apparent editorial influence, and with clean advertising columns, but he wants more.

"He wants a responsive public—a public that believes in advertised goods, and that believes in advertising. He wants a public that believes in your local merchant, his distributor.

"He also wants a responsive merchant—a merchant who is reaching out after new trade, combating mail-order advertisers, and showing other signs of life. He wants a merchant, who realizes that profit depends more upon frequency with which goods turn over than upon the length of the original mark-up; a merchant who believes in advertised goods, who knows advertised goods do turn over; who is square with the public and with those from whom he buys the goods; who knows the value of coöperation, both with the manufacturer and with other merchants of the home town; and this merchant must know how to advertise, truthfully and intelligently."

Mr. Hunt then went on to tell the publishers how to start advertising clubs in their several cities.

MORE ADVERTISERS DESIRABLE.

E. F. Birmingham, editor of the Fourth Estate, sent a paper to the conference, in which he emphasized the fact that the coöperation of the community is as vitally necessary to the editor as is that of the editor to the community.

"Our newspapers," he said, "are owned by working newspapermen, with very few exceptions, and they are working hard and conscientiously, but there must be a radical change in the source from which a newspaper's revenue is obtained. Advertising must be secured from a larger number of merchants, so that combinations will be impossible.

"The moral which I wish to point out is that a newspaper publisher cannot do much in the line of real conscientious community building to-day as he could if he were not so dependent upon mass advertising. If he wishes to criticize a policy which he believes demands criticism he is immediately confronted with the fact that a few powerful interests control the bulk of his sources of income.

"Eliminate the horrible strain which is on the mind of every publisher to-day over the increase in the cost of paper and everything that goes into the production of a newspaper and he will be able to give more profitable attention to the responsibility as a community builder, which his position as head of a newspaper entails upon him."

Editors Executed Without Hearing

Prime Minister Asquith admitted in the British House of Commons on Wednesday the truth of the report that F. Sheehy Skeffington, editor of the Irish Citizen, and two other journalists, were put to death in the Portobello Barracks in Dublin, without the knowledge of the military authorities and before martial law actually was in operation in Ireland. The revelation concerning Skeffington was the climax of the fast-growing resentment of the Irish people at the policy of the iron hand, and induced Asquith to give an undertaking that there will be no more executions pending the promised Parliamentary discussion.

"At the present time, an appropriation of \$1,000,000 is seeking investment in small-town newspapers of the Unit-

"BOSS" LORD PRAISES JOURNALISM SCHOOLS

Tells Kansas Editors This New Awakening Will Uplift the Standard of the Profession and Revolutionize the Newspaper Business — Urges the Necessity of Hard Study for Success.

(At Lawrence, Kan., on May 5, Chester S. Lord gave a noteworthy and inspiring address on "Journalism as a Profession" before the Kansas Editorial Association, there assembled for a "newspaper week" at the State University. Some of the helpful, enlightening, and encouraging things the former managing editor of the New York Sun said may be read in the following abstract of his address.—Ed.)

The profession of journalism is making immeasurable progress. Many of the people do not require the services of a lawyer. Many rarely employ a physician. Thousands seldom listen to a clergyman. But in these wide-awake days everybody of any account must read the newspaper, for the reading of the newspaper has come to be an absolute essential to the daily routine of every intelligent person.

The events of the day, the progress of the day, are of more importance to the man in business, or to the man in social life, than any other consideration, and the newspaper is his great source of inspiration and instruction. And, since everybody reads the newspapers and everybody is more or less influenced by what one reads, it follows that the profession of journalism is vastly more important to the masses of the people than is any other profession.

THE OLD PERSONAL JOURNALISM.

I have said that as a profession it is making immeasurable progress. The American journalism of fifty years ago

reflected the supreme importance of less than a score of men. But these editors were inspired by the tragedies and the ferocities of the Civil War and by the magnitude and the political importance of events, involving, as they believed, the very life of the nation.

The personal journalism of that day was impetuous and impressive, but latterly and by degrees, in the big cities especially, "the supreme importance of the editor has been transformed into the supreme importance of the newspaper," and we hear less about the editor and more about the newspaper itself. This effacement of individuality tends to exalt the newspaper and to exalt journalism as a profession.

INSPIRES TO INTELLECTUAL EFFORT.

The profession of journalism inspires to intellectual effort. There is no limit to the flood of results that may follow thought. There is no climax to study—for thought and study must continue to vitalize the intellect so long as thought continues. The profession of journalism affords every opportunity for the sweep of the imagination, for the development of every intellectual eccentricity, for the practice of every intellectual perfection.

The profession of journalism differs from the other great professions in this: that, whereas the others follow a given line of thought and study, that of journalism involves study in almost every realm of human knowledge.

As a profession, journalism has taken subordinate rank chiefly because we have not studied. From four to eight years of study are required of the other great professions. But any man may start a newspaper. He may be ignorant, careless of conduct, of unclean morals, and if so his edition will surely reflect these imperfections—for the newspaper does not rise above its editor. It is easier to imitate than to originate, and the lazy way to make a

newspaper is to steal some other fellow's ideas. The lazy editor better return the quill to the original goose.

It is a favorite saying in opposition to newspaper schools that a boy is better taught in the newspaper office. Now experience has attested that the best place to teach law is in a law school, medicine in a medical school, theology in a theological school, and so on, including the teaching even of bookkeeping, stenography, and typewriting. Not any business is more dependent on general knowledge than the newspaper business—not anywhere is thought more useful. Our colleges teach general information and teach young men to think.

Now, I am enthusiastically interested in this matter. For thirty-two years it devolved on me to hire the staff of a large newspaper, with the exception of the editorial writers, and I had the experience of seeing hundreds of young men start on their newspaper careers and of observing what became of them. We took on a few experienced men, but in general the staff was recruited with young men just beginning, and we all conscientiously tried to teach them, believing that in that way we made the staff stronger and better. We gave the office boys a chance to become reporters. We tried out young men from business houses, schools, and colleges, from everywhere.

COLLEGE MEN SURPASSED ALL OTHERS.

Without question, and I say it without hesitation, the college graduates proved to be the most valuable members of the staff, and a much larger proportion of them succeeded from the start and passed upward to the responsible places. They had been taught to comprehend, to reason, to think, to be resourceful, and when they came to higher grade work they outstripped the others. As reporters and special cor-

respondents they had the very great advantage of personal presence, ease of manner, ability to command the attention of business men or Government officials instead of inviting evasion.

To-day, thirty-five hundred young men are studying in college courses to fit them for the profession of journalism. The teachers are enthusiastic and resourceful; the students are eager and fascinated; and just so surely, this new awakening this new thought, this new interest is going to enlarge and strengthen and uplift the standard of the profession as well as revolutionize the business.

HARD WORK NECESSARY.

Great newspaper results require extraordinary effort, for it is a profession to be learned by hard study—just as the law and theology and medicine are to be learned; and you cannot learn it in a month or a year, any more than in ten seconds you can start a locomotive or an ocean steamship at full speed.

Genius may sometimes do quick deeds under quick inspiration, but for the most part the work of the world is accomplished through patient, laborious study, along lines of established conduct—and not anywhere more conspicuously so than in the newspaper business. You must make your newspaper talked about; you must make it interesting; you must make it absolutely necessary to your constituents; you must be the leader of thought in your community. Your intelligence must direct the intelligence of your readers. You must cram your memory with facts, for the mind feeds on facts. To do all this you must study to the limit of your resources; you must think to the limit of your intelligence; you must strive to the limit of your endurance—then you have done your best, and that marks the measure of your success.

This Paper Consists of Two Sections—SECTION ONE. CIRCULATION 600,000 Over 500,000—Sunday. Over 300,000 Daily.

The Chicago Daily Tribune.

FINAL EDITION

VOLUME LXXV.—NO. 108. C. FRIDAY, MAY 5, 1916.—TWENTY-SIX PAGES. * * PRICE ONE CENT.

BERLIN YIELDS PART ONLY

TAKE THE SUN NEWS SERVICE!

The clients of The Sun News Service were the only newspapers to have this forecast of the German reply on Thursday night May 4, to President Wilson's Note. It was the only Berlin story printed Friday morning May 5, outlining Germany's answer correctly.

Remember, if you are on one of the leased wires of The Sun News Service you'll have all the best of it during the Chicago and St. Louis conventions, the campaign and the election.

Ask us for terms now!

THE SUN NEWS SERVICE 150 Nassau Street New York City

FORECAST SUMMARY OF NOTE COMING VIA AIR TO AMERICA

(See News Service Cable.) BERLIN via Amsterdam, May 5, 2 1/2 m.—Germany's reply to President Wilson's last word on submarine warfare will be transmitted by wireless to the Sayville, L. I. station early this morning. The reply is 5,000 words long. Germany makes concessions, but stands firm upon the theory that armed merchantmen are cruisers and will be treated as such by the German submarines. Germany's answer is courteous, but firm. It reiterates former pledges to the United States for the safety of American passengers. The note goes at great length into several of the cases cited in President Wilson's last communication. No Repetition of Sussex Attack. A hint was given at official quarters late last night [Thursday night] that Germany, while not making a flat-headed admission that a German U boat attacked the French channel steamer Sussex, states in clear, precise words that such an attack will not occur again. The note emphasizes more than any previous communication the traditional friendship between Germany and the United States and expresses Germany's emphatic desire to preserve this friendship. The general tone of the reply, it is said, conveys the sentiment that Germany has done all it can possibly do in the way of meeting America's demands, and that if the threatened break between the two nations comes it is because the United States wants it. The note is said to touch again on the British blockade, directing attention to the various still unanswered American protests to Great Britain. A special point is made in Germany's reply, so an official forecast says, of the joint communication sent in February to the belligerent powers recommending the disarming altogether of merchantmen and stating that such merchantmen have, in the opinion of the German government, the status of auxiliary cruisers.

ON THE GENESIS OF JOURNALISM TEACHING

(Continued from page 1549)

In 1888 Eugene M. Camp, of the editorial staff of the Philadelphia Times, collected the opinions of a number of leading editors and publishers on technical instruction in journalism. Most of the editors interviewed saw no reason why journalism should not follow in the steps of law and medicine. Charles Emory Smith, of the Philadelphia Press, pointed out that "while in law and in medicine there may be a substitute for this form of instruction,

HIS CHOICE IN SHUFFLE

Arizona Editor Prefers to Die with "Brain Block Pristinely Intact."

Journalism in the wild and woolly West, though not as strenuous as in the days of Bill Nye and Mark Twain, still has its enlivening periods at times, as the following, from the Arizona Ace, would indicate:

"The miserable miscreant who assaulted us in the dark last night, using a club, naturally failed of his dastardly purpose. His work was entirely rudimentary, vulgar, and coarse. We are indifferent as to whether we die with our boots on or off, but as we are living the intellectual life—and making money at it, too—we have a pardonable pride in wishing to shuffle off—if the shuffle is squarely up to us—with out brain block pristinely intact."

Dinner for Times Want Ad-ers

A dinner was given last Saturday night in the private dining room of the New York Times by the staff of the want advertising department. The toastmaster was C. O. Johnson, want manager, and among the guests were E. S. Friendly, B. T. Butterworth, A. Sanchez, H. L. Goldman, and E. M. Wilkins.

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.

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MAN,
Brunswick Bldg., N. Y.; Advtg.
Bldg., Chic.; Gumbel Bldg., Kan-
sas City.

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

GLASS, JOHN,
1150-1164 Peoples Gas Bldg., Chic.

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

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

there is none in journalism." He emphasized also that the "direction and suggestion which will serve to guide the beginner and introduce him to journalism as a profession rather than a daily task must come from oral instruction." Such oral instruction—provided that it be from a journalist of ability and experience—would, in the opinion of George William Curtis, of Harper's Weekly, "be quite as serviceable to the tyro in journalism as the lectures of the professor of law or medicine to the young student." William Penn Nixon, of the Chicago Inter-Ocean, knew "no reason why a young journalist should not be as much improved by proper training as the embryo lawyer or doctor," if the teacher sent "his pupils right out to practical work under his eye." Col. A. K. McClure strongly favored such special education. The opinion of Henry Watterson, of the Louisville Courier-Journal, was, in a certain sense, an echo of that of White-law Reid: "Such a school would no more make a journalist than West Point makes a soldier. But it would lay the needful foundations."

These opinions show a most wonderful change in the attitude of editors toward a special department in a university for instruction in journalism. Yet not quite a score of years has elapsed since Gen. Lee laid his proposition before the board of trustees of Washington College. No more striking change in editorial opinion may be found in the history of American journalism.

In presenting these interviews, along with others, to the alumni of the Wharton School of Finance of the University of Pennsylvania, Mr. Camp quoted still further from the letter of Henry Watterson, "No better site for such a department of a university can be found than the city of Philadelphia," as an introduction to his plea for the establishment of journalism courses at his alma mater. To the University of Pennsylvania belongs the honor of doing the first real work in technical instruction as that term is now understood. The courses were given by Joseph French Johnson, formerly of the Chicago Tribune, and now dean of the School of Commerce of New York University, of which the department of journalism at that institution is an integral part.

The work of Professor Johnson—as he was known there—at the University of Pennsylvania, attracted attention not only at home, but also abroad. By way of illustration, I may be pardoned for quoting rather extensively from an article in the Paris Temps as it shows the character of the instruction offered:

"The fondness of Americans for novel ideas is well known; America is a valuable laboratory for experiments which cannot be made in Europe because of Old World traditions. The American universities in particular are noted for their spirit of initiative and their curricula contain some very novel courses. For example, the University of Pennsylvania, at Philadelphia, has established a course of instruction in journalism. A somewhat similar course has recently been organized at the University of Lyons. The idea is sufficiently original to deserve a brief description.

Since the newspaper is a daily image of human life, it is necessary to instruct the journalist in nearly all departments of life. Journalism, like politics, embraces all domains, yet has none which is peculiarly its own. The instruction in journalism reflects this fact, and therefore finds its natural place as a supplement to political and economic science. After having attacked questions of this nature from a general point of view, the student takes them up from the special standpoint of the press, and learns to appreciate among all the facts of our kaleidoscopic existence those which may concern and interest his fellow-men.

It is with this object in view that

the University of Pennsylvania has organized the course in journalism. This course is a special supplement to the more general courses in economics and political science, and covers with them a period of four years. A special professor is charged with the instruction in this course. Not everybody is fitted for the position of a professor in journalism. An aged savant who only knows life through the books which he or others may have written would be a failure in this work. On the other hand, a practical reporter who knows only the details of his occupation would reduce the art to a mere trade. It is necessary to avoid the extreme of pure theory, as well as that of empirical practice. The University has been fortunate in its choice, and Mr. Johnson, the professor of journalism, seems to be the right man in the right place. While he is young enough to have sympathetic relations with his students, Mr. Johnson is, nevertheless, an experienced journalist, and is thoroughly familiar with the ins and outs of his profession, with its advantages and disadvantages. He does not encourage any illusions on the part of his pupils, nor does he seek to push them into a career which has its peculiar trials. On the contrary, he makes it a duty to warn them of these disadvantages.

The following is an example of the manner in which he generally addresses those young students who place themselves in his care: "Do you know what it is to be a journalist? I do, and I can tell you that it is not always pleasant. Before you can write leaders for New York or Philadelphia newspapers, you must commence by hunting up news, reporting fires, interviewing criminals, in a word, by being a jack of all trades. If you like that, very well, but remember that if God has not made you a journalist, I cannot. Now that you are warned, let us get to work, but never say that I have deluded you by enchanting promises."

These are the words of an honest man, conscious of his duty, and less anxious to increase the number of his pupils than to fulfil his responsibilities toward them. The students who register for the course in journalism know what awaits them. They are told that on leaving the University they must help themselves, and that their professor will not tender them upon a silver plate the offer of a situation.

The instruction is given by class work rather than by the solemn lessons and lectures in vogue at French colleges. There is no awkward ceremonial, but a truly American simplicity and informality. The students are seated at tables, with the professor in the centre. The latter converses rather than lectures. He asks questions and answers those which are put to him by the students. It is an animated conversation which permits of no inattention or tediousness.

The writer was present at one of these classes and listened to a practical exercise. The professor corrected and criticised the reports handed in by his students; he had given the following subject for a report: "Suppose that you were a correspondent of a small California newspaper and had to cover in two hundred words the message of President McKinley." The task was not easy. The message was long enough to cover four pages of the Temps. It therefore required an exercise of judgment in selecting the central points. This was the more difficult, as Mr. Johnson explained to me, since the most important point of the message was that which it did not contain; that is, the absence of any allusion to the question of American expansion in the East. The students should have mentioned this omission. Very few of them

had done so, the majority having used their two hundred words to summarize the history of the war as given by the President. Now this history was known to everybody at the time, and therefore could not possibly interest those who were anxious to learn the latest news. This was explained to the students by the professor in a lively and interesting conversation in which he discussed theoretically and practically the methods of writing newspaper articles, of interesting the reader, and of discriminating between those dispatches which should be inserted in the paper and those which should be thrown into the waste-basket.

In this way, all the questions relating to the editorial management of a journal are passed in review during the course of these studies. At one time the students learn to write head-lines and to summarize in five or six striking words the essence of an entire column; at another, they attempt more pretentious work, and set forth their views on large political questions. Again, they learn that which should not be done, and study the secrets of that yellow journalism (*journalism jaune Americain*) which is constantly on the lookout for the most sensational if not the most important facts.

"Suppose that you were editor of the most yellow journal in America," says Mr. Johnson, "what question of the present time would interest you the most?"

"The one-thousand kisses of Lieut. Hobson," answered a student. "Exactly," replied Mr. Johnson, and in reality this history of the hero of the Merrimac who, as has been said, kissed more than one thousand girls in one week, formed the principal topic of discussion in the sensational journals of America at that time.

Again, passing from the questions of the more popular nature, the student takes up questions affecting the management and circulation of a newspaper. At the end of four years, there are very few subjects which have not been at least touched upon.

Such is the instruction in journalism to which the University of Pennsylvania has given a place in its courses. Until this was done, journalism had been thought to be one of those professions which could not be learned in a school, but everything has now changed. We have at the present time, schools of commerce, practical schools of different kinds, and schools of journalism. The main question is, will the press gain by the new movement and will American journalism feel the influence of the students at the University of Pennsylvania? We shall give the University a few years of probation and postpone to the next century the answer to this question.

The answer in the twentieth century may be found in the fact that fifty-five universities and colleges are now offering work of some sort in journalism. Over thirty-five hundred students are enrolled in journalism courses, according to statistics gathered by Hugh Mercer Blain, director of the department of journalism of Louisiana State University. At the annual conference of the American Association of Teachers of Journalism, recently held at the University of Kansas, attention was called to the fact that the various schools and departments of journalism were training as many men for the profession, in proportion to the number of men engaged in the work, as were the law schools and medical schools for their fields. In the opinion of Director Talcott Williams, of the Pulitzer School, a former president of the Association, such a ratio was about all we might hope to maintain.

N. Y. PRESS CLUB REDUCES DEBT

Pays Off \$26,130 in Past Year and Also Cuts Down Second Mortgage by \$16,500.

The New York Press Club's special finance committee, John A. Hennessy, chairman, appointed one year ago to reduce the indebtedness of the Club, has just reported to the trustees a remarkable achievement—the reduction of the Club's debts by the sum of \$26,130.05.

In May of last year the Club's indebtedness for taxes, interest on mortgages, water rent, insurance, club accounts, and borrowed money amounted to a total of \$32,685.11. To-day this indebtedness totals \$6,555.06, and against this there is on hand, cash, \$1,402.80; due from members, \$1,838.55; café supplies, \$567.84; a total of \$3,809.19. In reporting to the members this excellent showing, Edward Percy Howard, the president of the Club, makes the following additional statement:

"The chief object of the special finance committee was, and is, to reduce the mortgage indebtedness of the Club, so as to put the organization where the overhead charges will not be a burden.

"It is with special pleasure, therefore, that I report that in addition to wiping out \$26,130.05 of debt the trustees have also been able up to date to reduce the second mortgage from \$25,000 to \$8,500, and it is with every confidence that I predict the remainder of this second mortgage will be taken up. I need hardly say that this fine showing comes from the unremitting work of the trustees.

"The restaurant for the first three months of the year showed a profit of more than \$200."

ILLINOIS PRESS ASSOCIATION

Fifty-first Annual Convention Was Attended by One Hundred Editors.

CHICAGO, May 11.—The Illinois Press Association ended its fifty-first annual convention in Chicago on Friday last with a banquet and election of officers. The editors were the guests of the Association of Commerce at a spread at the Hotel Sherman, where the meetings were held.

W. B. Davis, editor of the Mount Sterling Message-Democrat, was elected president of the Association, succeeding Col. William G. Dustin, editor of the Dwight Star and Herald. The other officers named are: H. B. T. Bailey, Princeton Republican, first vice-president; Miss Elsie Sutton, Iversdale News, second vice-president; Paul R. Goddard, third vice-president; J. M. Sheets, Ob-long Oracle, secretary; Hugh R. Marshall, Yorkville, treasurer.

Miss Sutton addressed the closing session of the convention on the "Twentieth Century Woman in Journalism." She reviewed the history of women in journalism, asserting they have come to fill a distinct niche, which would not well be occupied by men. Miss Sutton is the editor of a prosperous little paper.

The editors went on record for good roads, contending that good roads build up prosperous communities, which enhances the value of the small newspaper. One hundred editors attended the meeting.

New Orleans States

Member Audit Bureau of Circulations. Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.

34,686 Daily

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

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request. The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives New York Chicago St. Louis

NEW WRINKLES IN ADVERTISING

The Saute Products Company, New York city, has started an advertising campaign in Minneapolis, on Sawtay, a product used for baking, shortening, frying, and candy-making. The advertising features the quoted opinions of Prof. Louis B. Allyn, Chemist, Department of Public Health, Westfield, Mass.; Dr. Harvey W. Wiley, M.D., director Good Housekeeping Bureau of Foods, Sanitation and Health; and Alfred W. McCann, pure food expert, New York Globe, and is illustrated with pen drawings of these pure food experts.

Rosenwald and Well, clothing specialties, Chicago, are advertising a worsted raincoat of unusual light weight. The claim for this coat is that it weighs only thirty-two ounces and folds into a neat rainproof envelope when not in use. A line in the ad reads: "Ask your Dealer to show you the 'Nowate' and look for the 'R. & W.' label."

The Cleveland Metal Products Company, Cleveland, Ohio, is featuring Aladdin aluminum in their advertising. The advertising is illustrated with pictures of different cooking utensils, and at the bottom of the ad a coupon is given which reads:

I called at the following store which did not sell Aladdin Aluminum.

Name of store:

Address:

"Please send me free catalogue and price list."

Name:

Address:

A new idea in picnic lunch sets is being advertised by the Oval Wood Dish Company, Toledo, Ohio. The special Mapleware lunch set is sold for 25c., and includes wood-fibre table cloth, napkins, serving dishes, plates, etc., forty-one pieces of the set are made of pure maple sugar and the claim is made that they will hold soups and semi-liquid foods.

In Philadelphia

88%
Gain in April


In March the remarkable gain of 67% was made by THE EVENING TELEGRAPH, as compared with March, 1915, and in April all previous records were broken by a gain of 88% over the same month a year ago.

More than half a million lines of advertising gained in four months.

THE EVENING TELEGRAPH

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

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



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.

<p>ALABAMA.</p> <p>NEWS Birmingham Average circulation for March, Daily 93,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.</p> <p>CALIFORNIA.</p> <p>EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C.</p> <p>THE PROGRESS Pomona</p> <p>GEORGIA.</p> <p>JOURNAL (Cir. 57,531) Atlanta</p> <p>CHRONICLE Augusta</p> <p>LEDGER Columbus</p> <p>ILLINOIS.</p> <p>HERALD-NEWS (Circulation 15,190) Joliet</p> <p>STAR (Circulation 21,589) Peoria</p> <p>IOWA.</p> <p>REGISTER & LEADER Des Moines</p> <p>EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity.</p> <p>SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.</p> <p>KENTUCKY.</p> <p>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.</p> <p>LOUISIANA.</p> <p>TIMES-PICATUNE New Orleans</p> <p>MICHIGAN.</p> <p>PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2½ cents line.</p> <p>MINNESOTA.</p> <p>TRIBUNE, Morning and Evening Minneapolis</p> <p>MISSOURI.</p> <p>POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average 350,066 Daily and Sunday 204,497</p> <p>MONTANA.</p> <p>MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.</p> <p>NORTH CAROLINA.</p> <p>SENTINEL Winston-Salem October Gov't report 5,848, net gain October, 1915, over October, 1914, 1,028 copies.</p>	<p>NEW JERSEY.</p> <p>JOURNAL Elizabeth</p> <p>PRESS-CHRONICLE Paterson</p> <p>COURIER-NEWS Plainfield</p> <p>NEW YORK.</p> <p>COURIER & ENQUIRER Buffalo</p> <p>IL PROGRESSO ITALO-AMERICANO New York</p> <p>DAY New York The National Jewish Daily that no general advertiser should overlook.</p> <p>NEBRASKA.</p> <p>TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.</p> <p>OHIO.</p> <p>PLAIN DEALER Cleveland Circulation for April, 1916. Daily 137,395 Sunday 185,216</p> <p>VINDICATOR Youngstown</p> <p>PENNSYLVANIA.</p> <p>TIMES Erie</p> <p>DAILY DEMOCRAT Johnstown</p> <p>TIMES-LEADER Wilkes-Barre</p> <p>TENNESSEE.</p> <p>BANNER Nashville</p> <p>TEXAS.</p> <p>AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier.</p> <p>CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.</p> <p>UTAH.</p> <p>HERALD-REPUBLICAN Salt Lake City</p> <p>VIRGINIA.</p> <p>DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.</p> <p>WASHINGTON.</p> <p>POST-INTELLIGENCER Seattle</p> <p>CANADA.</p> <p>ONTARIO</p> <p>FREER PRESS London</p>
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ROLL OF HONOR

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

<p>ILLINOIS.</p> <p>SKANDINAVEN Chicago</p>	<p>NEBRASKA.</p> <p>FREER PRESSE (Cir. 128,894) Lincoln</p> <p>NEW YORK.</p> <p>BOMILETTINO DELLA SERA New York</p>
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EDITORIAL ASSOCIATIONS AND PRESS CLUBS

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

The Baltimore Press Club entertained its members and friends at the Academy of Music, where was presented "A Pair of Sixes," played by the Poli Players. After the show it gave an informal night of fun. During the play many novelties were introduced. A newspaper comedy, written by Norman Clark, of the News, was given with newspaper men in all the parts. After the curtain was rung down on "A Pair of Sixes" Henri Sokolov gave violin selections, and Folger McKinsey, the "Bentztown Bard," read a poem. Then the newspaper play went on, with Mr. Clark in the principal rôle.

After the theatre party the guests were served with a buffet luncheon, and this was followed by a dance.

At a recent meeting of the Board of Governors of the Providence (R. I.) Pen and Pencil Club, Arthur W. Talbot, of the Providence Journal, was named to make several changes in the by-laws of the organization. Carpenters began work to-day enlarging the pool-room, after which a new table will be installed. Several new art subjects have been received during the past week. A local store also presented six large art brass plates for the rail in the tap-room.

May 2 the artists who decorated the walls of the writing-room were given an entertainment by the Club for the courteous services of the paint and brush men. It proved to be the most elaborate of any function yet given by the Club, and was attended by about seventy-five, in addition to the artists. James C. Garrison, the president of the Club, presided. The artists present were: Col. H. Anthony Dyer, S. R. Burleigh, Stacy Toleman, Cyrus Farnum, F. W. Marshall, William Loring, Ralph Foster, William Brigham, Percy F. Albee, Chester Dodge, and W. Drury.

The Boston Press Club issues the Press Club Reporter, a four-page newspaper, each week. The issue of April 29 was a special Shakespeare color edition. The only references to the Bard of Avon were on the front page, which contained a picture of Shakespeare and a verse of poetry concerning him. President Roy Atkinson gives notice in this issue that the Club will be glad to help publishers who are looking for reporters or editors for their several staffs.

The Inland Daily Press Association will hold its next meeting at the La Salle Hotel, Chicago, May 16. Among the speakers scheduled are John F. Barry, of the Audit Bureau of Circulations, who will tell how publishers may help themselves by taking advantage of facts gleaned from audits made by the Bureau; W. A. Thomson, head of the Bureau of Advertising, A. N. P. A.; John Sundine, Moline (Ia.) Dispatch, who will discuss costs and efficiency surveys; W. F. Parrott, of Waterloo, Ia., who will talk about the cost of finotype composition; J. L. Sturtevant, of the Wausau (Wis.) Record-Herald, who will speak upon the addressing and mailing of papers, and H. H. Bliss, of

the Janesville (Wis.) Gazette, who will talk about "A Central Newspaper Bureau Plan."

Sam Harben, secretary of the Texas Press Association, has given out the following regarding the meeting of the Texas Press Association at El Paso June 6, 7, and 8: "Final arrangements have been completed for the 'on to El Paso' journey of Texas newspaper men and their families. Indications are that at least 500 will attend this meeting. The historical interest surrounding El Paso, the Mexican uncertainty, the extraordinary entertainment being provided for the visitors, is attracting all who can possibly get away to the Gate City."

The Press Club of Chicago voted \$1,000 extra at a meeting of its board of directors last night to fix up the roof garden the Club is establishing on top of the City Hall Square Building, in which the Club is located. President H. Percy Millar hopes to have the garden open by June 7, when the Republican National Convention opens, and when famous newspapermen from far and near will be here. The Club will have a big spread for the visiting journalists. The Club has largely increased, and President Millar, who is the staff representative of the New York Times in Chicago, says the organization is enjoying unprecedented prosperity.

The Women's Press Club, of Pittsburgh, has completed plans for a musicale to be given next Monday. All the numbers to be given are compositions of members of the Club. Several are by Miss Anna P. Fisher with words by Mrs. Chester D. Potter, and others with words by Mrs. Nelle Richmond Eberhart. Parts of Harvey Gaul's drama, "Alice in Wonderland," dramatized by Mrs. Gaul, will be given by choir boys from Calvary Episcopal Church.

The 1916 Press Golf Club of Chicago has one hundred participating members. Basil G. Wyrick, of the Associated Press, is its president. The first meet was at the Calumet Country Club. The trophy winners were: J. G. Davis, of the Tribune; Thomas A. Ballantyne, of the Daily News; Stanley Hedbery, Associated Press; Richard E. Lee, Examiner; P. P. Pomeroy, Associated Press; Perley H. Boone, Tribune; Jack G. Palmer, Tribune; H. Elliot Stuckel, Journal; Paul R. Leach, Daily News. In May the journalistic golfers will play for the John C. Eastman cup, offered by the publisher of the Journal. The June contest will be for the Examiner cup, offered by C. S. Stanton, editor of the Examiner. July's tournament will be for the Victor F. Lawson trophy, presented by the editor and publisher of the Daily News. The R. R. McCormick cup will be played for in the August tourney.

The Pica Club, of New Jersey, has installed the following officers: John J. O'Rourke, editor of the Acquackanonk Journal, president; Ferdinand Frederick, city editor of the Paterson Call, vice-president; George H. Burke, civil service commissioner, treasurer, making his fifteenth year in the office, and Leon F. Banigan, of the Paterson Press-Guardian, secretary.

The three members of the executive committee elected were: Henry A. Durkin, of the Press-Guardian; Fred Buckley, of the Call, and Neal G. Adair, of the Passaic Herald. President O'Rourke appointed the following members to the entertainment committee: George H. Burne, chairman; James J. Troy, of the News; chairman; of the Press-Guardian; William McBride, of the Passaic Herald; Eugene K. Bird, of the Hackensack Republican, and John J. Sweeney, of the Call.

MISS WILCOX GOES TO CLEVELAND

Leaves Cincinnati Post to Conduct Woman's Sections of the Leader.

CLEVELAND, O., May 10.—Miss Henrietta Pauline Wilcox is the new editor of the woman's sections of the Leader. She resigned her position with the Cincinnati Post to come here. Her acquisition by the Leader is considered a good move for the paper and for Miss



MISS HENRIETTA PAULINE WILCOX.

Wilcox, as the work she will do here will embrace a wide field.

As a school girl Miss Wilcox was the Paris (O.) correspondent for the Richmond (Ind.) Sun-Telegram. Her salary was what the market reporters would call nil. She did not have to buy the stamps or paper and envelopes for her copy, however. She soon showed she was worth a dollar and a half a column. Then she added a few more papers to her list.

After a course at Miami College, Oxford, O., Miss Wilcox took a regular job on the Ansonia (O.) Herald. From there she went to Denison (Tex.) as society editor of a paper there. Five years ago she began to bring out a woman's page on the Cincinnati Post. Letters sent to "Mrs. Evans," of that paper, were fifteen daily. When she left the paper she was receiving daily several pounds of mail.

Miss Wilcox will do similar work in conjunction with her woman's sections for the Leader.

New Sun Feature Service

Several new and interesting features will next week be placed at the disposal of the patrons of the Sun Feature Service, of New York. The two most important innovations, and also the first of the series to be issued, are a page of fashions and a page of baseball cartoons by Homer Baker. The introductory fashion number will contain illustrations of the latest women's sport suits for the summer and vacation period, while the sporting page will have a series of serious and humorous cartoons of "Home Run" Baker, of the New York Yankees, and other stars in the baseball realm. Then will follow an illustrated woman's page, by Siegfried Wier, comic strips and cartoons.

Cleveland Papers Win Park Space

CLEVELAND, O., May 10.—As a direct result of the contest held last fall by the Cleveland Press and other Scripps-McRea newspapers in Ohio, for horse-shoe pitchers, the Park Department of Cleveland has set aside certain spaces in the city parks, and horse-shoe pitching will be a recognized sport. A league is being formed. The sport, like other outdoor amusements will be under the direction of Commissioner of Recreation J. F. Potts. Several hundred persons have qualified to enter the league.

NEW INCORPORATIONS

TERRELL, Tex.—The Tribune Publishing Company; capital, \$5,000; incorporators, Fred I. Massengill, J. S. Frinnan, jr., and J. M. LaRoe.

NEW YORK CITY—Brower Company, Inc.; capital stock, \$1,000; newspaper and job printing business; directors, Percival S. Brower, Jessie G. Saddler, and Frederick W. Wright, all of New York city.

NEW YORK CITY—Prestoplate Company, Inc.; capital stock, \$300,000; manufacture stereotype castings, boxes, matrices, mounting bases or blocks, for printing, etc.; directors, John McNaughton, Edmund H. Morse, of New York city, and Harry W. Doremus, of Montclair, N. J.

NEW YORK CITY—Writers' Publishing Company, Incorporated; capital stock, \$10,000; general publishing business; directors, Charles W. Hastings, of New York city; Meyer Nebenzahl, of Far Rockaway, and Gertrude Scheuber, of Jersey City, N. J.

NEW YORK CITY—The New York Financial Examiner, Inc.; capital stock, \$50,000; to publish a newspaper; directors, Martin Cultering, Minnie Isreal, and I. Maurice Jacobs, all of New York city.

NEW YORK CITY—Garrick Society, Incorporated; capital stock, \$1,000; general advertising business; directors, Louis N. Vause, of New York city; George W. Vause, of Brooklyn, and Hans P. Freece, of New York city.

CHERRY VALLEY, N. Y.—The Cherry Valley Gazette, Inc.; capital stock, \$20,000; newspaper business; directors, Abraham E. Cox, Isaac E. Cole, and Daniel M. Green, all of Cherry Valley.

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

NEW YORK CITY—Mildred Beardslee Corporation, Inc.; capital stock, \$500; general illustrating and advertising fashions or cartoons; directors, Mildred Beardslee, George H. Beardslee, and Clarence R. Williams, all of New York city.

NEW YORK CITY—Universal Advertising and Publishing Corporation, Inc.; capital stock, \$25,000; general advertising and publishing; directors, Francis Turno and Millard H. Nason, of New York city, and William H. Cook, of Worcester, Mass.

NEW YORK CITY—Dramatic Authors Copyright Bureau, Inc.; capital stock, \$5,000; general dramatic and literary publishing business; directors, Arthur J. Westermayr, Henry H. Frieder, and J. Charles Totten, all of New York city.

NEW YORK CITY—Joseph Mack Printing House, Inc.; capital stock, \$287,500; prepare for publication, print, and otherwise produce magazines, newspapers, books, and publications of all kinds; directors, Joseph Mack and T. Harry Mack, of Detroit, Mich., and Horace S. Gould, of New York city.

COOPERSTOWN, N. Y.—Pierce Publishing Company, Inc.; capital stock, \$200,000; general newspaper and magazine publishing and advertising business; directors, Arthur H. Crist, of Cooperstown; R. Norman Brough, of Brooklyn, and Douglas T. Johnston, of Cooperstown.

BALTIMORE, Md.—Creative Advertising and Sales Service; capital stock, \$10,000; publicity, advertising, sales managers, and phonographic records; incorporators, J. H. Skeen, R. B. G. Gardner, and J. C. Toland.

TACOMA, Wash.—Dock Advertising Company; capital stock, \$2,500; incorporators, L. M. McKenna and C. E. McKenna.

FORT WORTH, Tex.—Monitor Publishing Company; capital stock, \$10,000; incorporators, George C. Fox, Aaron Smith, and Louis Morris.

Post Business Team Awaits Editors

The indoor tennis team of the New York Evening Post business staff is anxiously awaiting an opportunity to trim the editorial team of that paper.



MICHIGAN PRESS AND PRINTERS' CONFERENCE

Important Meeting to be Held at Battle Creek Next Week—Some of the Papers and Addresses that Will be Presented—Arthur Brisbane, of New York, to be Present and Deliver an Address.

The second annual convention of the Michigan Press and Printers' Federation will be held at Battle Creek, Mich., on Thursday, Friday, and Saturday, May 18, 19, and 20.

This year's convention will be divided into two sections of special meetings, the plan being to hold two meetings of the Federation as a whole, and then to let the job printers, the daily newspaper publishers, the weekly publishers, and the Women's Press Association hold separate meetings simultaneously, and take up the particular things of interest to them.

Thursday forenoon will be devoted to registration and assignment, the headquarters being the Post Tavern. At 2:30 P. M. the opening session of the convention will be held at the Elks Temple, covering the usual addresses of welcome by city officials and presidents of sections, the reports of officers, appointment of committees, etc.

At the Thursday afternoon session the following topics are down for discussion; and papers will be read by the following named persons: "What the Year Has Brought to Us," by H. R. Patingell, former State Superintendent of Public Instruction; "Who Makes Your Prices?" by Edward N. Hines, Detroit; "The Future of the Federation" will then engage all members in general discussion.

On Thursday afternoon the women's section will hold an informal meeting and get-together at the Sanitorial Annex, and all members of the section will assemble at the Sanitorium at 6:30, where a banquet is to be served by the Sanitorium management. The principle speakers at the banquet will be Governor Wood M. Ferris, Dr. John H. Kellogg, and Mrs. D. D. Ashbald, Detroit.

On Friday morning there will be meetings of the various sections; the job printers will discuss shop course and job management, and the newspaper section will discuss "Page Advertising and the News Print Question." The Women's Press Association has arranged a special programme.

On Friday afternoon, Arthur Brisbane, editor of the New York Journal, and Wm. E. Shoemaker, of Chicago, will address the joint session. After adjournment on Friday the entire dele-

gation will be taken in street cars to the plant of the Kellogg Toasted Corn Flake Co., where a large group photograph will be taken and a model luncheon served, followed by an evening of music and addresses. The Mendelssohn Club, of Battle Creek; John Clyde Oswald, of the American Printer, and the Rev. Thornton Anthony Mills being on the programme.

During the meeting opportunity will be afforded for visiting the food factories of the Postum Cereal Co., the art gallery of the late C. W. Post, and the works of the Duplex Printing Press Company.

There will be sessions on Saturday morning of the weekly newspaper section, the daily newspaper section, the job printer section, and the Women's Press Association.

The daily newspaper section will consider the papers of Harry Irish, of the Kalamazoo Gazette; C. M. Greenway, of the Flint Journal, and C. H. Wayne, of Ludington News, who will discuss: "The Best Way to Get Circulation and Keep It," "The Proper Policy in a One-News Paper Field," "The Daily as a Means of Civilization."

MISCELLANEOUS

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

EDITORIALS written by trained hands on timely subjects of to-day. Turn this problem over to me and turn your attention to getting business. Rates quite reasonable; service impeccable. Write for specimens and terms. P. O. Box 237, Waverly Tenn.

WANTED TO BUY—A thoroughly experienced editor and publisher wants to buy a paying weekly or daily paper; Republican or independent; West or Southwest only; would consider part interest; only dignified, substantial proposition will be considered. Present your case fully and clearly. Address 432 W. Twelfth St., Oklahoma City, Okla.

PUBLISHER'S NOTICE

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

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

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

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

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

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

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

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Erentano'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. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

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

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

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

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

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

SITUATIONS WANTED

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

ADVERTISING MANAGER of the modern school, nine years' experience—five with an agency, offers his services to progressive manufacturer. Investigate my ability and integrity and let me show you what advertising as promulgated by modern methods will do for you. Address Efficiency, care Editor and Publisher.

ADVERTISING MAN—Experienced. An energetic solicitor and an expert copy writer desires permanent position with progressive daily in city of about 50,000 or larger. Ad Craft, 643 Madison Street, Brooklyn, N. Y.

BUSINESS OR CIRCULATION MANAGER—Man with fifteen years experience wants position as Circulation Manager in large city or Business Manager on small city daily. Thorough training in all phases of the business end. Temperate and reliable; satisfactory references. Interview solicited. Address K 2013, care Editor and Publisher.

CARTOONIST—REPORTER—Young man graduating from college in June—journalism course—experienced both as artist and writer, original, and not afraid of hard work, wants newspaper position anywhere. Will start with small salary if there is opportunity for advancement. Samples and references upon request. Address J. 1811, care Editor and Publisher.

CARTOONIST—Cartoons are a great and paying field. I originate the kind that have the honor as well as the "punch." If you are interested, write me. Moderate salary. Good references. Address K 2004, care Editor and Publisher.

COMPOSITOR—Linotype operator; tabular; news, book, job and law; no boozing; ten years in case, stone, job, etc. Address E. Hughes, care Chas. Howard, 328 Dean St., Brooklyn, N.Y.

CIRCULATION MANAGER—Have had 19 years' experience on Metropolitan papers. Also had great success in Promotion work. Can furnish references. Address K 2005, care Editor and Publisher.

EDITORIAL WRITER—Am open for permanent position at head of small city daily. Over eight years' experience in newspaper and job printing business. Thorough knowledge all departments of both. Prefer city of 15,000 or over that is live and growing. News and editorial writer of exceptional ability. Good executive, and able to operate plant efficiently and economically. Highest references. Give all details, including amount of salary in first letter. Address Chas. L. Stone, Box 276, Harrisburg, Ill.

EDITORIAL WRITER, feature writer, copy reader, reporter. Long experience on newspapers, trade papers, and magazines. University man, 35, married; have traveled extensively. Willing to start on low salary and prove ability. Address K 2009, care Editor and Publisher.

EDITORIAL WRITER—Position on trade or newspaper—age 26—two years' experience general reporting—editorial and special articles—start low. Address K 2010, care Editor and Publisher.

EDITOR AND MANAGER, with record for results, seeks position in full charge of daily in city of 15,000 to 50,000. In present position two years. First year showed increase of 35 per cent. over business of predecessor, and 25 per cent. in circulation. This year, so far, the increase over last has been 62 per cent. Ten years of experience, married, steady. Would want 60 days' notice, but might arrange to come on 30. Prefer central states. Write K 2007, care Editor and Publisher.

EDITORIAL MAN, who can write news or fiction, and knows technical end of magazine and newspaper game from A to Izzard, wants to connect with publisher. Address E. W. Manifold, 134 Moffatt St., Brooklyn, N. Y.

MAILING ROOM FOREMAN—Ten years' experience in the largest plant in the country. Competent in all branches of the trade. A believer in strict economy and efficiency. Will gladly consider my offer. Address A-100, care Editor and Publisher.

MANAGER OR ASSISTANT—Young man, 12 years' experience. Now employed as Advertising Manager in charge of foreign and local advertising and acting as assistant business manager, desires new connection at once, account of present management having sold out. A producer and can turn a loser into a good payer. Have had varied experience, especially in advertising, producing and selling copy. Prefer Southern city of 30,000 to 60,000. Will stand closest investigation. Get in touch with me. Salary reasonable to begin until show results. Address Producer, care Editor and Publisher.

PRESSMAN—Thoroughly competent, who has made special study of press room conditions, handling of paper, waste and cost, the production of good printing seeks employment. Qualified to assume charge of plant, have executive ability and can produce results. Highest references. Not connected with Union. Address K 2002, care Editor and Publisher.

REPORTER and police news man, five years' experience, seeks place in large city. Can make good, salary no object. Address K 2020.

SOLICITOR—Young man, 25, 2 years' experience soliciting for Chicago Representative in western Foreign Field on salaries seek like position with western publishers representative strictly temperate—gilt-edged references—have ability and appearance—knows the agencies and advertisers. Will consider daily anywhere in the U. S. Salary commensurate with results produced. Address K 2006, care Editor and Publisher.

SECRETARY TO PUBLISHER—Lady wishes a position as secretary to publisher or advertising manager. Record of 12 years with one newspaper. Thoroughly understands the details of publishing and advertising business. Salary \$18 per week. Now employed, but can accept new situation any time. Address K 2024, care Editor and Publisher.

STEREOTYPE SUPERINTENDENT—A capable stereotyper now foreman of a leading daily desires a permanent position as stereotype superintendent where efficiency and progressive methods will be appreciated according to results. Address J 1825, care Editor and Publisher.

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

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

\$6,000 Cash

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

HARWELL, CANNON

& McCARTHY,

Newspaper and Magazine Properties,

Times Bldg., New York

Lower Prices

On newspaper properties in all parts of the country. Many exclusive propositions up to \$1,500,000. Write with references to

H. F. HENRICHS

Newspaper Properties,

LITCHFIELD, ILL.

Newspaper and Printing Plants

Appraised, inventoried and insurance value guaranteed. Accuracy secured and time saved for sellers and investors. Newspaper Appraisal Assn., 13-15 Fort St., W. Detroit.

FOR SALE

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

FOR SALE—Eight-page daily newspaper, together with weekly edition in Illinois city of 5,500; Standard Linotype and all modern equipment for newspaper work and job printing. Has earned for its owner \$11,000 in past three years. Health poor, must give it up. Will take \$12,000 cash to swing deal. Don't answer unless mean business. Address K 2003, care Editor and Publisher.

HELP WANTED

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

ADVERTISING SOLICITOR—Young advertising solicitor and copy producer, who has had three years' newspaper experience or over. Prefer young man who has made good in daily newspaper work in a city under 100,000 and who desires to come to a larger daily paper. Must be of good address and appearance and of the best of habits. A progressive, ambitious, and energetic man will receive good salary and rapid advancement. Give full particulars in first letter. Address Box 123, care Editor and Publisher.

BUSINESS MANAGER wanted for established Washington Weekly. Excellent opportunity for capable man with \$5,000—financial backing. Will consider lease from responsible party. Address Business Manager, P. O. Box 1242, Washington, D. C.

EDITORIAL ASSISTANT—Capable man with working knowledge of newspaper editorial writing to assist editor; should be familiar with conditions, men and affairs in Eastern Pennsylvania. Send samples of work, give experience and such information as will enable advertiser to judge qualifications. Address K. 2019, care Editor and Publisher.

STENOGRAPHER—A young man who is a good stenographer and typewriter, and has some knowledge of half tones, electrotypes will be given a position in the advertising department of a Brooklyn manufacturer, as an assistant to the advertising manager. Applications should be directed to Box 21, Editor and Publisher.

LEGAL NOTICE.

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:—

The annual meeting of the stockholders of The Editor and Publisher Company will be held at the general offices of the Corporation, Suite 1117, Pulitzer Building, 63 Park Row, New York City, on Wednesday, May 17th, 1916, at 11 o'clock A. M., for the election of one director to serve for three years and two inspectors of election to serve at the next annual meeting and for the transaction of such other business as may properly come before said meeting.

Signed:—

JAMES WRIGHT BROWN, President.
FRANK LEROY BLANCHARD, Secretary.

CIRCULATION SERVICE

Secure our dependable organization when you desire to increase the circulation of your newspaper. For years we have pleased the leading newspapers. Just concluded our second "SUCCESSFUL" contest on the Los Angeles Times adding over 1,600 more new subscribers on the second campaign than on the first one.

Write us to-day for complete details.

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

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

Many special representatives who know through years of observation recommend

AD ART SERVICE

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

Most For The Dollar

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

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

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

SPECIFY

CLINE-WESTINGHOUSE Motor and Control Equipments

FOR WEB PRESSES

SPECIAL MOTOR DRIVES for
STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago
38 Park Row, New York

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

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

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

National Electric Bulletin Corp.
New London, Conn.

Ten Million a Week Says Government Report

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

**The Vitagraph Company
of America**

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

WHAT THE EDITOR OWES TO THE COMMUNITY

Mr. Rapp Is Under a Moral Obligation to Help It to Become Cleaner, Purer, and Better—Should Cultivate Accuracy of Statement and Be Careful of Reputations—Other Valuable Suggestions.

"Mirror the life of your community." To do so means the difference between success and failure to the country newspaper proprietor, according to John M. Rapp, editor and publisher of the Wayne County Record, who addressed the conference of Illinois editors and business managers at Urbana, Ill.

Mr. Rapp, one of the best known of the down-State publishers, captioned his remarks "The Editor's Relation to the Community—A Plea for an Ideal," and said, in part:

"While the primary object of each of us in engaging in the business of vending news is to receive a due compensation for the labor we expend and just return for the capital invested, there is, I believe, an underlying obligation from the newspaper man to the community that he serves, that is more binding than the obligation of the vendor of any other commodity.

THE COMMON IDEAL OF ALL.

"For each of us there can be the one common ideal, the one common great ambition which should engross and absorb us all; to so conduct the vending of our wares that the communities from which we draw our sustenance will be made better and cleaner and purer, and that no word printed or implied will result in greater harm than good.

"Make your paper a mirror reflecting truthfully and accurately all the happenings of the community that you serve and give such of the news of the outer world as your space will permit? Yes. No.

"With the constant example before us of the effort of the great dailies to satisfy what they believe to be an appetite for the sensational, regardless of the accuracy of fact, with their example of news colored to fit policies and their success in their efforts, we may be excused if we try to emulate their example and to make our papers smaller mirrors of the same pattern; but we hold a more intimate relation to our customers. We could not 'get away with it' if we would. Too many of our readers know something of the facts and if we are not true to our best ideals and are not accurate and honest, we will be detected and will surely lose the respect of our readers.

FIRST REQUISITE TO RESPECT.

"We owe it to ourselves and to the profession, generally, of the country press to cultivate accuracy. The first requisite to the respect of our customers is that when they see a picture reflected in our mirror they may feel that it is honestly and accurately portrayed. The second is that they should feel that the picture gives sufficient of the details to make it full and complete.

"Reflect the picture of all the happenings? We are the merchants of descriptions of events. The customers have a right to believe that they will receive the mirror that reflects the general news of the day and week but there are many things that are better not reflected from that mirror. In the intimate life of the community in which we move, we may cause pain and humiliation, scandal and disgrace, by yielding to the ambition to reflect a bright little picture that will please a few and will cause others to weep and hang their heads with shame and no one be the better for the effort at wit or thoroughness.

"Grave or important matters of news that become events of general knowledge, cannot, of course, be ignored, ever, and retain the respect of the readers, but, for many things, we believe the controlling idea should be: 'Will there be more good than harm result from the printing?'

"By conscientiously reflecting from and through our mirror, pictures that portray conditions as they exist, and other pictures of conditions as they might exist and as we believe they should exist, we may join hands with those of our customers who are striving with us for the great betterments that are needed in every community, and we may aid in bringing these better conditions.

BE PATIENT FOR RESULTS.

"We should not be impatient if results appear slowly. If we conscientiously reflect the picture of the good as we see it, we will have done our part.

"In fearlessly giving the facts that the public should have for its best interest, lies the true spirit of the country press, omitting such unnecessary pictures as will cause pain and sorrow and do no good.

"I would that the community served by every paper in the State, have confidence that the editor was honestly trying to serve the best interests of that community; that his news pictures were accurate and complete and that back of it all was an honest purpose to serve the best interest of those to whom he offered his wares.

"The best of it all is that such a reputation and such a policy does not in the long run cost you friends, or lose you customers. It pays."

OBITUARY NOTES

M. J. PARKER, former editor and publisher of the Ardmore (Okla.) Daily Citizen, died recently at his home in Ardmore. He was a member of the Typographical Union for forty-three years.

FREDERICK B. FORNSHELL, business manager of the Elwood (Ind.) Call-Leader, died a few days ago of uræmic poisoning. Elmer E. Fornshell, his father, is editor and publisher of the paper.

JOSEPH BEACH, aged fifty-six years, editor of the Whitehall (Wis.) Times-Banner, ended his life on May 3. Beach had been in ill-health of late and killed himself in a fit of despondency.

WILLIAM PARKS HANDLY, circulation manager of the Nashville (Tenn.) Banner, died at his home there April 28, after a long illness. He was forty-eight years old and had been seriously ill for the past year. Mr. Handly's entire life had been given to the newspaper field. He had been connected with the old American, the old Nashville Sun, the Louisville Courier-Journal, the St. Louis Post-Dispatch, the Nashville Daily News and the Banner.

KNUD RAYMOND, formerly editor of a newspaper in California and a retired manufacturer, died on May 4 of heart disease at his home, 12 Kingston Avenue, Brooklyn. He was born in Denmark sixty-eight years ago and was for many years a close friend of the late Jacob A. Riis.

THEODORE RUDD, one of the oldest employees of the New York Journal of Commerce and Commercial Bulletin, died May 5, of general debility at his home, 100 Elton Street, Brooklyn. He was in his eightieth year. Mr. Rudd formerly was purchasing agent and at one time was in charge of the advertising desk of the Journal of Commerce. He became connected with the Commercial Bulletin thirty-eight years ago, and later when that newspaper was consolidated with the Journal of Commerce, he continued in its employ. Mr. Rudd leaves his wife, five sons and two daughters.

WILLIAM H. EICKS, postmaster at Leonia, N. J., and former editor of the Englewood (N. J.) Times, died at his home in Leonia on May 9, after a lingering illness, of bright's disease. He was fifty-nine years old.

MAXWELL H. SWAIN, a former New York Herald reporter, died May 4, of typhoid fever at the home of his mother, Mrs. A. B. Swain, in Indianapolis, Ind. Mr. Swain accompanied the Ford peace expedition to Europe. He was thirty-two years old and is survived by his wife.

NEWSPAPER ACTIVITIES

The April prize-winners—each of whom received \$15—for the best long and short-story and the best head, written during that period, have just been posted on the bulletin board of the New York Tribune. They are as follows: Best long story, Miss Blanche Brace; best short story, R. H. Leek; best head, H. A. Pierce. Since the announcement of the contest was published in THE EDITOR AND PUBLISHER, several months ago, the Tribune has received many letters of congratulation on its enterprise, from readers of THE EDITOR AND PUBLISHER, who state that no more commendable way for encouraging the work of reporters and copyreaders could be found by any editor, than this story and head-writing contest, conducted by the Tribune.

Telephone dictation system has been installed by the Cleveland (O.) News, which is proving to be helpful to the copy desk in getting last-minute news into the paper at press time.

"Gas Range Week" was fittingly celebrated by the Cleveland (O.) newspapers with liberal advertising and storytelling about the local exhibits. The Plain-Dealer carried a full page of information to that end on Sunday, and the Leader, News, and Press did quite as well during the week. The fact that natural gas is used in Cleveland exclusively brought the business.

The Brooklyn Eagle is conducting a bird-cage building contest among the young people of Brooklyn and Long Island. Gold and silver medals will be given to prize-winners. More than 2,000 entries have been received to date.

The Baltimore News announces that it will present a large United States flag to the military organization that passes the reviewing stand in the best order on May 17, when the preparedness parade takes place in Baltimore. This parade will be similar to the one being held in New York to-day.

The Chicago Examiner, on April 14, scored the most notable news "beat" in its history when it published in full the Carranza note to the United States Government ordering the American troops out of Mexico. The demand for copies of the paper containing this important piece of news, which was not even hinted at in other papers, could not be supplied. Mayor Thompson, in extending his congratulations to the Examiner, said: "The story was a wonderful 'beat,' and the fact that it contained news of the greatest importance to the people of the United States makes me wonder how it was kept exclusive. The enterprise of the Examiner and of the newspaper man who obtained the story cannot be complimented too highly."

Prosperous Benefit Association

The fifth annual statement of the New York World Benefit Association makes a fine showing of progress and of economy of management, the cost of the latter averaging but 3 per cent. of total receipts. The membership has increased from 150 to 325, and thus far more than \$56,000 has been distributed for sick benefits to members. The cost of each \$10 weekly benefit has averaged 95-13 cents a week during the past five years. An auxiliary life insurance plan will soon be put into effect. The principal officers are Francis Lynch, president; William I. Shimer, vice-president; John E. Rutan, secretary.

Montana's High-School Editors Convene

Editors and business managers of newspapers, magazines, and annuals published by the accredited high schools of Montana, gathered, on Tuesday, May 9, for the second annual conference of the Montana State Interscholastic Press Association at the State University of Montana in Missoula. They discussed various problems which confront the makers of high-school publications.

ALBERT P. TERHUNE RETIRES

Evening World Magazine Editor Takes Vacation to Follow Literary Pursuits.

Albert Payson Terhune, who for many years has been magazine editor and special writer on the New York Evening World, will leave that paper to-morrow for an extended vacation at his summer home, Sunny Bank, Pompton Lakes, N. J. During Mr. Terhune's absence from the World his place will be taken by Charles Darnton, dramatic



ALBERT PAYSON TERHUNE.

critic, with the assistance of Hazen Conklin and Henry Paxton. Mr. Terhune will devote his vacation to literary work.

Albert Payson Terhune is one of the most prolific short-story writers of the present day, as well as one of the hardest of newspaper workers. The output of his pen for several years past is said to have exceeded a million words a year. His stories have appeared in many American magazines.

He has been for many years a pillar of strength to the Evening World's magazine section, where hundreds of his instructive special articles have been published. Many of these have been syndicated throughout the country. Some of his principal articles were: "Stories of Presidents," "Fifty Famous Blackguards," "Stories of Great Novels," "Fifty Historic Heartbreakers," "Stories of the Opera," and "Fifty Sirens of History."

Mr. Terhune began his literary career while he was a student at Columbia College, from which he was graduated in 1893, with the degree of A.B. He is the son of Mary Virginia Hawes-Terhune (Marion Harland), and was born in Newark, N. J., on December 21, 1872. His father was the late Rev. Edward Payson Terhune.

After his graduation from Columbia, Mr. Terhune went abroad and travelled on horseback through Syria and Egypt. He joined the World staff in 1894, and two years later published his first book, "Syria from the Saddle." His next work was "Columbia Stories," published in 1897, and in 1900 he collaborated with his mother in the production of a novel entitled, "Dr. Dale: A Story Without a Moral." Among his other books are "The Secret of the Blue House," "The Shadow of the Prophet," "Caleb Conover, Railroader," "The World's Great Events," "The Fighter," "The New Mayor," and "The Woman." He also

collaborated with William C. de Mille in a libretto of "Nero," a comic opera.

Mr. Terhune is a member of the Barnard, Authors', and Adventurers' Clubs. He is an expert in physical culture topics, and during his vacation a large part of his spare time will be spent in tramps and horseback rides through the woods and in swimming and fishing in the lake bordering his estate.

Editors Combine to Buy Waste Paper

The Georgia-Tennessee Paper Company was organized at Dalton recently for the purpose of joining forces over the two States to help relieve the paper famine which, beginning in Germany, is sweeping the world and becoming more serious than the question of dye supply. The company expects to interest every trade body in the two States. They propose to purchase several hundred tons of old books, magazines, and rags this year, paying the freight into Dalton from all towns, and shipping in carload lots to northern mills. The company is headed by Nelson Shipp, editor of the Dalton Daily Tribune.

Advertising for Preparedness

Doremus & Morse, of 31 Nassau Street, New York city, who are placing the advertising of the Military Training Camp Association, are planning to use big space where local enthusiasm is shown in favor of preparedness. In newspapers which devote editorial and news space to the question of preparedness, and also reports of the training camps at Plattsburgh, N. Y.; Fort Oglethorpe, Ga.; Indianapolis, Ind.; Salt Lake City, Utah; Monterey, Cal.; American Lake, Wash.; San Antonio, Tex.; and the sub-junior camp at Fort Terry, Plum Island, Long Island, N. Y.

Want Mail-Order Houses Barred

ST. PAUL, Minn., May 10.—Representatives of newspapers, retail and wholesale dealers, jobbers, and travelling men appeared before the Minnesota State Fair Board and protested against the use of the grounds by mail-order houses. "The preservation of community interests demands the barring of these houses, which pay no taxes," said J. M. Dresser, secretary of the Minnesota and North Dakota U. C. T. The inception of the protest was the display which an outside house had at the fair last year.

Composite Hotel Advertising

The Hotel Publicity Association, of 23 West 31st Street, New York city, is offering to Southern newspapers seven full-page advertisements, covering the advertising of twelve of the biggest hotels in New York city. The advertisements are placed on the trade basis, and deal with the advantages of New York as a summer resort. Among the hotels in the combination are the Plaza, St. Regis, and Biltmore. The advertisements are arranged in composite form, with seven changes. Practically all the hotels included in the advertisements offer special rates for the summer months as an inducement to Southerners to spend their vacations in New York.

Wilson Sues Hapgood

Henry Lane Wilson, former Ambassador to Mexico, has brought a \$350,000 libel suit in the local courts, Washington, D. C., against Norman Hapgood, the publisher. Mr. Wilson bases his suit on publications regarding the Mexican situation.

JOTTINGS BY THE WAY

ONE of the interesting figures at last week's Kansas newspaper Conference, held at Lawrence, was E. E. Kelley, editor of the Toronto Republican. He is a small-sized, middle-aged man, with an eager face and a pleasant manner. I met Mr. Kelley two years ago when at the Kansas State University, attending the first conference, and have been reading his weekly paper ever since, although I do not know a soul in his town except the editor himself. He publishes such an appealing paper, and writes in such an original and attractive manner that I feel well repaid for reading the Republican.

Six years ago Mr. Kelley was a superintendent of schools, having devoted the most of his life to teaching in high schools. Then something happened that caused him to abandon the field in which he had toiled, and become a country newspaper editor. In telling me about it he said:

"I had seen four of my children graduate from high school, and the day following the graduation of the oldest son he left for the wheatfields; then he got work in the division offices of the Santa Fé at Dodge City; then he went on to California and is there yet. He has made good with an oil company, and has recently married. But he has never been back.

"His going set me to thinking. I wanted to keep the rest of the children near me. But one daughter went back to Indiana seven years ago on a visit, liked it, and is now and has since that time been teaching in the old town where I once taught. And I thought some more.

"One day I had a chance to lease the Toronto Republican for a year, with an option on buying it. It had never paid, but like a flash it came to me that here was a chance to hold the family together. It would be a case of Aesop's tale of "The Man and Seven Sticks." None of us knew anything of the mechanical side of the printshop.

"In six months we were getting out the paper and doing job work without hired help. We got business and prospered. We bought a machine and new jobbers. And we went after business. Ours is a little town of 800 people. We are making as much clear money as any one in town, aside from the First National Bank. Some of us are on the job all the time. We get to work at 7 A. M., and some one is here until 6 P. M. We are always on hand.

"You may remember that I was elected president of the State Editorial Association at Manhattan. It was an honor, of course, though I felt that there were dozens of men entitled to the place through long service, while I was but a new man. I would be foolish, however, to say I do not know why it happened. It came about because the exchanges, daily and weekly, had been reprinting practically all our editorial page, among them, for more than three years—and we refuse to get into quarrels with country papers near us. In other words, I had been pretty well advertised. Advertising pays, you know.

"As to the local matter in our paper, I know everybody for miles around. I can sit in the office door and get more news than some men could get with two reporters. As to our editorial page, it is the least of our troubles. Most any of the family could do the paragraphs. The long editorial, of course, I handle. I have not failed to see it reprinted somewhere in over three years. "Two years ago the Missus and I took our honeymoon trip to Colorado. We've been married thirty-four years, but up to that time had never felt able to take a trip together for a vacation before."

FRANK LEROY BLANCHARD.

It is the Detroit Free Press that has ordered four sixteen-page decks from R. Hoe & Co., instead of the Utica (N. Y.) Press, as recently announced in these columns. It was a typographical error, and not the mistake of the writer.

You cannot get away from the fact that the 8,000 peculiarly exclusive daily circulation of the "Gazette" among a constituency of high character and maximum buying power, provides a medium that no advertiser can afford to overlook in our territory.

The vendor of merchandise necessarily seeks people with money to spend, and where can he be more likely to find them than among the sober, industrious, high-minded, good thinking, daily readers of a newspaper with a definite policy in favor of the better things.

York, Pa., Gazette

The S. C. Beckwith Special Agency

Sole Foreign Representatives
New York, Chicago, St. Louis, Kansas City, Detroit.

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

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

PROMOTION DEPT. SHAFER GROUP

12 S. Market Street, Chicago

Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.

ELIOT LORD, 110 W. 34 New York

TIME WASTERS

By GEORGE HOUGH PERRY

Of all the time-wasters the business world knows, And their number is sure not a few, The worst is the man who's not through when he goes, Or the man who won't go when he's through.

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 Lytton Building
NEW YORK CHICAGO

In PITTSBURGH

Our Competitors are amazed at the growth in Circulation and Advertising being made by

The POST and The SUN WHY?

Because The Pittsburgh Post and The Pittsburgh Sun are to-day the best newspapers in Pittsburgh. The most wide-awake, up-to-date Daily papers ever published in that city, and the great public is realizing the fact more and more every day.

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

PLENTY OF MONEY AND GOOD CHEER

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

GAZETTE TIMES
CHRONICLE TELEGRAPH

Have the largest circulation.
Combination Rate, Daily 20c a Line.
Combination Rate, Daily and Sunday 22½c a Line

For further information write

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

The Pittsburgh Dispatch

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

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

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

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

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

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

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

ALONG THE ROW

WHAT HAPPENED TO JIM.

Years ago, on one of the big dailies, was a copy-reader named Jim, who was fast going to pieces through the flowing bowl. Several visits to the hospital had failed to cure him, and his friends had about given him up in despair.

One night, as he sat at his desk, one of the office boys brought in a stray woe-begone dog he had picked up in the street, and it at once suggested an idea to a member of the staff, who passed the word along.

The dog was placed on a desk near Jim, who finally looked up from his work and said: "Hello! Where did that dog come from?"

The rest of the men in the room looked at him in blank amazement.

"I say," he shouted. "Where did that dog come from?"

There was no answer. But the members of the staff began to talk among themselves in tones just loud enough for Jim to catch.

"Poor Jim," said one; "he thinks he sees a dog."

"It will be green monkeys next," remarked another.

"And then he will pass into the snake stage," put in another. "Poor fellow; it's an awful sad end."

Jim turned white as he caught the drift of the conversation, and then he gave a loud laugh. "Ha-ha, boys," he shouted. "I was just fooling you. I don't see any dog, either."

FROM THE SKINNERSVILLE SIGNAL.

"In answer to a reader who asks us if we are to get out a Shakespearean Revival Number, we are compelled to answer that we are not. Personally, we think very well of Mr. Shakespeare, but he does not appear to be very popular in this town. The last time that Hamlet was produced at the Opera House it drew \$22.75, and the next night the Brooklyn Borough Beauties burlesque show had to put out the S. R. O. sign. In running a great paper like The Signal, it is necessary to cater to the taste of the public, so we cannot waste space on Shakespeare. Some editors imagine that they mould public opinion and lead the public, but they have got another think coming. We don't intend to force the Bard of Avon on a populace that prefers Jack Sheppard, Blue Skin, and the James Brothers. We certainly have a number of refined people in Skinnersville—and we are proud of them—and we give them proper space in our Home Page and Society News, but it is the great mass of people who have made The Signal the great institution it is, and so Shakespeare must be satisfied with a stick now and again without pictures; unless a literary craze should strike the town and a demand be made for data concerning a man who has been dead 300 years and who never heard an auto honk or saw a moving picture."

BUSINESS CONVERSATION.

"I'm going to raise the price of your print paper," said the manufacturer to the publisher.

"Good — for I'm — if I can much longer," said the publisher to the manufacturer.

MUTT AND JEFF.

It is the general opinion along the Row that Mutt and Jeff have seen their best days. Some of the jokes they have been hurling at each other lately, were old before Noah started building the ark.

WHY NOT.

Free Baseball space
Makes magnates fat—
Each publisher
Is wise to that.
Cut out the graft—
Which is all loss—
And make the ball
Gang come across.

TOM W. JACKSON.

E.A.GROZIER'S DAUGHTER A BRIDE

Wedded to Eliot Farley, of Boston, at Home of Parents.

BOSTON, Mass., May 12.—The wedding of Miss Helen Grozier, daughter of Mr. and Mrs. Edwin A. Grozier, of 168 Brattle Street, Cambridge, to Eliot Farley, of this city took place yesterday noon in the home of the home of the bride's parents, the Rev. Thomas Van Ness officiating. Only the members of the two families were present.

Miss Grozier's gown was of white satin, with chiffon and pearl embroidery, her veil of tulle was fastened with orange blossoms and she carried a bouquet of white Spanish iris.

The bride's only attendant was Miss Alice Cunningham, of Boston, as maid of honor. She wore gray chiffon and carried tulips. Her hat was of yellow. Mr. Farley, who is the son of Mrs. James Phillips Farley, of Rowe, was attended by his brother, John Wells Farley, of this city as best man. Mr. and Mrs. Farley will live in Dedham.

NEW ENGLAND ALLIANCE ELECTS

Benjamin H. Anthony, of New Bedford Standard, Chosen President.

(Special to THE EDITOR AND PUBLISHER.)

BOSTON, May 11.—Benjamin H. Anthony, publisher of the New Bedford Standard, was chosen president of the New England Newspaper Alliance at the annual election to-day, succeeding Major Frank Knox, publisher of the Manchester Leader.

The other officers elected were: Secretary, William H. Dow, of the Portland Express; treasurer, Charles H. Hastings, of the Lynn Item; advisory committee, Kelton B. Miller, of the Berkshire Eagle, Pittsfield; Timothy F. Dwyer, of the Providence Tribune, and Archibald McNeill jr., of the Bridgeport Post.

At the next meeting in June the members will be the guests of Mr. McNeill at Bridgeport, Conn.

PRESS HELPED TO END STRIKES

Pittsburgh Publishers Among Arbitrators Between Street-Car Company and Its Men

PITTSBURGH, May 10.—The power of the press was demonstrated in an unusual way during the recent street-car strike in Pittsburgh. The street-car men went back to work and the public rode again because of the efforts of the Pittsburgh publishers, and a committee of five from the Merchants' Committee of the Chamber of Commerce.

T. Hart Given, of the Sun and Post; George S. Oliver, of the Gazette-Times and Chronicle-Telegraph; C. A. Rook, of the Dispatch; Edward Hope of the Leader, acting in the place of A. P. Moore, and Oliver S. Hershman, of the Press, met with a representative of the strikers, the street-car company officials, and the Chamber of Commerce Committee, to secure an adjustment.

It is needless to add that advertising was dull during the progress of the strike, and the newspapers were greatly inconvenienced by lack of street-car deliveries, but they handled the circulation in an admirable manner by means of motor-trucks.

London Papers at \$6.40 Each

A Belgian banker now in Paris says that the chief luxury of life in Brussels is the purchase of London and Paris newspapers, which can be had easily if one will pay the exorbitant price demanded. The Times, of London, is worth 32 francs (\$6.40), the Temps, of Paris, 22 (\$4.40), the Matin, of Paris, 20 (\$4), and the other French papers eighteen (3.60). The penalty for being caught with one of these papers is not severe, and is usually not enforced against persons of good standing, but the penalty for the agency which distributes the papers would be very severe.

WORLD'S VETERANS AT DINNER

Seventy-one of Eighty-five Members of Quarter-Century Association Present.

At the sixth annual dinner of the New York World's Quarter-Century Association, held Wednesday night at Mouquin's downtown restaurant, seventy-one of the eighty-five members were present. The service of these men on the World aggregated more than 2,400 years. The dinner was on the thirty-third anniversary of the passing of the paper into the hands of the late Joseph Pulitzer.

Sixteen men who entered the employment of the World in 1890 and 1891 joined the Association on Monday night. Theodore Murray, aged forty, is the baby member of the organization.

Twenty-five years of continuous service with the World is necessary to membership in the Association.

Charles Monaghan and William Jenkins, on the pay-roll since 1875, are the deans of the Association in point of years of service, but as to who is its real Methusalem, inquiry by an infant reporter of thirty-six years, sent to "do" the story, aroused furious blushes on the countenances of Ford Coykendall, F. B. Saumenig, Col. Nelson, S. Cobleigh, and it was rumored, Johnny Pollock and Thomas P. Orr.

President Thomas Y. Crafts was toastmaster, and at the centre table there were Ralph Pulitzer, honorary member; Isaac D. White, vice-president; Frank McCabe, secretary; William I. Shimer, treasurer; J. Angus Shaw, treasurer of the Press Publishing Company, as well as member of the Quarter-Century Association, and Gus C. Roeder, who has recently done distinguished reportorial work for the World in Germany, a staff member of the newspaper since 1886.

There were brief speeches by Ralph Pulitzer and J. Angus Shaw, bearing compliments to the loyalty and value of the men of the Quarter-Century Association in the progress of the World. Most of the new members, headed by Robert H. Deery, foreman of the Morning World composing-room, had to do some talking. Enthusiastic approval met the suggestion of W. E. Bosely, foreman of the Evening World composing-room, that in future there should be an outing to celebrate the birth of the Evening World—October 10, 1887.

Profit on Advertised Goods

William H. Ingersoll, chairman of the National Commission of the Associated Advertising Clubs of the World, has issued a bulletin calling attention to the fact that the retailer who handles advertised goods is able to make more money on an advertised article at a small margin of profit than on an unadvertised article that carries a larger per cent. of profit, due to the fact that he is able to turn over his stock a larger number of times. The department is working out systems of accounting adapted to the use of retail jewellers, grocers, shoe-dealers, druggists, and hardware-dealers.

Goldberg Films in Canada

V. V. McNitt, manager of the Evening Mail Syndicate, which controls R. L. Goldberg's daily cartoons as well as the Goldberg cartoon-motion pictures, was in Toronto, Can., this week, and perfected arrangements with the World Syndicate Service, Limited, of Toronto, to handle the Goldberg newspaper feature throughout the Dominion. The Toronto World contracted for the Goldberg cartoons at the highest price ever paid in Canada for a humorous newspaper feature. Mr. McNitt also arranged for the placing of the Goldberg film throughout Canada through Specialty Film Import, Limited.

The Brooklyn Daily Eagle is sending out invitations to its High School Current Events Bee and Orchestral Competition at the Brooklyn Academy of Music May 19.

WHAT LIVE ADVERTISING CLUBS ARE DOING

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

A country-wide campaign to bring the 1917 convention of the Associated Advertising Clubs of the World to St. Louis was started through the May issue of Associated Advertising, the official organ.

A four-page, beautifully engraved leaflet telling why St. Louis should win the next convention appears in the magazine. This will go to the 16,000 members of the 150 clubs of which the Associated Advertising Clubs are composed.

On the first page of the leaflet appears a letter from Mayor Henry W. Kiel, Jacob Schreiner, president of the Merchants' Exchange; C. H. Howard, president of the Business Men's League, and M. L. Linn, president of the Advertising Club of St. Louis, inviting members of the Associated Advertising Clubs of the World to hold the 1917 convention in St. Louis.

The Advertising Club of Norfolk, Va., held its annual meeting last Monday and elected the following officers: Allen Ayers, president; Z. A. Jones, first vice-president; M. G. Nusbaum, second vice-president; Robert W. Coates, treasurer, and J. G. Thornbury, secretary. Those elected to membership in the board of directors were T. Gray Coburn, R. G. Smith, Ed Hutchins, George B. Todd, and C. C. Cheshire. Moe Levy made an address on the topic, "What a Live Ad Club May Do for Norfolk."

The Anderson (Ind.) Advertisers' Club has elected the following officers: President, H. C. Cline; vice-president, R. R. Andrews; secretary, Robert Wilson. Lester Bing, S. C. Cline, and Robert Wilson were selected as delegates to the national advertisers' convention, June 25, at Philadelphia. The Anderson Club will ask that Cincinnati, O., be given the 1917 national convention.

The Syracuse Advertising Men's Club has accepted an invitation to join the Advertising Clubs. The vote followed a talk by C. H. Fish, president of the A. A. C. and of the Rochester Advertising Club, in which he tendered the Syracuse Club a personal invitation to join. The A. A. C. comprises some 1,600 ad men in Rochester, Buffalo, and Cleveland. If the Syracuse club joins, it is said the convention of the district advertising association will take place there probably in 1918.

To aid the campaign which it is waging with the San Francisco Advertising Club to bring the Associated Advertising Clubs of the World to that city for the 1917 convention, the San Francisco Convention League is sending appeals for cooperation to 150 advertising clubs throughout the country. In these letters the League points out the benefit which the convention would be to San Francisco, the adequacy of accommodations there, and the fact that on two occasions the convention has been promised to San Francisco.

More than 100 members of the Ad Club will advertise Cincinnati, Ohio, by marching in the parade of the Associated Advertising Clubs of the World at Philadelphia, in white serge suits, hats with red bands, inscribed "Cincinnati, 1917," and umbrellas likewise marked. Capt. William Hammond Parker, of the Machine Gun Company, of the Ohio National Guard, will train the marchers.

At the recent annual meeting of the Dallas Advertising League J. C. Phelps was elected president, succeeding Captain H. W. Kinnard.

Other officers chosen were as follows: W. C. Everett, first vice-president, succeeding Ike Lorch; L. E. McGee, second vice-president, succeeding Herman Phillipson; J. H. Payne, re-elected secretary and treasurer.

Dr. F. A. Wayne was elected chairman of the educational committee, Otto Bruck will head the vigilance committee. R. W. Everts and T. T. Judd are the two new directors in place of Gus Thomasson and Ned Hardy, who have retired.

The Cleveland Advertising Club, Cleveland, O., held its annual May dinner-dance at Hotel Statler this week. Entertainers included Harold P. Paddock, in imitations of Bert Williams, and Charles A. Leedy, editorial writer of the Youngstown Telegram and member of the American Press Humorists in "Humor Off Hand." William J. Radatz was chairman of the committee, which also included C. R. Walker, E. R. Van Bergen, E. C. Brunner, C. B. Dyer, A. L. Englander, J. M. Halter, C. R. Hope, A. E. Jacques, B. P. Kinney, A. P. McCallie, A. J. McNamara, Walter Mathews, J. S. Newman, C. P. Salen, A. P. Shupe, R. F. Smith, G. I. Vail.

Havana (Cuba) Club in A. A. C. of W.

INDIANAPOLIS, Indiana, May 10.—The headquarters of the A. A. C. of W. have been notified of the affiliation of the Advertising Club of Havana, Cuba. Thomas F. Kennedy is president and F. Johanet, secretary. V. C. Dwyer, of the Advertisers' Club of Pittsburgh, Pa., was in Havana and interested the local men in the club which has just been formed. He is recognized in the incorporation of the club as the official "Big Brother."

Anderson (Ind.) Incorporates a Bureau

A Better Business Bureau to carry on the work of the Advertising Club in building better advertising and better merchandising has been incorporated in Anderson, Indiana, a city of 30,000 population. The Bureau is modeled on the plan of the Indianapolis Better Business Bureau.

Dallas Ad League Officers

DALLAS, Tex., May 1.—The Dallas Advertising League, at its last meeting, elected officers for the coming year as follows: J. C. Phelps, president; W. C. Everett, first vice-president; L. E. McGee, second vice-president; Dr. F. A. Wynne, chairman educational committee; Otto Bruck, chairman vigilance committee; W. C. Everett and T. P. Junkin, directors. The two new directors were chosen to fill vacancies.

A. A. C. W. CONVENTION NOTES

The Chicago Advertising Association is working hard to make a big impression at the Philadelphia convention. Besides featuring the Association, the delegates will boost Chicago and Chicago's big manufactures of nationally-known goods. There will be many floats representing these products in the Chicago section of the mammoth street pageant the opening night, June 25. A marching club, with unique features, has been organized, and is drilling in an effort to make Uncle Sam's boys sit up and take notice. Two hundred rooms have been reserved at the Bellevue-Stratford, and the Association expects to take down five hundred members. Under the direction of Al Chamberlain, the Chicago Ad-Choir, a group of twenty-five picked voices, will give the opening cabaret performance, "A Western Advertising Carnival," on the roof garden of the Bellevue-Stratford. Frederick Arnold Farrar, advertising manager of Adams & Elting Company, is chairman of the convention committee, and has a big force of prominent Association members working on various details. More real interest has been shown in the committee work this year than ever before. Mr. Farrar is vice-president of the Chicago Advertising Association, member of the educational committee, member of the Atlas Club, member of the National Speakers' List, and soloist with the Chicago Ad-Choir.

Another "Arkansas-on-Wheels" tour to advertise the state internationally, as well as nationally, is being planned for next October.

CIRCULATION DEPARTMENT

Education Board Helps Newsies

The Board of Education of Louisville, Ky., has pledged itself to assist the board of directors of the Louisville Newsboys' Home in its efforts to raise \$100,000 for a modern home by permitting the use of the stadium and part of the athletic field of the Louisville Boys' High School for the production of the biblical play "Joseph" on four nights during the latter part of June. The movement for a new Newsboys' Home was started several years ago, but the campaign for funds was postponed several times because the board felt that it did not want to interfere with other undertakings, such as the Y. M. C. A., the Y. W. C. A., the auditorium and other buildings.

Newsboys Praised for Honesty

"What made Stanley Canti, our 14-year-old member, give me a \$2 bill which he had found in the street?" said J. J. McMullen, before the Schenectady Newsboys' Club at its recent meeting. "Honesty and honor," came the deafening response from the entire gathering. "Honesty and Honor" is the motto of the association. The justice told the boys he was very proud to know what kind of boys the club is composed of and said such honesty is bound to be recognized and rewarded.

Newsboys' Camp Benefit

A benefit performance for the New York Newsboys' Summer Camp will be given at the Hippodrome to-morrow. A number of star attractions have been booked for the occasion. The newsboys' benefits are a recognized institution in the greater city, and are always warmly patronized. Staten Island is the summer camping ground for residents of the Newsboys' Home. Every season hundreds of lads are enabled, through the club, to spend two weeks at the seashore. The benefit this year is being staged under the auspices of the newspapers of the city, cooperating with the theatrical managers.

Organize to Help Newsies

DALLAS, Tex., May 7.—The Dallas Newsboys Association has been organized here and incorporated under the laws of Texas. It has no capital stock, being organized for charitable and educational purposes. The incorporators are: B. A. Dunn, Dwight L. Lewelling, and John B. McGraw. The Association will fit up a newsboys' home and care for the homeless boys on "the streets of Dallas."

Newsboys Form a Union

BOSTON, May 8.—A newsboys' union has been organized in Chelsea. The boys all attend city schools, and occupy their time before and after school selling papers. The officers are: President, Hyman Sokol; vice-president, Jacob Lichter; recording secretary, Harry Nankin; financial secretary, Joseph Grenfield; treasurer, Samuel Silverman; auditor, Patrick J. Gaffney; directors, David Bennett, Fred Hobln, and M. Ablevotz.

Told Hotel Men to Advertise

BOSTON, Mass., May 8.—A. J. Philpott, of the Globe, who attended the dinner of the Boston Hotel Men's Association for his paper, made a short speech in which he informed the hotel men that they should advertise their places. "The columns of the newspapers are open to you for that purpose," he said. Other newspapermen who attended the dinner included ex-Senator William Taylor, of the Post; Thomas Greenall, of the Record and Advertiser; James W. Reardon, of the American; and Moses Williams of the Traveler. Linfield Damon, president of the Association, asked the newspapermen to regard themselves as real guests of the evening.

You'll laugh when you get your sample copy of the

BINGVILLE BUGLE

Its quaint humor and satire on the country newspaper will make a hit with all your readers.

Send for your sample copy today; get your laugh and then you'll get in your order for the BINGVILLE BUGLE.

Mats 20 or 21 inches. We can get together on the price too.

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

Editors Who Know

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

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

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street
SAN FRANCISCO

THE NEW ORLEANS ITEM

Member A. B. C.

Accepts advertising on the absolute guarantee of the largest net paid daily circulation of any New Orleans newspaper or no pay.

THE JOHN BUDD COMPANY
Advertising Representatives
New York Chicago St. Louis

PROSPERITY IN COLORADO SPRINGS

A Gain of 25,000 Lines in 1916 is shown by THE TELEGRAPH
J. P. MCKINNEY & SON
New York Detroit Chicago

3,703,961

In four months of 1916 The New York Times printed 3,703,961 agate lines of advertising—a gain of 693,531 over the corresponding period of 1915.

The Times, according to the last report to the Post Office Department, has a net paid daily and Sunday circulation of 334,744 copies.

Net Paid \$84,036
8 Cents Per Line Flat

The Pittsburg Leader

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

W. E. MOFFETT,
Advertising Manager.

GOOD WILL

that very real if intangible factor is gradually coming into its own by new routes.

The New York Call

Daily and Sunday

by reason of its sponsors and supporters, is the ONE newspaper hereabouts, best calculated to create and foster this recognized business asset.

1,125,264

lines of paid advertising carried in The Free Press during April, an increase of

416,010 lines or 48.8%

over the corresponding month of 1915.

Advertisers know why.

The Detroit Free Press

"Michigan's Greatest Newspaper"

VERREE & CONKLIN Foreign Representatives New York Chicago

The PITTSBURG 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

The Evening Star

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

Member of the A. B. C.

TIPS FOR THE AD MANAGER

H. H. Levey, Marbridge Bldg., New York city, is making trade deals with newspapers for the Thousand Island House, Thousand Islands, Canada.

Snitzler Advertising Co., Garland Building, Chicago, Ill., is placing orders with newspapers generally for the R. L. Watkins Co., "Arvon" and "M. C." Oil, Chicago, Ill.

Stack Advertising Agency, Heyworth Building, Chicago, Ill., is making 5,000 line contracts with a selected list of newspapers for the Northern Pacific R. R. Co., Broadway and Fourth Street, St. Paul, Minn.

Nelson Chesman & Co., 200 Fifth Avenue, New York city, are again placing orders with a few newspapers in selected sections for the Manahan Moth Paper Co., "Manahan Tarine Moth Bags," 370 Pearl Street, New York city.

Hicks Advertising Agency, 217 Broadway, New York city, is sending out orders to a selected list of newspapers for the Ayvad Mfg. Co., "Ayvad Water Wings," 1103 Grand Street, Hoboken, N. J.

D'Arcy Advertising Co., International Life Building, St. Louis, Mo., is making 7,000 line contracts and placing copy with newspapers in selected sections for the Coca Cola Co., "Coca Cola," Edgewood Avenue, Atlanta, Ga.

Sehl Advertising Agency, 139 No. Clark Street, Chicago, Ill., is again making some new contracts with newspapers in selected sections for the Calumet Baking Powder Co., "Calumet Baking Powder," 4100 Fillmore Street, Chicago, Ill.

The Beers Advertising Agency of Havana and New York is now placing renewals in large Spanish dailies of Cuba for Alpha Cement, to be run 23 weeks 8 inches double-column, with nine changes of copy, starting immediately.

Frank Seaman, 116 W. 32nd Street, N. Y. city, is preparing a newspaper list and contracts will be renewed in a month or so for the Bauer Chemical Co., "Sanatogen," 30 Irving Place, New York city.

Williams & Carroll, 1 Madison Avenue, New York city, are placing orders with some New York city newspapers for the Lexington Motor Corp., "Lexington Automobile," 1840 Broadway, New York city.

M. Plattner, 93 Nassau Street, New York city, is sending out orders to newspapers in New York city and vicinity for Austin Nicholas "Sun Beam" food products, Kent Avenue and North 3rd Street, Brooklyn, N. Y.

Scheck Advertising Agency, 9 Clinton Street, Newark, N. J., is making 3,000 line contracts for the Prudential Life Insurance Co., Newark, N. J.

George Batten Co., Fourth Avenue Building, New York city, will shortly place orders with practically the same list of newspapers as last year for the Cliquot Club Co., "C. C. C. Products," Millis, Mass.

Hotel Publicity Association, 23 W. 31st Street, New York city, is offering newspapers in the South a combination advertisement of N. Y. city hotels on a trade basis, and placing orders on half cash and half-trade basis with some Southern newspapers for the Tate Springs Hotel, Tate Springs, Tenn.

Blackman-Ross Co., 95 Madison Avenue, New York city, is placing new newspaper schedules for the H. O. Company, "Force," 54 Fulton Street, Buffalo, N. Y.

John Buchanan Advertising Agency, 176 Federal Street, Boston, Mass., is sending out orders to some large city

newspapers for the Bangor & Aroostook Railroad, "Main Woods," Bangor, Me.

H. K. McCann Co., 461 Market Street, San Francisco, Cal., is handling the advertising of the Savage Tire Company, Main and Sicard Streets, San Diego, Cal.

E. T. Howard Co., 432 Fourth Avenue, New York city, is placing orders with some New York city newspapers for the Duplex Filter System, Inc., "Duplex Filter," 380 East 133d Street, New York city, and is again sending out orders to newspapers in large cities for L. E. Waterman & Co., "Waterman Ideal Fountain Pens," 173 Broadway, New York city.

Morse International Agency, 449 Fourth Avenue, New York city, is placing two-inch, seventeen-time orders with some New England newspapers for the Portland Board of Trade, Portland, Me.

Mahin Advertising Company, 104 South Michigan Avenue, Chicago, Ill., is sending out orders to newspapers in large cities for the Vollmer Publishing Company, children's book, "Who Is Quackly Doodles," Chicago, Ill.

Nichols-Finn Advertising Company, 222 South State Street, Chicago, Ill., is placing orders with some large city newspapers for the Mutual Film Company, "The Secret of the Submarine," Chicago, Ill.

George W. Tryon, Times Building, New York city, is sending out orders to newspapers in selected sections for the Hotel Marion, Lake George, N. Y.

Gardner Advertising Company, Kinlock Building, St. Louis, Mo., made 2,000-line contracts with some large city newspapers for Fownes Brothers & Co., "Fownes Gloves," 119 West 40th Street, New York city.

J. B. Haines, Bailey Building, Philadelphia, Pa., is placing 100-line, two-time orders with some Southern newspapers for Bailey, Banks & Biddle Co., Jewelry, 1218 Chestnut Street, Philadelphia, Pa.

Floman Advertising Company, Reibold Building, Dayton, O., will handle the advertising of the Atlas Underwear Company, Piqua, O.

Fenton & Gardner, 286 Fifth Avenue, New York city, are sending out orders to New York city newspapers for the Telautograph Corporation, 433 West 37th Street, and 111 Broadway, New York city.

Blaine-Thompson Co., Fourth National Bank Building, Cincinnati, O., is placing five-inch seventy-eight time orders with some Southern newspapers for the Milcreek Distilling Company, Cincinnati, O.

Eugene C. McGuckin, 105 North 13th Street, Philadelphia, Pa., is sending out orders eight times to a list of newspapers in selected sections for the Gibney Tire and Rubber Company, "Gibney Tires," Conshohocken, Pa.

Picard & Co., 12 West 31st Street, New York city, are placing orders with New York city newspapers for Alvarex Hendez & Co., Tampa, Fla., and Preferred Cigar Company, "Alexander Humboldt Cigar," 257 Fourth Avenue, New York city.

Charles H. Touzalin, Kesner Building, Chicago, Ill., is sending out 150-line, seven-time orders to newspapers in selected sections for the Chicago, Duluth & Georgian Bay Transit Company, Chicago, Ill.

James Zobian, 225 Fifth Avenue, New York city, is placing orders, with New York city newspapers for John Dewar & Sons, "Dewar's Scotch Whiskies," 616 West 46th Street, New York city, and for Antoine Chris Co., "Chris

Olive Oil," 20 Platt Street, New York city. The latter product is becoming quite popular in the Eastern States.

Street & Finney Co., Inc., advertising agents, 171 Madison Avenue, New York, is handling the advertising of the Wonder-Mist Manufacturing Company, in a list of general newspapers throughout the United States.

Albert Frank & Co., of New York, are advertising the Eclair Gowns, for Maurice & Adams, of New York city, in the local daily and Sunday newspapers and magazines.

The Mitchell Automobile Company is placing, through the New York office of Lord & Thomas, full-page advertisements in daily newspapers, where there are Mitchell dealers.

J. Walter Thompson, of New York, is advertising the Red Cross Steamship Line, on the trade basis, in Eastern daily newspapers.

The United Cigar Manufacturing Company is advertising its Owl Cigar in selected sections, through the Blackman-Ross Co., of New York.

The agency of the Erickson Co., Inc., of New York, is placing advertisements in a few Canadian papers, for the Canadian General Fire Extinguisher Company.

The P. Lorillard Co. is contracting for 25,000-line advertisements for its Zira Cigarettes, in a large number of Eastern papers, through the agency of the Cowen Co., of New York.

Reardon Agency, Denver, Colo., is placing 35 lines, 8 times, with a few papers for Martin Bros., Cheese, Denver, Colo.

Morse International Agency, New York city, is sending out 5 lines, 50 times, to a large list of papers for the Horsford's Acid Phosphate.

MacAvoy Advertising Company is placing 300 lines, 5 times, with a few Western papers for Stephenson Underwear Mills, South Bend, Ind.

Lord & Thomas, Chicago, Ill., are sending out to papers generally 10,000 lines, one year, for Mitchell-Lewis.

Margon-Robinson, Louisville, Ky., is placing 28 lines, 52 times, with some Middle West papers for the Korony Manufacturing Chemist, Louisville, Ky.

Frank Presbrey Company, 456 Fourth Avenue, New York city, is sending out 14 inches, 11 times, to a few papers for Southern Railway Company.

George Batten Company is placing 2,600 lines, one year, with some Pacific Coast papers for the Cliquot Club, Millis, Mass.

R. M. Seeds, Indianapolis, Ind., is sending out copy to some Texas papers, 5 times, for the Prest-O-Lite Company, Inc.

Collin Armstrong Agency Moves

The Collin Armstrong Advertising Agency of New York city moved this week from 115 Broadway to the Brokaw Building, corner of Broadway and 42d Street. The new office occupies the entire tenth floor of the Broadway wing, and is admirably located for the increasing business of the agency.

Curtis-Newhall Company Moves

The Curtis-Newhall Company, Los Angeles' oldest advertising concern, has moved to the Mortgage Guarantee Building, that city, where they will have over 2,400 square feet of floor space to care for the growing business of their many clients. The company was established in Los Angeles in 1895 by W. D. Curtis and Henry W. Newhall, the former being still its president.

AD FIELD PERSONALS

P. W. Stietz has been appointed secretary of the Better Business Bureau of the Milwaukee Advertisers' Club. Mr. Stietz was formerly with the Cramer-Krasselt Company, an advertising agency of Milwaukee. Prior to this connection, Mr. Stietz was a member of the advertising staff of the Minneapolis Journal. The Better Business Bureau has replaced the Milwaukee Vigilance Committee.

C. L. Pancoast, of the Chicago Tribune, has been devoting his time to advertisers outside of that city. Recently he worked in Milwaukee and filled a page with advertisements of "Made in Milwaukee" Quality Products, which appeared in the rotogravure section of the Sunday Tribune. This is only the first of a series of pages that will be employed by Milwaukee Manufacturers who are desirous of establishing the city as a place where good things are made.

Harold D. Nims, for five years a member of the Syracuse (N. Y.) Post-Standard staff, has taken a position in the advertising department of the Oneida Community, Ltd.

Paul Hale Bruske, formerly director of publicity of the Maxwell Motor Company, has become advertising manager of the O-So-Ezy Mop Co. of Detroit, Mich.

Irving R. Branner, advertising manager for the Harris-Emery department store of Des Moines, Ia., has accepted a position with the Gundloch Agency in Chicago.

Russell A. Field, who is well remembered in Brooklyn through his connections as secretary of the Long Island Automobile Club and as a former member of the news staff of the Eagle, has been elected vice-president of the Martin V. Kelley Company, advertising agents, of Toledo, Ohio.

Henry D. Sulcer, until recently Western foreign advertising manager of the Chicago Tribune, is now vice-president and advertising director of the Triangle Advertising Service, publishers of Photoplay News.

Williams A. Stiles has discontinued his advertising agency, and now is connected with the Dunlap-Ward Advertising Company of Chicago.

W. S. Lockwood, who has been business manager of Current Opinion, has become advertising manager of the Toledo Scale Company. He was formerly publicity editor of the American School of Correspondence and circulation manager of the Technical World Magazine.

Collin Armstrong, president of Collin Armstrong, Inc., has just completed, in the Chicago Herald, a series of contributions to that paper's "Bigger, Better Business" editorials by experts in constructive selling. Mr. Armstrong's articles are on: "Why Public Service Corporations Should Advertise," "Scotching a Pernicious Evil" (free publicity), and "Why the Advertising Agent?" All these editorials will be found of interest to newspapermen and advertisers. The Chicago Herald, through these and similar contributions, is also giving the general public light on the advertising business.

NEWS FROM THE AGENCIES

The Moss-Chase Co., of Buffalo, N. Y., will not operate under any changed conditions because of the recent death of its president, J. C. Moss. Mrs. J. C. Moss will be elected president; J. B. Chase continues as vice-president, and S. C. Moss as secretary and treasurer. J. B. Chase and S. C. Moss will, as for the last three years, continue the active operation of the business.

Hasbrook, Story & Brooks now represent the Charlotte (N.C.) Observer, in the Eastern and Western general field.

The F. N. Sommer Advertising Agency of Newark, the oldest advertising agency in New Jersey, was responsible for the newspaper publicity given to Newark's 250th Anniversary Celebration, which began May 1 and will continue throughout the summer and fall. Full pages were run in all the local

papers, and liberal space was used also in a long list of suburban and New York mediums. The designs were particularly impressive, chiefly featuring the figure of Robert Treat, one of the founders of the city.

GREEN TO LEAVE NO. AMERICAN

Well-Known Philadelphia Ad Man Will Become a Merchandising Manager.

Charles C. Green, who developed the promotion department of the Philadelphia North American has resigned as manager of that department, and as manager of foreign advertising of that newspaper and will on June 1 become merchandising manager of William



CHARLES C. GREEN.

R. Warner & Company, distributors for seventeen lines of well known products. Mr. Green has been connected with the North American for seven years. He was among the first to see the need of cooperation between the advertising department of a newspaper and its advertisers. He set to work to make a survey of the retail trade situation in Philadelphia and in time the North American's promotion department established a standard which has been followed by many publications.

Mr. Green was born in Kent, O., and first worked as a "printer's devil" on the Kent Courier. Later, in Washington, D. C., he established Green's Capital Advertising Agency which he disposed of when he went to Philadelphia and became associated with the North American.

Mr. Green is a director of the Poor Richard Club, and is a member of the Manufacturers' Club, the Ohio Society, and the Business Science Club.

Frank Presbrey's Generosity

Frank Presbrey, president of the agency that bears his name, has shown his appreciation to his employees for the work they have done by advising each one that, beginning June 1, those who have been with the company ten years may have four weeks' vacation; those with the company five years may have three weeks' vacation with full pay. If, however, any one prefers to have only the usual two weeks' vacation, they may return at the end of that time and receive double salary for one or two weeks, as the case may be. This will be the established custom hereafter in this agency.

Mass for Newspaper Men

The fifteenth anniversary of the institution of an early morning mass for newspaper men and other night workers, in St. Andrew's Roman Catholic Church, in Duane Street, New York, was celebrated last Sunday morning by a solemn high mass. Bishop M. J. Curley, of Florida preached the sermon, and a special musical programme was given.

CHANGES IN INTEREST

HASKELL, Tex.—The Free Press, one of the oldest newspapers in West Texas, has been sold by the estate of Oscar Martin, deceased, founder and editor of the paper up to the time of his death last year, to Sam A. Roberts, who formerly owned and published the Petrolia Enterprise. The Free Press was founded more than thirty years ago.

HOPEWELL, Va.—The Press and News have consolidated under the name of Hopewell News and Press. Wise Worrell and Judge Alden Bell will serve as editor and associate editor, respectively; J. B. Withers is business manager, and C. A. Morgan, circulation manager. R. Bauer, the founder of the Hopewell News, and up to recently editor of the Press, retains his holdings in the new consolidation, and will be in immediate charge of the Richmond office.

EL RENO, Okla.—The Daily Democrat, the only daily newspaper published at El Reno, has been sold by J. W. Rider, editor and publisher, to W. T. Maher, who has assumed editorial management of the paper. A State appointment awaits Mr. Rider.

Staunton (Ill.) Star Times Sold

John Camp has sold the Staunton (Ill.) Star-Times to C. T. Kurz, of St. Louis, Mo. Mr. Kurz and his son have taken charge. The sale was made through the agency of H. F. Henrichs, the newspaper broker of Litchfield, Ill. Mr. Camp launched the Staunton Star about twelve years ago and in 1910 he took over the Staunton Times, merging the two papers. Mr. Kurz formerly published the Highland (Ill.) Leader and the Jerseyville (Ill.) Republican.

The Rise of a Texas Daily

MARSHALL, Tex., May 10.—Mr. and Mrs. W. A. Adair have purchased the one-half interest of Edward E. Talmage in the Marshall Messenger, the oldest newspaper here and the only daily. Mr. Adair will again become editor-in-chief. He is one of the oldest and best-known newspaper men in the Eastern Press Association. He has been connected with the Messenger for thirty-seven years. It is said that Mr. Talmage received \$12,500 for his one-half interest. He was for many years night editor of the Galveston Daily News until 1909, when he purchased an interest in the Messenger. He will enter newspaper business elsewhere. The story of the growth of the Messenger is stranger than fiction. In 1884 Mr. Adair paid \$400 on a credit for a two-thirds interest in the Messenger, then a patent inside weekly, without equipment of any kind. He purchased merely the "name and good will." In 1885 he became sole owner. Three times since that date he has sold a half-interest in the plant, later buying it back, and always paying more than he received for it. The Messenger has now one of the best equipped small newspaper plants in the South.

NEW PUBLICATIONS

GONZALES, Tex.—A stock company has been formed by Emmet Smith, late of the Bay City Tribune, several prominent people of this city and others in that section for the publication of a seven-column daily and weekly newspaper. Mr. Smith was at one time connected with a paper here, and is well known in this section. He was for some years editor of a paper at Itasca, and is a practical printer and a newspaper man of considerable ability.

COLUMBUS, O.—Beginning June 13 this city is to have a new afternoon daily. The Saturday Monitor announces that on that date it will enter the daily field.

Plans have been completed by F. H. Ward, of Columbus, O., to bring out the Monitor, of that city, as a daily, starting on June 13. The Monitor is now a weekly, and is devoted to clean politics

After using two months, a Chicago publisher writes:

The Dr. Huber HEALTH SERVICE

is growing more popular with us daily

The INTERNATIONAL SYNDICATE

Features for Newspapers
Established 1899 BALTIMORE, MD.

The "Flaneur" Letter

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

THE DAILY "FLANEUR" LETTER OFFICE

Munsey Building Washington, D. C.

Dr. Barnard's Food Page

We are now allotting territory

The Evening Mail Syndicate

203 Broadway, New York

Now Ready for Delivery!

LARGE SCALE
MEXICO MAP

In Colors

Size 28 x 36 inches.

Can be combined with European War Zone Map, making ideal Reference War Chart. Special low price quantity orders. Exclusive territory reserved for Live Wire Newspapers.

Send 25c. for sample postpaid.

S. BLAKE WILLSDEN

Premium and Advertising Specialists.

1606 Heyworth Building, Chicago

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 PARK ROW NEW YORK

SUPPLIES

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

"Quality Goods Only"

New England Newspaper Supply Co.,
Worcester, Mass.

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses
Replaced by Scott Web Presses

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

Send for further information

Walter Scott & Co.
Plairfield, N. J.



HEMSTREET'S ATLAS PRESS CLIPPING BUREAU

TENTH AVENUE
AT 45th STREET NEW YORK

Canadian Press Clippings

The problem of covering the Canadian
Field is answered by obtaining the service
of

The Dominion Press Clipping Agency

which gives the clippings on all matters of
interest to you, printed in over 95 per cent.
of the newspapers and publications of
CANADA.

We cover every foot of Canada and New-
foundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping
rates—special rates and discounts to Trade
and Newspapers.

Successful

Men in every walk of life are all
familiar with

Romeike's Press Clippings

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

Romeike Clippings

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

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

We can increase your business—
you want it increased.

You have thought of press clip-
pings yourself. But let us tell you
how press clippings can be made a
business-builder for you.

BURRELLE

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

NEWS OF THE SCHOOLS OF JOURNALISM

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

University of Pittsburgh

The fourth annual journalism confer-
ence will be held under auspices of the
Department of Journalism of the Uni-
versity of Pittsburgh, Friday afternoon
and evening and Saturday morning,
May 19 and 20. Students connected with
the editorial and business departments
of college, normal and high school pub-
lications will be in attendance. Among
the topics for discussion Friday are:
"What News to Print," "How to Write
News," "A Better Sport Section," "Fea-
tures of Interest to Girls," "Influence
of the Editorials." Business topics will
be considered Saturday morning.
Among them are: "System in Getting
Advertisements," "Does the Advertiser
Get His Money's Worth In Your Pub-
lication?" "Circulation Limit—How to
Raise it," "Collecting the Debts." Other
subjects will be discussed as brought
up. The session on May 19 will be both
educational and social. H. M. Bitner,
managing editor of the Pittsburgh Press,
will speak on "The Value of Training
in Student Publications." Music, reading,
and moving pictures have been provided.

University of Southern California

An addition to the faculty of the de-
partment of Journalism, University of
Southern California, has just been an-
nounced in the person of John Renfrew,
a well-known local advertising man,
who will offer courses in advertising and
newspaper business management with
the opening of the fall term. Mr. Ren-
frew is a member of the executive com-
mittee of the Associated Advertising
Clubs of the World, was for some time
chairman of the library committee of
the same organization, and is the author
of the booklet, "The Ad Club Library,"
which is used by public librarians
throughout the United States in choos-
ing volumes on advertising for their
shelves. He is at present chairman of
the service department of a printing
firm of Los Angeles. Mr. Renfrew's ad-
vertising experience covers twenty
years, and includes retail, general, and
agency work.

That Southern California students are
keenly interested in journalism is shown
by the remarkable growth of the de-
partment in that subject at the Universi-
ty of Southern California. A year ago
last September newspaper work was
first introduced, with one instructor and
two courses. This fall when college
opens there will be nineteen courses and
six instructors. The University of
Southern California, by the way, is not
a State, but a privately endowed, insti-
tution.

DePauw University

The DePauw Daily, the official paper
of the University, has elected its staff
for next year. The new staff, as is the
custom, took charge of the paper im-
mediately, and will remain in office
until May 1, 1917. The editorial board
is: Editor-in-chief, P. O. Rudy, jr.,
Crawfordsville, Ind.; managing editor,
Joe K. Billingsley, Shelbyville, Ind.;
business manager, Donald U. Bridge,
Richmond, Ind.; issue editors, Ken-
neth C. Hogate, Danville, Ind.; Wil-
liam Tway, Danville, Ill.; Mack C. Wyl-
lie, Paxton, Ill.; Willard Singleton,
Greencastle, Ind.; J. T. Meredith,
Franklin, Ind.; Samuel Purdue, New-
burg, Ind., and P. R. Link, Paris, Ill.

Changes in the University curriculum
for next year will allow the college to
offer new courses in business train-
ing. Although both courses will be

listed under the department of eco-
nomics, they will be listed in connection
with work in business administration
and correspondence given by the Eng-
lish department, under Prof. N. W.
Barnes. Work is to be offered next
year in business organization and sta-
tistics. Advertising students will be
expected to take the latter work.

G. I. Tucker, DePauw, '14, is now on
the copy desk of the Indianapolis Star.
Tucker was with the New York World
until January of this year, when he
resigned to accept a position on a West-
ern newspaper.

Ohio State University

Handling both the editorial and ad-
vertising sides of the Columbus Citizen,
forty-five students in the department
of journalism of the Ohio State Uni-
versity issued seven editions of a met-
ropolitan newspaper last Saturday,
which is believed to be the first time
such a thing has ever been done by
college students in journalism. "More
than successful," is the way E. E.
Cook, editor-in-chief of the Citizen, char-
acterized the work of the students. "The
impressive thing about the work of the
students was that each one handled
himself in a professional manner," he
continued. "Not only were all the edi-
tions gotten out on time, but some were
put out ahead of schedule."

Getting out the baseball extra as
soon as the opposition paper, and
handling a big "clean-up" parade, in
addition to a suicide and several big
stories from the State House were but
a few of the functions of the students,
and the manner in which they took
charge of affairs differed but little from
the way the regular reporters do the
work, according to those in charge of
the Citizen.

The affair will be an annual custom
with the Citizen hereafter, according
to Editor Cook, and he predicted that
other Scripps-McRae papers in cities
where schools of journalism are lo-
cated, would follow the example of
the Citizen.

University of Minnesota

The Em Club, twenty-four strong,
has been initiated into Sigma Delta
Chi, the national journalistic fraterni-
ty, and is named Beta Gamma Chap-
ter. Frank E. Mason, of Detroit, Mich.,
editor of the American Boy, did the
initiating. The twenty-four are: Prof.
W. P. Kirkwood, head of the depart-
ment of journalism; R. Seldom Wil-
cox, Raymond Anderson, James Mark-
ham, Robert Benepe, Raymond Horn,
J. Godfrey Smith, Charles W. Cole,
Norman A. Holen, Burt Markham,
Merle A. Potter, C. S. Anderson, R. S.
Scott, Ralph Beal, Donald Timmerman,
Howard Augustin, Eugene Hanson,
Richard Cullom, Godfrey Eyer, James
R. Lamb, Matt Saari, Otis Godfrey,
Harold G. Davis, and John Shadboit.
A banquet followed, Prof. Kirkwood be-
ing the toastmaster. Robert Benepe,
a junior, represented the chapter at
the national convention of the fraterni-
ty, at Columbus, Mo.

Norman A. Holen of Minneapolis, a
student in the department of journal-
ism, has been elected managing editor
of the Minnesota Daily, the official pub-
lication of the university students, for
the school year of 1916-17. He was
chosen by subscribers' ballots. Mr.
Holen, who succeeds N. A. Potter, was
night editor of the Daily last year and
has been a member of the staff three
years. He served two years on the
M'neehaha Magazine, a comic period-
ical edited by students. John Talman,
newspaper librarian of the Minnesota
Historical society, read a paper, "Prac-
tical Pointers on Newspaper Work," be-
fore the school of journalism on Mon-
day.

The Joplin (Mo.) News-Herald has
been elected to associate membership in
the American Newspaper Publishers'
Association.

NEW YORK HERALD IS EIGHTY-ONE

But Is Still Young and Spry Enough to
Issue a Fine Anniversary Number.

The New York Herald begun its eigh-
ty-second year last Sunday, May 7, with
an issue of 128 pages, of which sixteen
pages were designated as the paper's
anniversary section. In this supple-
ment the wonderful history of the
Herald for eight decades is reviewed, a
wealth of illustrations visualizing great
events in which the Herald has had a
part as a purveyor of news to count-
less millions of readers.

Among the many occurrences espe-
cially referred to in the anniversary sec-
tion are the Herald's rise, Phoenix-like,
from fire which destroyed its home in
its early days; its news services
throughout the Civil War, not forget-
ting its "beat" telling of the Union vic-
tory at Gettysburg, "when Chapman
filed the Bible"; its "scoops" in the
Spanish-American War; its discovery
of Dr. David Livingstone by Henry M.
Stanley, a Herald reporter, in the wilds
of Africa; its news of Polar expeditions
and discoveries; its humanitarianism
in times of great disaster; and a long list
of other newspaper deeds well done
down to the present time.

Always keeping step with or a little
ahead of the world's adaptation of sci-
entific discoveries, the Herald has used
every kind of means, from pony express
to wireless, for the transmission of
news. The story of the fight to beat
rivals is told in the anniversary supple-
ment with gripping interest.

Among the illustrations reproduced
are some of the pioneer efforts, one be-
ing a map of the seat of war in the
Canadian rebellion in 1838. Another,
printed on June 25, 1845, shows An-
drew Jackson's funeral procession. Still
another shows New York firemen drill-
ing for the war with Mexico in 1847.

Newspaper men will be particularly
interested in the story of the growth of
the Herald's plant, and of the world-
wide activities of the paper during eighty
years of steady improvement, in
which time all things have become new
except the Herald's spirit implanted by
James Gordon Bennett in 1835—a spirit
which has since influenced James Gor-
don Bennett, second, and every man un-
der him on the Herald.

Naturally the press of the world is
extending congratulations to the Herald
this week. In these felicitations THE
EDITOR AND PUBLISHER joins heartily.

NEW ENGLANDERS AT GOLF

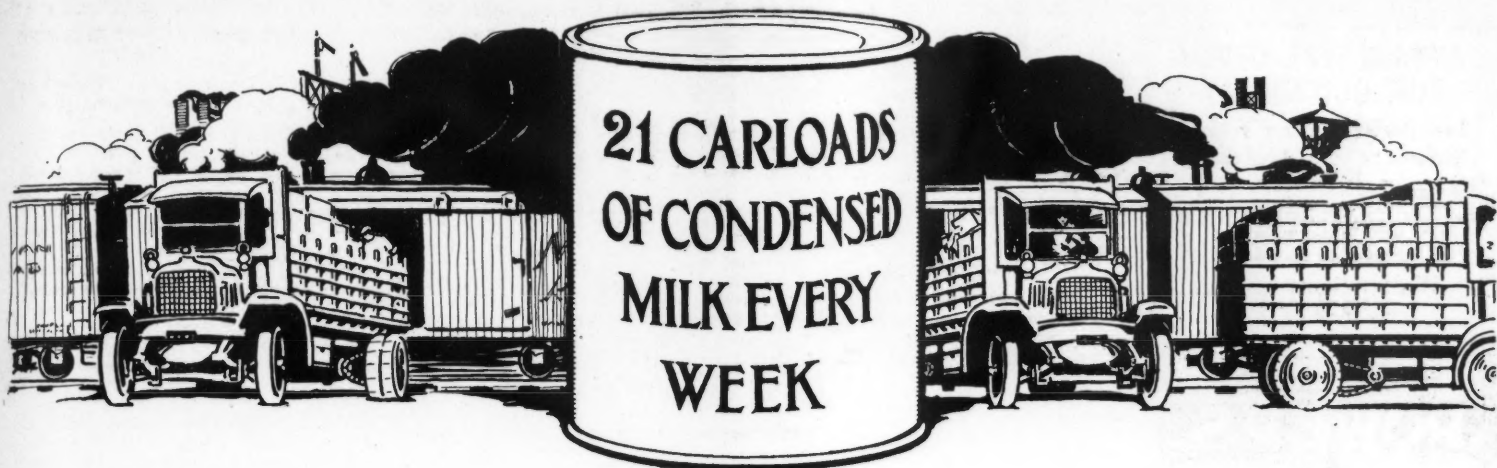
Publishers Show Their Skill in Driving
Over Auburndale Links.

The first and second days of play of
a three-day golf tournament of the
New England Newspaper Publishers'
Alliance was held at Woodland Golf
Club Links, at Auburndale, Mass., on
Monday and Tuesday, May 8 and 9.

John D. Plummer, of the Springfield
Union, and Frank E. Sands, of the Mer-
iden Journal, won their matches in the
semi-finals for the president's cup, first
division. C. H. Hastings (24), of Lynn
Item, and Chas. H. Pugh (18), of
Worcester Gazette, won in semi-finals
for treasurer's cup, second division. A.
McNeil, jr. (16), of Bridgeport Post
and Telegram, and Julius Mathews (18)
are finalists for consolation cup.

The finals for all three cups will be
played on the Woodland links on Tues-
day, June 13, and also the final 18 holes
medal round of a 54-hole contest de-
ciding the New England Newspaper Al-
liance golf championship, and a large
gallery of newspaper men are expected
to be in attendance. John D. Plummer
at the end of 36 holes now leads Frank
E. Sands 2 strokes for the champion-
ship trophy.

Ground has been broken at New
Rockford (N. D.), for the building that
will house the new daily newspaper,
which is expected to make its appear-
ance in that city on Monday, May 31.



THAT is the amount of one advertised brand of condensed milk put out by one New England distributor.

What is the significance of this?

First of all it shows the absorbent powers of the New England market for advertised products. No other similar number of people in America consume so large a proportion of manufactured and trade-marked goods of every kind, as the people of New England. In the second place it demonstrates the responsiveness of these people to newspaper advertising. The distribution and consumer sale of this milk was built up with the help of a vigorous campaign of advertising in New England daily newspapers.

This is but one of many examples. In the Palmolive campaigns, New England led every other section of the country in sales by a wide margin. In one advertising and selling campaign, last fall, 44 carloads of Palmolive products were distributed in New England by the B. J. Johnson Soap Co., of Milwaukee.

What are you doing in New England? Are you getting your share of the good business to be had.

Why not concentrate on this territory now. The market is compact, distribution is easy to obtain if supported by right newspaper advertising, and the buying public is sure to respond.

The newspapers listed on this page cover New England thoroughly and the cost is relatively small. Save this list and study it.

*No. 4 of a Series of
Advertisements Prepared
By Paul L. Lewis*

Detailed facts regarding advertising, distribution and sales in New England may be had on request to the Editor and Publisher and Journalist, 1117 World Building, New York City.

MASSACHUSETTS				MASSACHUSETTS				MAINE				CONNECTICUT			
	Net Paid	2,500	10,000		Net Paid	2,500	10,000		Net Paid	2,500	10,000		Net Paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines		Circulation	lines	lines		Circulation	lines	lines
Boston American (E)	389,944	.35	.35	Springf'd Republican (M)	14,831			Portland Argus (M)	6,790	.0178	.0178	Hartford Courant (MS)	17,624	.06	.035
Boston Globe (ME)	227,523	.30	.30	Springfield News (E)	15,295			Portland Express (E)	20,686	.0535	.0375	Hartford Post (E)	10,597	.025	.02
Boston Herald-Traveler (ME)	179,468	.28	.25	Springfield Republican (S)	15,973	.065	.04	Waterville Sentinel (M)	5,183	.02357	.01215	Hartford Times (E)	25,014	.06	.04
Boston Journal (M)	63,080	.16	.125	Springfield Union (MES)	28,515	.07	.06	Maine totals	32,659	.09487	.06745	Meriden Journal (E)	4,910	.025	.0143
Boston Post (M)	463,578	.40	.40	Taunton Gazette (E)	5,714	.0215	.015	Population, 762,787.				Meriden Record (M)	5,768	.0357	.015
Boston Transcript (E)	30,143	.15	.15	Worcester Gazette (E)	24,562	.05	.045	NEW HAMPSHIRE				New Haven Journal-Courier (M)	11,752	.03	.025
Fall River News (E)	7,153	.02	.02	Worcester Telegram (MS)	26,791	.05	.05	Manchester Union and Leader (M & E)	23,457	.08	.05	New Haven Union (E)	15,719	.05	.03
Fitchburg Sentinel (E)	5,066	.0172	.0129	Massachusetts totals	1,587,640	2.2601	2.0588	Population, 438,662.				New London Day (E)	8,447	.0285	.0171
Haverhill Record (S)	15,000	.0285	.0285	Population, 3,605,522.			VERMONT				New London Telegraph (M)	3,780	.00857	.00714	
Lawrence Telegram (L)	8,450	.0286	.0285				Burlington Free Press (M)	9,184	.0228	.0157	Norwich Bulletin (N)	9,213	.04	.018	
Lawrence Tribune-Eagle (M & E comb.)	11,426	.03	.02	RHODE ISLAND			Population, 361,205.				Connecticut totals	149,511	.47457	.29334	
Lowell Courier-Citizen	16,780	.03	.03	Providence Bulletin (E)	50,048	.09	.09	Population, 1,114,756.			Population, 1,114,756.				
Lynn Item (E)	13,286	.0536	.0357	Providence Journal (MS)	22,767	.07*08	.07*08	NEW ENGLAND TOTALS				1,895,633	3.14	2.69	
Lynn News (E)	8,033	.0357	.0207	Providence Tribune (E)	20,045	.05	.05								
New Bedford Standard and Mercury (ME)	17,029	.03	.03	Rhode Island totals	92,860	.21	.21	CONNECTICUT							
				Population, 591,215.				Bridgeport Post & Telegram (E & M)	25,375	.065	.045				
								Bridgeport Standard (E)	5,343	.035	.015				
								Danbury News (E)	5,969	.0118	.0118				

Compare This List Giving 1,883,745 Circulation at \$2.68 Per Line With the Cost and New England Circulation of Any Magazine List

New York Newspaper Situation

Figures Showing the Volume of Display Advertising Published In
Daily Newspapers During April

(From Compilations of The New York Evening Post's Statistical Department)

Evening Newspapers—

	1916	1915	Gain	Loss
Journal	655,288	706,746	51,458
Globe	523,215	455,346	67,869
Sun	516,675	450,013	66,662
World	455,634	575,642	120,008
Mail	395,138	382,210	13,928
Post	306,763	249,054	57,709
Telegram	224,724	290,947	66,223

(Note the marked tendency toward the better grade newspapers)

Morning Newspapers (Excluding Sunday)

	1916	1915	Gain	Loss
Times	487,495	415,628	71,867
American	232,670	154,639	78,031
World	223,133	241,013	17,880
Tribune	219,411	145,612	73,799
Sun	167,567	149,290	18,277
Herald	162,519	164,486	1,967
Press	101,938	94,579	7,359

The Globe stands second among all the New York newspapers in volume
of display advertising

Circulation
184,000

The Globe
AND Commercial Advertiser.
OLDEST DAILY NEWSPAPER IN THE UNITED STATES EST. 1793

Member
A. B. C.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,
Special Representatives

NEW YORK
Brunswick Bldg.

