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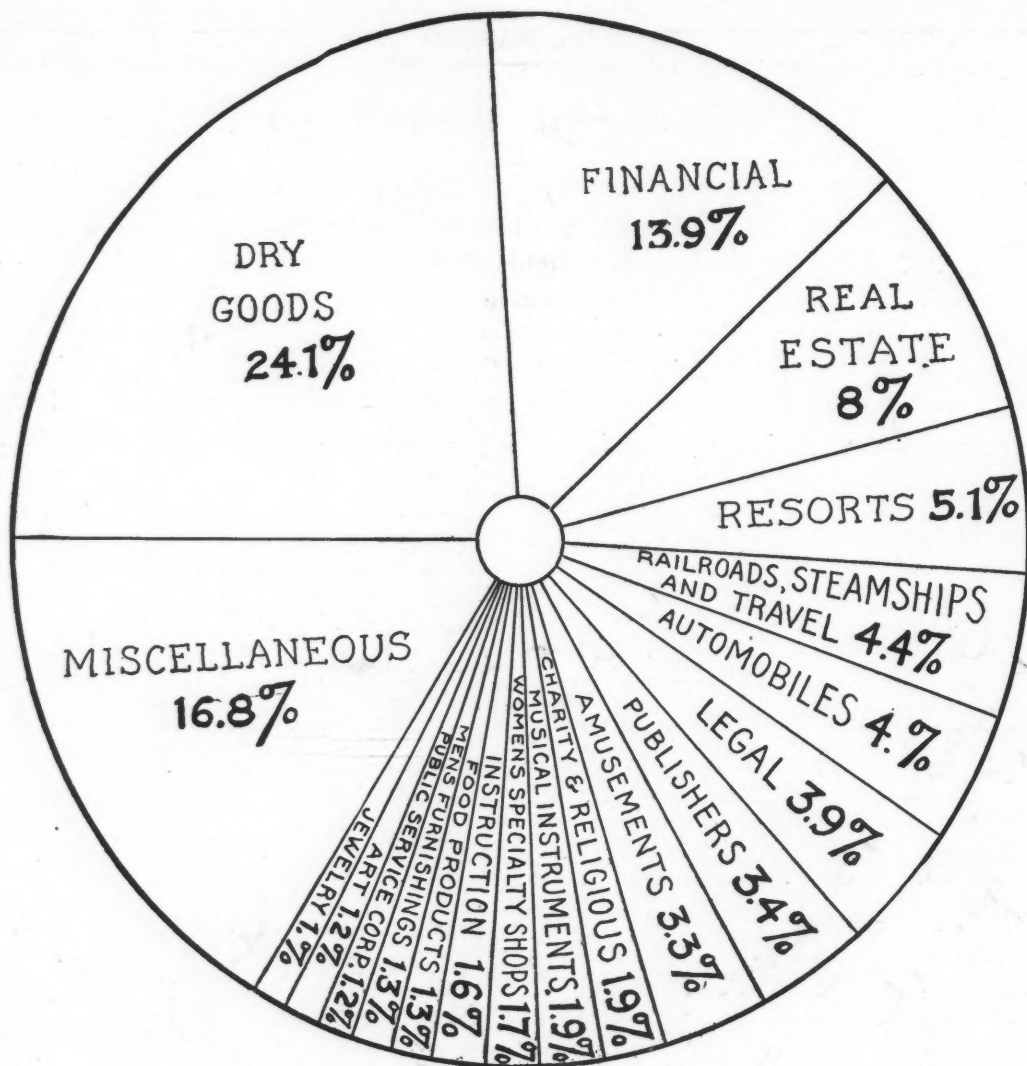
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# ANALYSIS of Advertising—



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**The New York Evening Post**

*More Than a Newspaper—A National Institution*

# The Editor & Publisher

## and The Journalist

The truth no matter whom it helps or hurts.

Vol. 48.

NEW YORK, MARCH 11, 1916

No. 40.

### Trading Stamps Get Knock-Out Blow From U. S. Supreme Court

Justice McKenna Says That All Such Devices, "By an Appeal to Cupidity, Lure to Improvidence" and Classifies Them Not as Advertising but as Having "The Seduction and Evil" of Gambling and the Lottery—Upholds Right of States to Eradicate This Evil By Prohibitive Taxation.

WASHINGTON, March 7.—The coupon and trading stamp evil will be stamped out if the State laws are enacted putting a prohibitive tax upon them. Such State laws will be upheld by the United States Supreme Court, which handed down a decision on Monday afternoon holding that States have the power to tax trade coupons which are redeemable in premiums.

The court upheld the constitutionality of laws in Florida and Washington imposing such taxes, and dismissed the appeal of F. S. Pitney of Seattle, Washington, convicted of violating the Washington Trading Stamp law, in that he, as manager and agent of the United Cigar Stores Company, in connection with a sale to a customer, gave a trading stamp or coupon. The Washington statute makes it a "gross misdemeanor" to issue trading stamps or coupons redeemable in merchandise.

The tax in Washington is prohibitive and amounts to legislation for suppression of the practice. It is assumed that the States which have been looking for some method of dealing with the question will have recourse to the taxing power to stop the custom.

The Court's decision was delivered by Justice McKenna and was based largely on the Florida statute, with the comment that the validity of the Washington law was established on the same principles.

#### THE FLORIDA CASE.

The case in Florida arose on a complaint of merchants who used trading stamps and who sought an injunction to prevent the State from imposing and collecting a tax imposed by the statute.

The "coupon" business, by which coupons or stamps are enclosed in packages passing in commerce between points outside of Florida and points in the State, was cited to show that the State law was a burden upon interstate commerce, and therefore invalid, because it invaded the power conferred on Congress to regulate "commerce between the States."

Summarized, the points urged against the law on which its enforcement was sought to be enjoined were that it violated the commerce clause, the due process clause and the equal protection clause, all constitutional guaranties.

Justice McKenna pointed out that the statute was directed toward "coupons redeemable in premiums", and therefore that in its decision the court expressly reserved any opinion as to the constitutionality of a law aimed at the redemption by the giving of a discount or an allowance of credit on account. He said:

"All the coupon schemes have a common character—something is given besides that which is or is supposed to be

the immediate incentive to the transaction of sale and purchase, something of value given other than it" (the article sold).

#### NOT INTERSTATE COMMERCE.

The court pointed out that the transactions were only executed through purchase at retail. This fixes their character as transactions within a State and not as transactions in interstate commerce. All of the schemes have their influence and effect within the State. Nor is such influence and effect changed or lessened by the redemption of the tokens outside the State, the opinion holds.

Hence, the transactions are taken out of the protection of the Interstate Commerce Law.

The court says that the Legislatures and not the courts should judge as to the wisdom and propriety of such laws.

In considering whether the law interfered with the business liberty of merchants, Justice McKenna paid his respects to the large number of courts which had held such laws to be an "illegal meddling with a lawful calling and a deprivation of freedom of contract." He spoke of decisions holding such premium systems to be mere methods of discount, and concluded that with this difference of opinion in the courts a Legislature which acted on the subject matter would not be held to have acted arbitrarily—in which case only the Supreme Court could annul the statute.

"But no refinement of reason is necessary to demonstrate the broad power of the Legislature over the transactions of men," said Justice McKenna. "There are many lawful restrictions upon liberty of contract and business; it would be an endless task to cite cases in demonstration, and that the supplementing of the sale of one article by a token given, and to be redeemed in some other article, has accompaniments and effects beyond mere advertising, the allegations of the bill and the argument of counsel establish."

Further comparing methods of the trading stamp business with advertising which the Florida merchants had contended to be parallel, the court says:

"Advertising is merely identification and description, apprising of quality and place. It has no other object than to draw attention to the article to be sold and the acquisition of the article to be sold constitutes the only inducement to its purchase. The matter is simple, single in purpose and motive; its consequences are well defined, there being nothing ulterior; it is the practice of old and familiar transactions and has sufficed for their success.

"The schemes of complainants have no such directness and effect. They rely upon something else than the arti-

cle sold. They tempt by a promise of a value greater than that article, and apparently not represented in its price, and it hence may be thought that thus, by an appeal to cupidity they lure to improvidence. This may not be called in an exact sense a 'lottery,' may not be called 'gambling'; it may, however, be considered as having the seduction and evil of such, and whether it has may be a matter of inquiry and of judgment that it is finally within the power of the Legislature to make."

When the cases thus decided were argued before the Supreme Court, it was estimated that \$125,000,000 worth of merchandise was used each year in the trading stamp and coupon business, and transactions totalling \$3,500,000,000 were promoted through premiums.

Premium advertising has been held legal in Alabama, California, Colorado, Georgia, Maryland, Nebraska, Missouri, Illinois, Rhode Island, and New York.

#### THE END IN WASHINGTON

Will Wipe Out Trading Stamps and Coupons in That State, Says Blethen.

SEATTLE, March 8.—The Washington Trading Stamp Law, which was affirmed on Monday by the United States Supreme Court, provides that every person, firm, or corporation who shall use, and every person, firm or corporation who shall furnish to any other person, firm or corporation to use, in, with or for the sale of any goods, wares or merchandise, any stamps, coupons, certificates, cards or other similar devices redeemable in goods must, before so furnishing, selling or using the same, obtain a separate license from the auditor of each county in the State wherein such furnishing or selling or using takes place; and each license shall be in the sum of \$6,000 a year.

The effect of a rigid enforcement of the law, of course, will be to prohibit trading stamps and all similar devices throughout this State.

Sperry & Hutchinson and the United Cigar Stores Company yesterday announced that their stamps would be redeemed in cash. I doubt if cash redemption will have any such effect with the people as merchandise redemption has had.

I consider that this law will wipe out the use of trading stamps and similar devices in this State.

JOSEPH BLETHEN.

#### FLORIDA WILL COLLECT FINES

Law Enforced in Only Few Cases Before it Was Repealed.

JACKSONVILLE, March 7.—In declaring the Florida Trading Stamp law as passed by the Legislature of 1913 unconstitutional, the United States Supreme Court

made it possible for the State to collect certain fines which had been imposed by the State Court for violations of the statute before it was repealed by the 1915 session of the General Assembly.

There is no such thing as a trading stamp law on the Florida statute books at the present time, and there will be no further prosecutions. Certain Jacksonville merchants using trading stamps decided to test the constitutionality of the act of 1913, and carried their case to the Supreme Court, which has now rendered a decision upholding that law.

The 1913 act provided for a State license of \$500, and a County license of \$250 in each county where merchants did business. It imposed as penalty for violation a fine not exceeding \$1000, or imprisonment for not more than six months. The test case was made on the basis that the State did not have the right to pass what in effect was a prohibitory law against trading stamps, but the Supreme Court has decreed such action within the power of the Assembly.

Because of the far-reaching effect of the law and its interference with interstate traffic in goods containing premium coupons, it was not enforced, only a limited number of violations being recognized pending the outcome of the test proceedings. The original act was chapter 6421, section 35 of the acts of 1913. The repealing act was chapter 6923 of the laws of 1915.

#### "No Effect Outside Washington State"

New York officials of the United Cigar Stores Company, the Sperry & Hutchinson Company, and of the Hamilton Corporation, all of which do a national business in the distribution of profit-sharing coupons and trading stamps, were prompt to say that the Supreme Court's decision would have no effect upon the issuing of coupons and stamps except in the State of Washington. In that State they are prevented by the State law from redeeming coupons or stamps with merchandise, and that situation had been met, they said, by a cash redemption plan for customers. The decision comes too late to affect the business in Florida, they said, because the statute on which the decision was based had been repealed by the Legislature.

In several of the States independent tobacco and cigar interests have attacked the concerns which give redeemable stamps or coupons. An excise tax of 3 per cent. was placed on sales in connection with the giving of trading stamps to customers in Massachusetts in 1904, but the Supreme Court of Massachusetts held this to be unconstitutional in 1906. In 1909 Governor Brown of Georgia signed a bill which pro-

(Concluded on Page 1214)

# NEWS A-PLENTY, AND THRILLING, BUT FEW NEWSPAPER MEN LEFT IN MEXICO

## Anarchy of Rival Dictatorships Has Not Only Made Printing of the News Impossible, But Has Killed off Editors, Readers, and Advertisers, and Destroyed Newspaper Plants—The Wonders Accomplished by Plucky Paul Hudson.

By F. J. ARIZA

IT is not at all likely that American correspondents who were sent to Europe at the outbreak of the war had half the hardships that have confronted the newspapermen residing in Mexico during the last four years. Aside from the ever present danger of being found liable to plain or fancy shooting on the grounds of misleading editorials, unconfirmed news and other minor causes, the reporters and editors down there—and not one of them is left by this time who is worth mentioning—had to face a number of peculiar predicaments, owing to the conditions that have prevailed in that country.

The best American publication issued in Mexico was edited by Paul Hudson, a plucky little man, whose numerous difficulties while in charge of the Mexican Herald seemed to make the job all the more attractive to him, if we are to judge by the persistence with which he managed to save the paper from utter disappearance, to keep up making a first class periodical and to manage, at the same time, to stay out of jail and graveyard—a quite difficult proposition altogether.

### ONE OF A THOUSAND WONDERS.

That he succeeded when everybody counted him as bankrupt or bound for exile, and while his plant was either being ransacked or shut down, is one of the thousand wonders credited to the man's well directed energy and fruitful efforts.

In 1912, a Spanish edition of the Herald was published under the management of Cooper Jackson, a well known Kansas man; President Madero at the time was fighting Pascual Orozco. The Herald published in an extra an account of a recent battle, but it seems that the number of wounded accounted for in the Government's list was very different from the figures shown in Senfor Hudson's paper. That settled it. It also marked the beginning of a series of ever-growing troubles for the American editor. His plant was shut down and his paper suspended; the Spanish edition was hopelessly doomed. A year before that, the Herald building had narrowly escaped being burned down by a reckless mob, bent on pillage and murder, and angered at certain remarks made in the Herald. This happened at the time of Diaz's fall, when a number of other American newspaper men like Simondetti, De Fornaro, Dunn and McFall were also having all kinds of mishaps in the Mexican path of war.

### PAUL HUDSON'S OPPORTUNITY.

Some time later a ten-day struggle took place in the City of Mexico. Shells burst all over the panic-stricken capital; rifle shots buzzed ceaselessly and buildings were bombarded everywhere. The newspaper offices had to be closed while the fighting was going on. Nobody dared go out, but as the people were more than eager to know what was happening, Paul Hudson saw his opportunity and succeeded in keeping up publication in spite of dropping shells, open threats, short-handed plants and general pandemonium. The Herald sold by the thousands although printed in English. But it was too good to last. The military authorities took a hand, chased the reporters out of the building, locked up the press-room and compelled Hudson to give up the place till hostilities were over. Eventually things settled down and he

started his paper again under Huerta's régime.

The representative in Mexico of the Associated Press, Burge McFall, was very much impressed at the time—and quite shocked after a little while—by the opinion of the writer of the present lines, whom he asked for his personal views regarding the Mexican outlook, as far as news getting was concerned, after Madero's assassination.



EDITING A NEWSPAPER IN MEXICO IS NO CINCH.

"You are going to learn what military dictatorship is," I told him. He did. So much so, in fact, that practically no news worth publishing was sent to the A. P. while Huerta was in power.

The censure, the never-ending red tape, the expelling of American correspondents and the more or less mysterious disappearance of some of them, the misleading reports given out at the official sources of information and a lot of other stumbling blocks made the newspaper business a nerve-racking, fruitless, discouraging adventure, and it took a great deal of pluck and well trained stubbornness to get real, live news on the wires.

And that was only the beginning.

### HOW TACT HELPED.

Hudson kept on publishing the Herald notwithstanding the fact that the subscription list was reduced to microscopic conditions on account of the emigration of practically all the American readers. It took a big amount of tact to issue a "neutral" newspaper in a town that changed hands every few months, upon the advent of the Carranza Administration. The military rulers of the city considered as "high treason" the publication of any news regarding recently fought battles, movements of troops, condition of armaments, rioting in the ranks, and all such things. Besides, there was no way of getting outside news because the wires were down or in the hands of the public officials. Nothing could be printed that had not been pronounced right by whomsoever happened to be in command. And when some reporter finally succeeded in getting something that looked like "good dope" along came the "enemy" and, while the defeated rulers were hotly making their way to the mountains, the editor stayed in the office waiting to be hanged on account of his "partisanship" towards the conquer-

ed foes, who made him publish things in accordance with their own ideas, plans and intentions, regardless of truth and consequences.

### BULLETS DROPPED IN.

While busily engaged in outwitting some overworked censor, a shot was likely to come through a nearby window and shatter the water-cooler near the telegraph editor's desk. Or a squad of special policemen might drop in to gather up the whole staff and send it to jail for some unknown crime. And just when the unhappy editor was becoming acquainted with the ideas of the new Administration and managing to get a friendly wink from the ever-present censor, the old foe from the mountains would come in again and the newspaper men would be held responsible for a lot of things they unwillingly did.

The Herald plant has been shut down a score of times in the last two

### CHATTANOOGA NEWS LOSES

#### Paper Will Appeal From \$5,000 Verdict in Political Campaign Libel Case.

CHATTANOOGA, March 6.—There was recently decided in the Circuit Court of Hamilton County, Tenn., a suit for libel brought by E. D. Bass, city commissioner at Chattanooga and former State Senator, against the Chattanooga News. The jury returned a verdict awarding Commissioner Bass \$5,000 damages; \$4,000 as punitive damages, and \$1,000 as actual damages. The suit was brought on one paragraph of an article appearing in the News of April 9, 1915, which reads as follows:

"Neither is it denied that he had charge of the disbursement of funds for what is known as 'outside aid' for poor people. How many pages of the 'Morning Light' would it require to print the names of voters to whom he contributed 'outside aid' in the shape of coal and provisions at county expense, thus attaching to his political parade the voter helped and the merchant whom he patronized in the purchase of supplies."

The plaintiff admitted on the witness stand that he did extend aid to the extent of from \$3,000 to \$4,000 a year and continued over a period of six years, but left no record of those to whom it was dispensed. One of the attorneys for the defense argued that the system pursued in this distribution was a violation of the law; furthermore that the system was not a good one.

Commissioner Bass contended in his pleading that the article in question, by innuendo, charges that he had used the office of poor commissioner corruptly. The News disavowed any such intention. It admitted that it did criticize Commissioner Bass severely in the article on which the suit for libel was based and in other articles, but asserted that such criticism was not nearly so severe as was engaged in between candidates themselves constantly on the stump. The News asserted that if the law of libel was to be construed that a newspaper could not publish criticisms of public officials in language such as was used in the publication on which the libel suit was brought, then the liberty of the press was at an end.

George Fort Milton, editor and publisher of the News, says editorially: "This is the beginning, not the end, of this case. It will be taken to the highest courts, if necessary, to preserve the rights of free discussion of the issues of a political campaign."

### BOSTON POST WINS ITS CASE

#### Circuit Court Says "Headless Picture" Scheme Did Not Violate Law.

BOSTON, March 8.—In a decision handed down by the United States Circuit Court of Appeals the Boston Post was found blameless of any violation of law in the so-called "headless picture" case. The opinion was written by Judge Edgar Aldrich and concurred in by Judge William L. Putnam, the presiding justice in this circuit, and by Judge George H. Bingham.

The court holds, in effect, that the so-called "headless pictures" formed the basis of a legitimate advertisement intended to increase the circulation of the Post, and did not constitute a lottery, as the postal authorities claimed. The pictures were made from snap shots of women taken in the shopping district and printed with the heads cut off. Upon identifying her picture in the Post each woman received a five-dollar gold piece.

Assistant United States District Attorney Lewis Goldberg, who argued the case for the postal authorities, said yesterday: "I have read the decision in the so-called 'Headless Picture' case with considerable care, and am greatly surprised at the conclusions of the court. This decision involves issues of great importance to the Government.

### READING PROOFS AT DISADVANTAGE.

It is no fun to read proofs, as I have seen Hudson do, while a mob outside is trying to break in and lynch you. Or to write your story with a censor at your elbow and a couple of soldiers at the door, while the readers eagerly await the official lies you are obliged to serve them, if you do not want to be beheaded. It is far from agreeable to be unable to say whether your paper is coming out the next day or not, depending upon the decision of a man who can scarcely read but who happened to be endowed with the Governorship of the town.

And yet, there is plenty of news, lively, thrilling and timely news in Mexico. But . . . you can't print it.

## HIGHER FREIGHT RATES ON NEWS PRINT PAPER

Interstate Commerce Commission Refuses to Heed Pleas of American Newspaper Publishers' Association and Fifteen Companies and Paper Associations—Railroads Will be Benefited.

WASHINGTON, D. C., March 6.—An increase on the freight rates on news print paper has been authorized by the Interstate Commerce Commission. The increased rates on paper affect railroads in the territory east of the Mississippi River and north of the Ohio and Potomac Rivers. The rates do not become effective immediately, but will become operative when new freight tariff schedules are filed by the railroads which are permitted by the Interstate Commerce Commission to increase their freight rates on news print paper and other paper.

A Washington dispatch in THE EDITOR AND PUBLISHER of January 29 predicted that the railroads would be granted their request for an increase of rates. The proposed increase was protested by the American Newspaper Publishers' Association representing print paper interest, and about fifteen paper companies and paper associations.

### SUMMARY OF DECISION.

A summary of the decision is as follows:

1. Proposed increased rates on printing paper, wrapping paper, blotting paper, cardboard, tag board, paper bags, and blank register paper in official classification territory, equivalent to the sixth-class rates, found to be reasonable, but certain proposed departures from the sixth-class basis disapproved.
2. Proposed increase from 18.9 cents to 21 cents per 100 pounds in the blanket rate on news print paper from New England and northern New York to points in central freight association territory not justified, but rate of 20 cents per 100 pounds found to be reasonable. Proposed increased rates on the same commodity from Alexandria, Ind., and Cheboygan, Mich., to Eastern points, found not to have been justified.
3. Proposed increased rates on strawboard, paper boards, and building and roofing paper found not to have been justified.
4. Proposed increased rates on blank wall paper not found to be reasonable, but respondents permitted to increase the rates on that commodity to the same basis as that approved herein on news print paper.
5. Complaint alleging that rates on paper from mills in Wisconsin to points in central freight association territory and other points are unreasonable and unjustly discriminatory, dismissed.
6. Rates on paper from New England not shown to be unreasonable. Cause of complaint as to the discriminatory character of the rates and descriptions published by the New England lines apparently removed by suspended tariffs. Reparation denied, and complaint dismissed.

### UNDULY LOW RATES CLAIMED.

In the introduction of the decision it has the following to say, in part, regarding news print paper:

"For some years the rates on paper have not been satisfactory either to the carriers or to the shippers. In a number of instances they have been reduced under the pressure of large shippers, or as a consequence of the competition between carriers for the traffic. The result is a rate structure showing charges which the carriers deem too low and which is replete with inequalities and inconsistencies. The adjustment of rates from New England to the West has been illogical at least since 1900, when the so-called differential lines, operating through Canada, established the relatively low rate of 18 cents per 100 pounds on news print paper, from certain points in New England to Chicago. The demands of shippers and the competition between carriers soon brought about reductions on other kinds of paper either to or toward the 18-cent scale."

"At the outset it may be stated that the respondents have not attempted to justify the proposed increased rates on the ground that they are in need of additional revenue. They rely solely on the contention that the present rates are, under all the circumstances and conditions surrounding the traffic, unduly low, and that the general application of the sixth-class basis on printing paper is the only feasible method



PRIZE WINNING PICTURE IN ST. PAUL DISPATCH AND PIONEER PRESS WINTER CARNIVAL CONTEST.

of attaining the desired uniformity in the rate adjustment."

### RATES ON NEWS PRINT PAPER

The decision, in referring to the rates on news print paper, says, in part:

"News print paper constitutes more than 25 per cent. of the total amount of paper produced in the United States, the annual production of news print exceeding 1,000,000 tons, as shown above. The normal production in the United States is said to be approximately 4,940 tons daily, divided as follows: New England and New York, 3,745 tons; Wisconsin, 445; Michigan, 50; Ohio, 17; Minnesota, 375; Pacific Coast, 308. It will be seen that by far the heaviest production is in New England and New York, where more than 75 per cent. of the country's total tonnage is manufactured. From the mills in this section news print paper is shipped to almost every part of the country."

### NEW ENGLAND'S FORTY PER CENT.

"Two companies operating mills in New York and New England produce approximately 40 per cent. of the country's total annual tonnage. There are only two mills in central freight association territory which produce news print paper, one being located at Alexandria, in the State of Indiana, and the other at Cheboygan, in the State of Michigan. It is also manufactured in Wisconsin and Minnesota, and in 1914 over 310,400 tons were imported from Canada. News print paper produced in New York and New England is sold extensively in central freight association territory, as stated, but the tonnage moving from central freight association territory to the Eastern cities is almost negligible. A representative of one of the New England companies testified that his company does not feel the competition of the Minnesota mills at points east of Cleveland, or of the Wisconsin mills at points east of Pittsburgh. One witness testified that 70 or 75 per cent. of the news print paper used in Ohio, Michigan, Indiana, and Illinois is produced in Eastern mills.

"Practically all the news print paper shipped to the West from New England

and northern New York moves over the so-called differential all-rail routes.

### PUBLISHERS PAY THE COST

"The protests against the proposed increased rates on news print paper were made principally in behalf of publishers of newspapers, who maintain that they would ultimately bear the increased costs resulting from increases in the freight rates. They show that the price at which newspapers are sold is more or less determined by custom, and that in most instances it is highly undesirable, if not impossible, to raise the selling price. Competition between advertisers is also said to be severe, and there has been such a marked decline in the amount of advertising space sold during the past year that the publishers consider it impossible to increase advertising rates at the present time. The producers of news print paper admit that in most instances they would not be directly affected by an increase in the rates, it being customary for the publishers to pay the transportation charges."

### Can Caricature United States

LONDON, March 8.—The British Government is not taking any unusual measures to prevent the publication of cartoons which might give offence to Americans. In reply to a Parliamentary question on the subject, Sir Edward Grey, the Foreign Minister, made the following announcement in the Commons: "Unless offensive articles and cartoons, including cinema-pictures, are in contravention of the law, they cannot be prevented. It is desirable, however, that they should be such as not to give offence to countries whose relations with England are friendly."

### Dinner for William R. Hearst

The William R. Hearst Employees' Long Service Club has appointed a committee to arrange for a dinner to be tendered to Mr. Hearst. The club was formed to bring about closer relations among employees of the Hearst newspapers.

### DENOUNCE NEWSPAPER COMICS

Artists Call Their Influence on Children "Terribly Demoralizing."

So-called comic sections of newspapers were attacked by two of the speakers at a non-partisan discussion at the Republican Club, New York, last Saturday. The question, "What Can be Done to Bring Art Closer to the People and Increase Their Love for It?" was discussed by several leaders in artistic endeavor in the metropolis. Frederick Dielman, painter and former president of the National Academy of Design, started the denunciations of newspaper "comics."

"I do not think our young people are being properly instructed in art in the public schools, in spite of the good that is being done," said Mr. Dielman. "There are influences at work which are terribly demoralizing. There are things which are published in the city-to-day under the name of art which are horrible, and every time your young people look at them and think of them as art their standards sink immeasurably."

"I refer particularly to the cartoons and so-called funny sections of some of the daily papers. Nine out of ten of the youngsters who have come to me to seek art instruction have brought me copies of these drawings as examples of the talent for art which they hope to develop. They hear of the large salaries which the men who draw these things receive, and are ambitious to become so-called artists of that type." Walter Scott Perry, director of the School of Fine and Applied Arts of Pratt Institute, also joined in the attack. He said:

"If we would develop a greater appreciation of art in the masses of the people, it is through the children that we must work, for who are the people of the future but the children. The most dangerous influences at work against the art of the future are the comic supplements of the Sunday papers. Those are the things which the children consider as art, and the things which they copy and imitate in order to become artists."

## FINANCIAL REPORTS HAVING REAL VALUE

Important Service Rendered by Alexander D. Noyes, of the New York Evening Post, in Correlating the News Affecting the Money Market and Dealing Just Conclusions Therefrom.

By G. W. HARRIS.

Alexander Dana Noyes, financial editor of the New York Evening Post, exemplifies in a peculiarly interesting way the newspaper man who achieves a notable success by specializing in a field which, at first, was distasteful to him. It was a branch of editorial endeavor which he abandoned repeatedly, but which, in spite of his early dislike and determination to avoid, fate, or accident, or fortuitous circumstances, or, what is



ALEXANDER D. NOYES

most likely, his bent for doing his best thoroughly and conscientiously, no matter what the task, compelled him to make his life-work.

The Evening Post advertises itself as "A National Institution." Certainly its weekly financial supplement issued with the regular editions each Saturday is an institution of nation-wide influence, and one that is unique. This supplement, or "Financial Section" as it is simply designated by the Post, was started on January 1, 1903. In the thirteen years of its existence it has enjoyed a steady and constant increase in prestige and financial success; whereas the half-dozen ventures of the same kind, which its example had inspired other newspapers to attempt, have all fallen by the wayside. The influence of the Evening Post, in this as in other directions, has been widespread among American newspapers, but no other paper in the country is doing to-day exactly what the Post is doing, or to the extent that the Post is doing it, in the handling of financial news.

Its success in this field, amounting to virtual leadership, is due to the personal work of Mr. Noyes and his assistants—work that is often hard and long, requiring repetitious expenditures of energy. Being an extremely modest man, Mr. Noyes gives the larger share of credit to his helpers, of whom he has four or five in the local office, and a much larger number serving as correspondents in the leading financial capitals and great marts of trade throughout the world; but his own work has brought him international reputation as an authoritative writer on American finance.

Born in Montclair, N. J., in 1862, Mr. Noyes entered newspaper work upon his graduation from Amherst College in 1883 by becoming a reporter on the city staff of the New York Tribune. In 1884 he joined the editorial staff of the old Commercial Advertiser, and in the course of several years in the service

of that paper he was frequently called upon to do its financial reporting, which at that time consisted mainly in recording the antics of Wall Street's "Bulls" and "Bears."

The work did not interest him. His heart was set on becoming an editorial writer. Reporting the tricks and passes and coups of a Gould or a Kean was to him much the same, taken by itself, as writing up a faro game—that was the only comparison, he says, that his mind could make. Yet he thought he saw possibilities of making the financial reports of a daily newspaper mean something more to its readers than merely a record of stock-gambling.

His idea was that every item of the day's news which had any bearing on financial affairs, on the money market, could and should be correlated with the movements of that market, and be so presented in a newspaper report as to be of real value to the business community. Business men all over the country watch closely the doings of the stock exchange, not, in most cases, because they are buying and selling stocks and bonds, but because the stock exchange is a barometer of business conditions.

If general conditions of business are favorable throughout the land, then the tendency of the stock market is toward steadily rising prices. If for any length of time business conditions are bad, that fact is inevitably registered by falling quotations. The stock exchange is a barometer of business conditions for the reason that it is affected, to some extent at least, by the news of every important happening, financial, political, or whatnot, the world around.

Mr. Noyes's opportunity to test by experiment the validity and the practicability of his ideas came when he went to the Evening Post in 1891. He says:

"Mr. Godkin was editor of the Post at the time. He had an alert mind, and when I presented my plan for treating the day's news in its relation to finance he saw at once that it had possibilities, and forthwith he gave me a free hand."

In brief, the plan which Mr. Noyes then put into practice, and which he has followed throughout the quarter of a century since, with steady, patient amplification of detail, with ever increasing skill, and with steadily mounting success, is to present each day a résumé, an analysis and a judgment of whatever news affects the market. He follows the same plan in preparing his financial review of the week for the Saturday Financial Section, and again for the elaborate Annual Financial Review which the Evening Post publishes.

He soon found that the interplay of the other markets—the produce exchange, the cotton exchange, the metals market, and so on—with the financial market demanded coördination, if his reports were to have completeness and value; and so he took over the supervision of those departments—to the great relief of the managing editor, one may be sure. To-day all the market reports published in the Evening Post, of whatever kind, are handled under his direction, and all are coördinated and correlated so far as possible to give the true bearing of their news on the business life of the city and the nation.

To the publisher the unmistakable and the most gratifying proof of the value of Mr. Noyes's financial department is the return in advertising. The Evening Post has a small circulation, compared with those of some of the morning papers, but it prides itself that what it has is of the highest quality. In ratio to its circulation it carries a greater volume of financial advertising than any other newspaper in the United States. And it exercises a rigid censorship as to the kind of advertising it will accept. No bucket shop, no salted mine, no promoter of fake investments can advertise in the Evening Post—at least, none ever has been permitted to do so a second time, after its real character, if disguised at first, has been discovered.

## ADVERTISERS TO SEEK CONGRESSIONAL HELP

Effort Will be Made This Month in Washington to Secure Legislation Which Will Prove to be a Stimulus to the Selling of Newspaper Space—Important Bills of Interest Already Introduced.

[Special to THE EDITOR AND PUBLISHER]

WASHINGTON, March 8.—Advertisers in various lines will gather here March 22 for renewal of an effort to secure from Congress patent legislation that is expected to prove a great stimulus to newspaper and magazine advertising. On the date mentioned, hearings will open before the Patent Committee of the U. S. House of Representatives on the bill which proposes to "reform" our design patent system by eliminating the tedious and costly features of the present plan and, instead, basing the protection of designs on a system of registration somewhat similar to that employed for the registration of trade-marks.

Editors, publishers, advertising agents and others indirectly affected are not aroused to the full significance of the present movement, to encourage originality in manufacture, by means of more suitable protection for designs. Many interests in the newspaper field seem to be under the impression that the protection of designs concerns only such producers as the makers of wall paper who, up to date, have not gained a reputation as heavy buyers of newspaper space.

SAFEGUARDING DESIGNS.

Yet this safeguarding of exclusive designs is vital to such varied interests as the manufacturers of talking machines and phonographs—a field that is rapidly expanding, with each new manufacturer of necessity an advertiser; the makers of automobiles who vie with one another for distinctive body styles; the producers of silverware which is so widely advertised; and marketers of generously exploited furniture specialties. In short, the patenting of design is paramount when there are no mechanical features that can be patented.

It is in such lines that the present costly and unsatisfactory system of protecting design patents has proven (although the fact is not generally known) a serious handicap to advertising.

A new and adequate system allowing the protection of all designs at short notice and with modest expense would be likely to revolutionize advertising and selling conditions to a considerable extent. With the means at hand to enforce right of creation and possession, manufacturers would devote more attention to the evolution of designs so meritorious that they might be expected to arouse demand for several successive seasons, if not indefinitely.

WHAT IS BEING DONE.

Effort before Congress to give the advertiser protection in the exclusive possession of his advertising assets is not confined to the move to safeguard original designs, be the subjects advertising novelties or Anglo-Persian rugs. Paralleling this effort is that to improve if possible the protection afforded trade-marks and labels and to provide defenses for the distinctive wrappers, containers, and printed matter used by advertisers. One bill now before Congress (H. R. No. 420) would extend the copyright law to include "labels, trade-marks, firm names, and special designs, pictures, prints, wrappers, cartons, containers and advertisements which are specifically created for individual trades, manufactures, or businesses, engraved, printed, colored or produced in any manner whatsoever."

Another measure which has been dubbed around the U. S. Capitol "the bill to protect business cards," provides penalties of fine and imprison-

ment for any person who imitates by any process whatsoever "any business card, trade-mark, label, firm name, design, picture, wrapper, paper, advertisement or any device whatsoever." Public use of a trade-mark, label or advertisement for a period of not less than twelve months is to be sufficient to entitle an advertiser to this comprehensive protection. If hearings are held on this bill it is expected that there will be interesting disclosures as to the imitation of advertisements as well as of trade-marks and labels.

Such a law as this on the statute books would presumably put an end to a practice of copying by local newspaper advertisers in one city of the advertisements used by dealers in their respective lines in other cities so far distant that no conflict between the advertising is deemed possible.

Inasmuch as the word "American" is used so extensively in advertising and incidentally as a name for newspapers and other periodicals, there is exceptional interest in a decision recently handed down whereby a majority of the U. S. Supreme Court (all but two members) hold to the opinion that "American Girl" is neither a geographical nor a descriptive term and that therefore it may be appropriated as a trade-mark. The controversy was one between the Hamilton-Brown Shoe Company and Wolf Brothers & Company, the former having exploited shoes marked "American Lady" to the alleged detriment of the latter.

## NEW YORK AD CLUB LUNCHEON

Dean Williams Gives Talk on "Straight Shooting for the Young Idea."

The New York Advertising Club at its weekly meeting last week had as its speaker Dr. Taicott Williams, dean of the New York School of Journalism, who made an address on the topic, "Straight Shooting for the Young Idea."

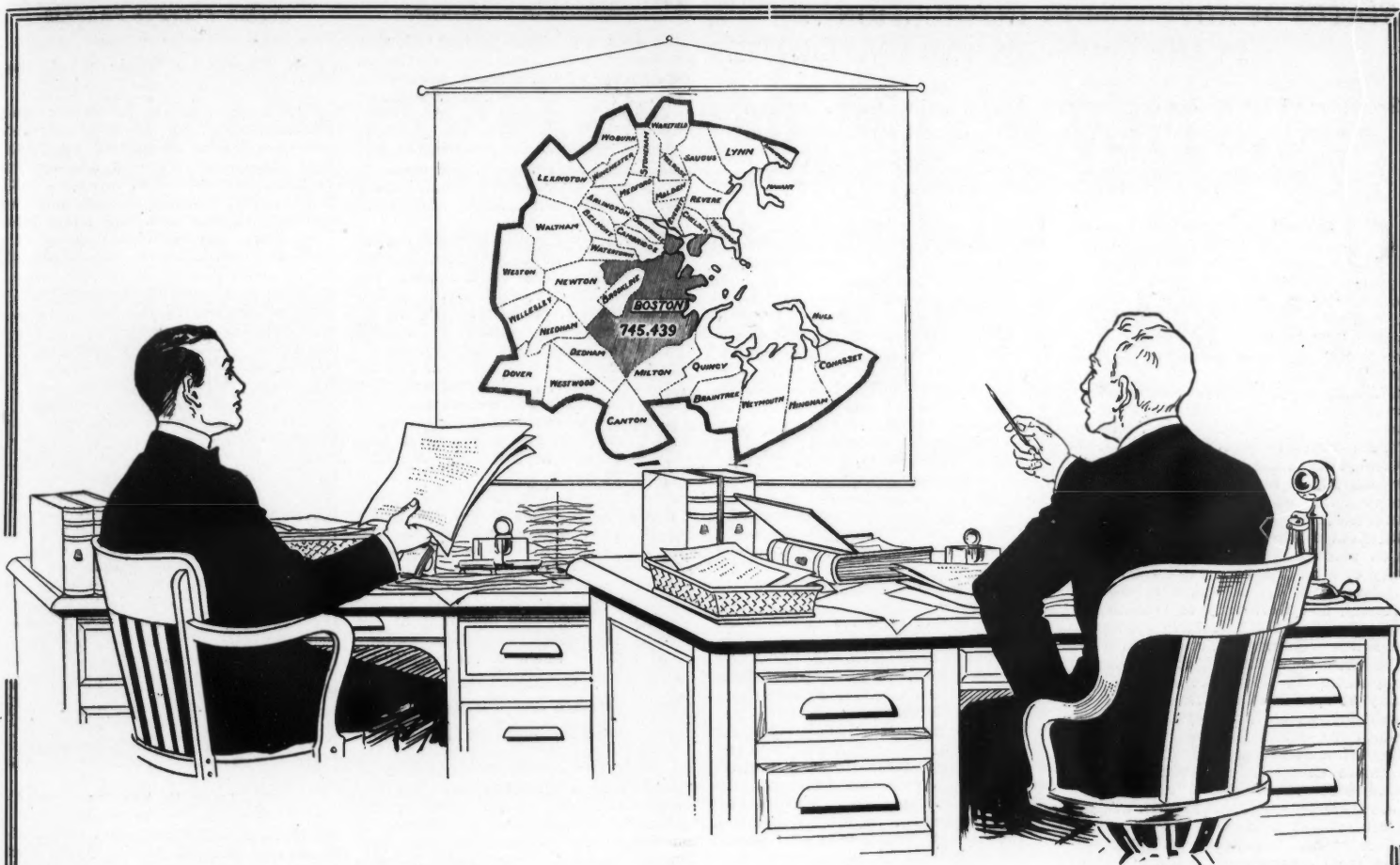
Dr. Williams pointed out men who had had previous training in newspaper work and then went to the School of Journalism for academic training, did not do so well in the school as those who had not had previous newspaper experience. He explained this by saying that men who had had previous experience on newspapers had been trying to perfect themselves in the correct use of English and earn their living at the same time; and this, he declared, was impossible.

## Reporters as Prison Commissioners

Several Boston reporters a few days ago had the novel experiences of being, for a short time, Prison Commissioners. This is the way it happened. The regular Prison Commissioners failed to show up for a trip to Deer Island, so Acting Chairman George W. Coleman, councillor and former president of the Associated Advertising Clubs of the World, had the reporters, who went on the trip, sworn in as Prison Commissioners, pro tem. The experiences of these "commissioners" was humorously described by Lucien E. Thayer on the afternoon in question in a front page story in the Globe.

## Will Raise Price of Weeklies

At the meeting of the publishers and printers of Huron and Perth Counties, Canada, recently, it was decided that after the first of July the price of the weeklies of the counties, which has hitherto been \$1 a year, will be increased to \$1.50, thus cooperating in the national movement for 1916, when all rural weeklies will be one price. Officers were elected as follows: Honorary president, W. R. Davis, Mitchell Advocate; president, H. B. Elliott, Wingham Times; secretary, Alex. Abraham, Stratford; executive, J. W. Vanatter, Goderich Star; C. V. Blatchford, Listowel Banner; J. L. Kerr, Clinton New Era.



## Put Boston Through The "Third Degree"

Boston is a remarkable market and a cold-blooded analysis should satisfy even the most skeptical advertiser.

In fact it is necessary to make a thorough and scientific study of the territory in order to appreciate the true extent and magnitude of Boston as a market for advertised goods.

Satisfy yourself. Put Boston through the "Third Degree"—it will come through with honors. Make an analysis of the population—its density, not only for Boston, but for each of the 39 cities and towns within 13 miles of Boston's City Hall.

Apply the acid test to Boston's buying power—note the number of bank deposits and the per capita banking power. Note the total valuation of assessed estate and

the value of property per capita, and then note the number of dealers to every 100 families. Such information will convince you of the magnitude of Boston in a business sense.

At the same time secure information regarding the local dealer attitude toward a product or service similar to the one under consideration; know how local dealers feel toward certain phases of advertising and merchandising campaigns.

You can count on the co-operation of the Boston American—New England's Greatest Home Newspaper. The Boston American will, if you wish, help you analyze the Metropolitan Boston territory—it will supply data which will put certainty into your advertising and merchandising plans—without obligating you in any way.

# BOSTON AMERICAN

NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

New York Office  
1789 Broadway

Chicago Office  
504 Hearst Building

To thoroughly cover Boston or New England you must use the Boston American

## STATUS OF ADVERTISING INSTRUCTION IN THE COLLEGES AND UNIVERSITIES

Secretary of Association of Teachers of Advertising Issues Interesting  
Summary of Reports from Nineteen Educational Institutions and  
Four Y. M. C. A.'s Giving Such Courses—Suggests Steps  
Toward Standardization of Instruction.

**G**EORGE BURTON HOTCHKISS of New York University, secretary of the National Association of Teachers of Advertising, in a report just issued on the "Status of Advertising Instruction in Universities and Colleges and in the Y. M. C. A.'s," says that as the result of a questionnaire recently sent out from the Secretary's office, reports were received regarding the advertising courses of nineteen universities and colleges. These reports showed that most of them offer some courses that appeal specifically to men who expect to enter advertising work, but that only five universities offer a complete schedule intended to prepare men definitely for this vocation. These are: the University of Missouri, New York University, University of Pennsylvania, Toledo University, and University of Washington.

Many of the others have schools of business or journalism, or both, in which the general training given is largely applicable for advertising work; they may be said to offer a training for advertising, which in the opinion of many educators, covers the essentials. These institutions in most cases are planning a more definitely correlated group of studies for the men who expect to go into advertising. Among them are the University of Minnesota, the University of Montana, Northwestern University, and the University of Texas.

### COURSES LEADING TO ADVERTISING.

The institutions offering a complete schedule of courses leading to advertising as a vocation report the number of students registered for the complete schedule as follows: University of Missouri, 65; New York University, 135; University of Pennsylvania, 40; Toledo University, 22; University of Washington, 8.

Of the institutions reporting, the following give their advertising work primarily in the School of Commerce or Business Administration: University of Chicago, New York University, Northwestern University, University of Pennsylvania, Toledo University, University of Wisconsin. The University of Missouri, and the University of Texas give some of their advertising work in the School of Commerce.

The following institutions give their advertising instruction primarily in the School of Journalism: Indiana University, University of Missouri, University of Montana, Iowa State College, University of Southern California, St. Xavier College, University of Texas, University of Washington.

### INSTRUCTION IN COLLEGE OF ARTS.

In the following institutions advertising instruction is given in the College of Arts: Columbia University (Economics and Psychology), De Pauw University (English), University of Minnesota (Economics), University of Montana (Psychology), Northwestern University (Psychology and English) University of Oregon (Psychology), University of Southern California (Psychology), University of Wisconsin (Psychology and English). Some advertising instruction is given in the Extension Divisions of the University of Pennsylvania and the University of Minnesota. At Harvard University the instruction is given in the Graduate School of Business Administration, mainly under the head of Marketing.

Most of the courses in advertising may be classified in four main groups: (1) Marketing: These courses lay most stress upon the scientific side of advertising. Some of them are called "Ad-

vertising as a business force," others "General Advertising." (2) Psychology: These courses also deal with the scientific side of advertising, but not so much as a function of business as a matter of appealing to human nature. (3) Technique: Under this group come most of the courses that deal with the practical side of the work including such matters as writing copy, making lay-outs, display, printing, and so forth. (4) Journalism: These courses deal with advertising from the standpoint of the publisher, and although they touch, to some extent, upon technique, psychology, and the general science of marketing, they are primarily for the purpose of the man who expects employment on a newspaper or other publication.

### THREE ALLIED GROUPS.

There are three other closely allied groups mentioned in many of the reports and sometimes classified as a part of advertising: (5) Business and sales correspondence, (6) Salesmanship, and (7) Organization.

There is reason to believe that the general opinion of advertising men, especially in the Educational Committee of the Associated Ad Clubs of the World, is in favor of a well-rounded preparation which includes instruction in the general economics of distribution, in the technique of the work, and in the principles of psychology as applied to advertising. The relative stress to be laid upon each of these groups is by no means certain and probably will vary with different localities and conditions. At the forthcoming convention it may be worth while to give some time to a discussion of a standard curriculum suitable for the majority of institutions.

Nearly all the institutions reporting use texts for class room purposes in all or a part of the courses. Almost without exception the institutions report extensive laboratory work, though in most cases the amount is not definitely stated. Two of the reports, those of the University of Missouri and New York University, are so complete that they seem likely to prove of value to all members of the Association and are therefore quoted in the secretary's report practically in their entirety.

### FOUR YEARS' COURSE AT U. M.

In the University of Missouri the scheme of instruction covers four years and includes five courses specifically in the field of advertising: Principles of advertising, writing of advertisements, soliciting of advertisements, problems of advertising, rural newspaper advertising. Students in advertising are required to take Economics, Psychology, English, Logic, Art, and certain courses in Engineering, in their two years of college preparatory work. The classes in advertising are organized on the same plan as an advertising agency or the business office of a publication.

New York University has in its School of Commerce, Accounts and Finance a Division of Advertising and Marketing, which offers a complete schedule of courses preparatory to the profession or business of advertising. Many special students engaged in advertising work are enrolled in one or more individual courses, so that over three hundred are enrolled in courses in Advertising and Marketing. The complete schedule requires three years of five nights a week for evening students, or two years for full-time day students. Many men remain for an extra year of graduate work.

### SUBJECTS OF INSTRUCTION.

Courses are given in the following subjects: Essentials of advertising, psychology of advertising, advertising copy, advertising display, advertising campaigns, economics of advertising, analysis of marketing costs, printing, lay-outs, advanced copy, advanced display, salesmanship and sales management, sales correspondence and selling systems, mail order practice, and advertising media.

Reports were received from the Y. M. C. A.'s of Canton, Cincinnati, Dayton, and New York city (23rd Street). In each of these places, with the exception of Canton, one course only is offered, a beginner's course covering from twenty to twenty-four weeks. Canton offers both a beginner's course and an advanced course, together covering one year's time. The courses are practical, with a considerable amount of laboratory work. In all cases, except that of Cincinnati, a text-book is used, usually Starch's.

In concluding his report, Mr. Hotchkiss says: "It seems within the bounds of reason to expect that the National Association of Teachers of Advertising may begin to plan a broad and well-rounded scheme of instruction which shall be upon as high a plane as that for law or medicine, and that at the coming conference in June definite steps may be taken in this direction."

### Canadian Women Edit "Patriotic Edition"

A "patriotic edition" of the Ottawa (Ont.) Free Press was prepared by the Women's Canadian Club of Ottawa on "Leap Year Day," February 29. The edition consisted of 28 pages, or 224 columns. It contained 44,163 lines of advertising which, at 5 cents a line, produced a revenue of \$2,208.15. Receipts from the sale of the paper will amount to \$1,200, at least. The committee in charge of the publication was headed by Mrs. T. W. Crothers, wife of the Dominion Minister of Labor. The Red Cross editor was Lady Borden, wife of the Prime Minister of Canada. The Parliamentary editor was Lady Foster, wife of the Minister of Trade and Commerce. Mrs. W. J. Roche, wife of the Minister of the Interior, and Mrs. N. D. Porter, wife of the Mayor of Ottawa, were also members of the committee. Since the beginning of the war the Ottawa Women's Canadian Club has raised over \$35,000, which has been disbursed through their Soldiers' Comforts Fund.

### Plays Wanted for Jewish Children

The Bureau of Education of the Jewish Community of New York city has just announced a prize contest for Jewish juvenile plays, open to everyone interested in Jewish educational work. A prize of \$100 will be awarded for the best play or playlet wholly on intrinsic merit, irrespective of size or type of play. In addition, the prize-winning play, and every other play which does not win the prize, but fulfills the rules of the contest and is of sufficient merit, will be bought and paid for at the regular rates of the Entertainment Department of the Bureau of Education. The contest closes on October 1, 1916.

### Portuguese Editor's Troubles

Luiz de Teixeira Machado, a journalist, of Lisbon, Portugal, who came to this country to establish a newspaper for his race in New England, is having his troubles. On account of defective vision he was held at the Long Wharf immigration station. Prominent Boston Portuguese set to work at once to get his release from Washington on bond. Machado is a member of the Y. M. C. A. of Lisbon and wishes to study in Boston for admission to the Methodist clergy. He planned to start a paper for the uplift of the Portuguese here.

### RUSSIA ACCEPTS FRANCIS

#### Czar's Government Ready to Receive New American Ambassador.

David R. Francis, publisher and principal owner of the St. Louis Republic, who was nominated by President Wilson as American Ambassador to Petrograd, last week, has been notified that the Russian Government has signified its readiness to receive him.

As there was no opposition to Mr. Francis's nomination it was confirmed



DAVID R. FRANCIS

by the Senate last Monday. It is believed that Mr. Francis will fill the office of Ambassador with credit to himself and the United States.

As president of the St. Louis Exposition he travelled extensively abroad, previous to the holding of the fair, and



MRS. D. R. FRANCIS

formed many valuable acquaintances among the Government officials of the leading countries of Europe.

### Women Patriots Run Dailies

TORONTO, March 7.—The women of Canada, no less than the men, have been doing splendid work in the patriotic cause. All sorts of ideas have been utilized for making money. Recently the publishing of women's editions of daily papers has been taken up in this connection. Last week the Women's Canadian Club of Ottawa took over the Free Press office for one day, and handled that paper in all its departments. Now the St. Thomas Chapter of the Imperial Order of Daughters of the Empire is arranging to produce a special edition of the Times of Ottawa, and other centres are considering following suit.



# CHICAGO TRIBUNE'S APOLOGY INCOMPLETE

## *Another Correction Due*

### DETROIT NEWS AND SUNDAY NEWS TRIBUNE

#### *Occupy Second Place Claimed by Chicago Contender*

In a recent issue of The Editor and Publisher, The Chicago Tribune apologizes to a Pittsburgh paper for inaccurately claiming the leadership in volume of 1915 paid advertising.

The Chicago Tribune should likewise have apologized to the Detroit News and Sunday News Tribune which stood **SECOND IN AMERICA** while the Chicago Tribune was no better than Fourth.

*Here are the figures furnished by the respective papers as printed in the January and February issues of the Mail Order Journal.*

Pittsburgh Press	- - - -	15,808,800 Lines
Detroit News and Sunday News Tribune		15,617,602 Lines
Kansas City Star	- - - -	14,634,590 Lines
Chicago Tribune	- - - -	13,765,965 Lines

It will be seen from the above comparison that The Chicago Tribune's revised claim that it and the Pittsburgh paper referred to printed far more advertisements than any other paper in America is not founded on fact.

The Detroit News and Sunday News Tribune came within 191,000 lines or practically 1% of leading the field, while on the other hand The Chicago Tribune was nearly 2,000,000 lines below the Detroit News and Sunday News Tribune, and nearly 1,000,000 lines below the Kansas City Star.

*Here is a chance for The Chicago Tribune's conscience which it states actuated its first apology to again become active.*

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Net Cash Paid Circulation, February, 1916

<b>Detroit News, [week-day and evening]</b>	<b>182,776</b>
<b>Detroit News Tribune [Sunday]</b>	<b>- 167,577</b>

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The Evening News Association  
Detroit, Mich.

## CONVENTION PROGRAM IS BRIEFLY OUTLINED

On Sunday June 25 Sermons and Inspirational Addresses Will be Given—Opening Exercises Monday Morning—Departmentals Begin Work Tuesday—Entertainment Features Will be Numerous.

The Poor Richard Club, of Philadelphia, which is to act as host of the great Convention of the Associated Advertising Clubs of the World, next June, has so far perfected its plans that it is able to announce the principal events of the programme, as follows:

The Convention opens Sunday morning in June 2—perhaps the only convention of business men which does hold a formal opening on Sunday. Sermons, touching upon the relation of advertising to present-day living, will be preached in ten or a dozen of the downtown churches by great speakers. In the afternoon a great inspiration meeting will be held, with some famed orator as the speaker. In the evening, an informal gathering of the club members at some central downtown point will be one attraction, while another event will be a sacred concert by one of the largest orchestras.

### BIG ASSEMBLY MEETINGS.

On Monday morning, sessions will open in the Commercial Museum, at the University of Pennsylvania. Luncheon will be served all the delegates in the gymnasium, on Franklin Field, and the afternoon session will be devoted to three great nationally-known advertisers. At 5 o'clock, a group photograph of all the visitors will be taken, Independence Hall being used as a background. Special entertainment features are being planned for the hours between 5 and 8 on Monday, as on every other day, so that our visitors may never find time hanging heavy on their hands. At 8 o'clock the pageant will start south on Broad Street—the greatest pageant ever held in Philadelphia, the home of parades and pageants.

The first division includes floats and marchers representing the growth and development of advertising in Philadelphia, rich in tradition along that line. Following will come the military division. After this all the clubs will march, all the marchers being costumed and uniformed. Floats from each city will be in line, along with the clubs, these floats showing industrial progress, civic growth, presenting the city's claims as a home for people and manufacturers.

### CABARETS AT ROOF GARDENS.

And, following the attractive pageant, will come the special cabaret performance, conducted by a group of the visiting clubs, on one of the hotel roof gardens—a performance which will be duplicated each night of the convention, a different group of clubs taking charge each night. The performance will be largely by amateur talent, each group of clubs presenting its own entertainment and its own music and features. Thus, on Monday, as of every other day in which the visitors are in Philadelphia, it seems likely that the Poor Richard Club's slogan, "Not a chance for a yawn from breakfast to dawn," will prove one hundred per cent true.

On Tuesday, the band concert at the University begins at 9:15 A. M., which will be the arrangement for the three following days. At 9:30 a general session will be held, followed by the departmental meetings and conferences. During the noon hour on Tuesday, as on other days, there will be an hour's band concert. Late Tuesday afternoon the visitors will be escorted to the Navy Yard, where an elaborate program of military and naval maneuvers will be presented. Inspection of the battleships will be allowed, and everything done to show visitors what they want to see. During Tuesday evening further mili-

tary and naval carnivals are planned, with naval lighting effects, etc.

Wednesday evening is to be devoted to a trip to Willow Grove Park, where Victor Herbert will present special concerts.

A magnificent marine pageant, the first ever held in Philadelphia, as well as the first ever presented to the Advertising Clubs, is planned for Thursday evening. The beautiful amphitheatre just below Girard Avenue bridge will be used for the audience. Music, fireworks, water sports, floats portraying advertised goods—all this and much more is promised, and the lighting effects are to be the wonder of this day and generation, the entire river being lit up from shore to shore.

### VISIT TO THE SEASHORE.

On Friday, trips to the seaside resorts are planned, with suitable but simple entertainment features. Golf tournaments will be held, probably both near Philadelphia and down at the shore, and other minor entertainments arranged by those who prefer to stay in Philadelphia for another day or two.

So much for the formal programme. Other high lights include the distribution of souvenirs of Made-in-Philadelphia goods to every visitor who registers at the Convention. And not only will the visitor get souvenirs, but they will be so boxed that, upon payment of a small fee, 15 or 20 cents, the entire package will be delivered at the visitor's home, where the souvenirs will do the most good in spreading the story of Philadelphia, the world's workshop.

For the women, special entertainment is provided. Trips to the department

stores, to the publishing houses, to points of historic interest—all these have been planned. There will be rides through the park, trips to Valley Forge and Betzwood. And, perhaps, for the first time in the history of the Conventions, the women will be asked to participate in the general and departmental sessions.

So it is perfectly evident that the entertainment side of the convention is being well cared for. There is enough to do so that the visitors may well heed the Poor Richard Club's advice, "Leave your pajamas at home."

### Changes on Spokane Spokesman-Review

The following changes have taken place in the editorial department of the Spokane Spokesman-Review:

E. E. Perry, formerly Sunday editor, is now in Olympia acting as correspondent for several coast papers.

Stoddard King, of the local force, has been appointed to a position on the staff of Harper's Weekly and will move to New York in the near future to take up his new work.

Ralph Harmon, poultry editor, has joined the staff of the Non-Partisan Leader, Fargo, N. D.

E. A. Stevenson, formerly in newspaper work in Pittsburgh, is now at the copy desk.

E. Clark Patchin, religious editor, has returned to his desk after six weeks' illness.

The St. Joseph (Mich.) Daily Press will erect a new home on State street, that city, adjoining the Union Bank Company's building.

## U. S. STAMP DECISION

(Concluded from Page 1207)

hibited the use of trading stamps by merchants in that State.

"Our premium business costs the United Cigar Stores Company approximately \$2,000,000 yearly, and I believe we would be better off if we were prohibited from using coupons at all," said Elliott Averett, vice-president of the company yesterday. "Now, if we should be forbidden generally to use coupons, we would apply the money saved in that way to the benefit of the customer by reducing prices, and this reduction would have to be met by competitors. In that event, competitors would be much more affected in the trade than they now are under the premium system.

"In the State of Washington, where an arbitrary excise tax of \$5,000 upon each concern using coupons was imposed, we have made the redemption in cash. But in each store premium articles are kept, which a customer may buy with the cash received from coupons, and at a rate which gives him practically the same value in merchandise as if he obtained it by coupons alone. This is based on the old business rule of discount to cash customers."

### United Profit Sharing Stock Slumps

Following receipt of the news that the United States Supreme Court had upheld the Washington State law against trading stamps and coupons, United Profit Sharing stock on the New York curb market suffered a decline of 28 per cent. in market price, breaking from \$1.75 a share to \$1.25 on the announcement. There could hardly be more striking proof that in the opinion of the public the Supreme Court's action is a heavy blow to the whole system of so-called "profit-sharing" by means of coupons, trading stamps, and kindred devices.

### HOUSE PASSES STAMP BILL

Lower Branch of Kentucky Legislature Favors Tax on Coupon Companies.

LOUISVILLE, Ky., March 8.—Supported by the State's most influential newspapers, and the Retail Merchants' Association of Louisville, Representative R. B. Hutchcraft's bill to license trading stamp companies doing business in Kentucky was passed last Saturday afternoon. The bill provides that before any trading stamp company can operate in the State it must pay a license of \$1,000.

Louisville merchants, a majority of whom have come to regard the trading stamp as a "necessary evil" and a nuisance, are elated with the success of the bill in the House. They hope to insure its success in the Senate by using all the influence at their command to make the solons understand that the trading stamp expense ultimately falls on the consumer and reacts against schemes of merchandising advantageous to customers that would be put into effect if the trading stamp didn't stand in the way.

When the trading stamp bill came up in the House Saturday afternoon, Representative Hutchcraft made a speech in which he said the measure is favored by newspapers of Louisville, and by the Retail Merchants' Association. The purpose of the bill, he said, is to safeguard the public, and the license of \$1,000 is not prohibitive, as had been charged.

The bill was opposed chiefly by Representative Adam Spahn, who offered two amendments. One was to reduce the license to \$50, the other to defer until January 1, 1917, the time when the bill should become operative, if enacted.

Representative Oliver offered an amendment to reduce the license to \$250. All of these amendments were voted down, however, and the bill passed by a vote of 51 to 25.

## The Customer Always Pays For the Stamps

The final consumer—the person who eats the cake—always pays for every item that goes into the manufacture, selling and making of that cake. This rule is as certain and positive as that we all must die sooner or later.

The pretence that trading stamps give the customer something for nothing is as preposterous as if the merchant were to say he could get rich giving away gold dollars to every one who passed by his store and make a profit out of the transaction.

Shun the stores that have been deceived themselves and perhaps innocently seek to in turn deceive you by giving trading stamps and premiums. Buy where your cash pays for what you get without consideration of the mystery on the side.

THE EDITOR AND PUBLISHER

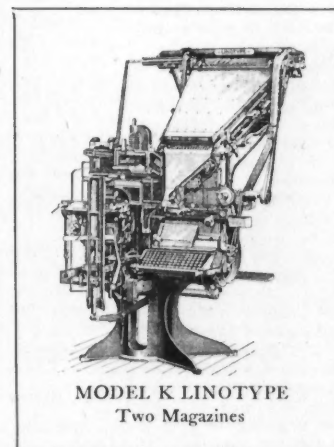
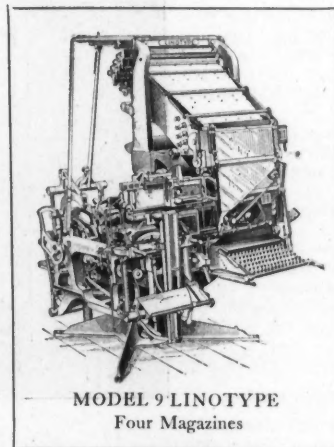
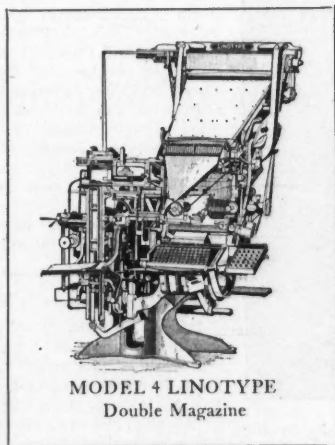
This little coupon talk has not been copyrighted. You are at perfect liberty to use it. It is hoped that it may find its way into the display advertising columns of many daily newspapers.

# The Multiple Linotype Idea in Dixie Land

## The Nashville Tennessean

has modernized its composing room by replacing nine of its single-magazine Linotypes, which had been in constant use for from fourteen to sixteen years, with a complete battery of

### MULTIPLE MAGAZINE LINOTYPES



*The LINOTYPE Is the Machine That LASTS*

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO:  
1100 S. Wabash Ave.

SAN FRANCISCO:  
646 Sacramento St.

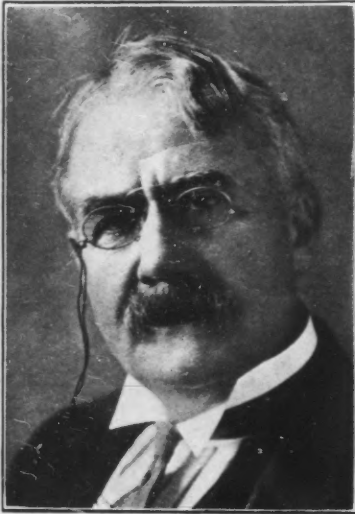
NEW ORLEANS:  
549 Baronne St.

TORONTO: CANADIAN LINOTYPE, LIMITED

## GEORGIA TO CELEBRATE FRANK L. STANTON DAY

Governor Will Designate Last Friday in October as Holiday in Honor of Newspaper Poet—Result of Movement Started by Atlanta Ad Men's Club—Tributes from Contemporaneous Poets.

ATLANTA, March 7.—Governor Nat E. Harris, of Georgia, has let it be known that he will designate the last Friday in October as "Frank L. Stanton Day," to be appropriately observed throughout Georgia in honor of Frank L. Stanton, for a score of years poet of the Atlanta Constitution, a bard whose Southern melodies, songs in negro dialect and quaint philosophy have en-



FRANK L. STANTON

deared him in the hearts of thousands of people the country over. Prof. M. L. Brittain, superintendent of schools for Georgia, has ordered that Stanton day shall be celebrated in all the public schools of the State.

The establishment of an annual Stanton Day is partly the result of the recent celebration of Mr. Stanton's birthday, February 22, by the Ad Men's Club of Atlanta, and in response to suggestions of thousands of Mr. Stanton's friends and of newspapers, not only in the South but in other sections of the country. The Governor's proclamation will be issued upon a request incorporated in a resolution adopted at the Ad Men's meeting.

### THE AD MEN'S CELEBRATION.

The Ad Men's celebration of Mr. Stanton's birthday was a deeply impressive occasion and marks an epoch in the South's literary progress. Many of America's illustrious men of letters contributed to the programme, and the guests witnessed for the first time the unveiling of a statue before its subject's eyes—the Atlanta Burns Club's bust of Stanton by Okerberg. James Whitcomb Riley, Cora Harris, Meredith Nicholson, Amos R. Wells, Judd Mortimer Lewis, Grantland Rice, Rube Goldberg, George M. Bailey, Chauncey M. Depew and many others sent messages of esteem to Georgia's favorite bard.

### HOWELL SPOKE FOR HIM.

Mr. Stanton is of a retiring nature and shrinks from publicity, and he attended the Ad Men's dinner only on condition that some one else make his speech for him, which Clark Howell, editor of the Constitution, did. Just as the programme was closing, however, the splendid tributes paid him were more than Mr. Stanton could stand in silence, so he clutched the sleeve of the toastmaster, his voice a trifle husky and shaky, and asked to be allowed to thank his friends,

Among the beautiful tributes received was the following from James Whitcomb Riley:

### One With a Song

Frank L. Stanton.

He sings; and his song is heard,  
Pure as a joyous prayer,  
Because he sings of the simple things—  
The fields, and the open air,  
The orchard-bough, and the mocking-bird,  
And the blossoms everywhere.

He sings of a wealth we hold  
In common ownership—  
The wildwood nook, and the laugh of the brook,  
And the dewdrop's drip and drip,  
The love of the lily's heart of gold,  
And the kiss of the rose's lip.

The universal heart  
Leans listening to his lay  
That glints and gleams with the glimmering  
dreams  
Of children at their play—  
A lay as rich with unconscious art  
As the first song-birds of May.

Ours every rapturous tone  
Of every song of love,  
Because his voice makes native choice  
Of Nature's harmony—  
So that his singing seems our own,  
And ours his ecstasy.

Steadfastly, bravely glad  
Above all earthly stress,  
He lifts his line to heights divine,  
And, singing, ever says,—  
This is a better world than bad—  
God's love is limitless.

He sings; and his song is heard,  
Pure as a joyous prayer,  
Because he sings of the simple things—  
The fields, and the open air,  
The orchard-bough, and the mocking-bird,  
And the blossoms everywhere.

JAMES WHITCOMB RILEY.

Here is a message from Amos R. Wells of Boston:

### To Frank L. Stanton

Here's to the singer of home,  
Of children, of blossoms and birds;  
Here's to the carols that come  
A-sparkle with sunniest words!  
Here's to the bringer of cheer,  
The poet of hope and love,  
The lo' of worry and fear,  
The herald leading above!  
Long live his beautiful art,  
Long burn his friendliest flame,  
And back to his own warm heart  
The echoes of loving fame!

AMOS R. WELLS.

## BRITISH KNEW HIS SECRETS

### Allies Kept Track of Morning World Man on the Ford Peace Trip.

Joseph Jefferson O'Neill, of the New York (Morning) World, has returned from his trip abroad with the Ford peace party. While on the trip Mr. O'Neill was president of the Correspondents' Association.

When the ship touched Falmouth, England, on the return voyage, Mr. O'Neill says, he found that the British authorities knew all his movements since he had been away from New York.

He thinks the British kept track of him for the purpose of seeing that he did not send any correspondence to the World that would conflict with the policy of Great Britain or the Allies in the European War.

### Boston Newspaper Men Golfers

BOSTON, March 7.—Initial steps were taken yesterday to form a Newspaper Golf Association in this city. Its projectors want to hold a yearly tournament for newspaper men only, not to conflict with the annual golf contest of the Boston Press Club, but to increase interest in the game among newspaper men and provide larger opportunities for play. At a meeting in the Journal office, presided over by Joseph Farren, an artist on the Globe, George F. Gaul, of the Globe, and Franklin P. Collier, of the Journal, were appointed a nominating committee to secure newspaper men for the offices of president, vice-president, secretary, and treasurer and two other members to make an executive committee of five.

Judge A. N. Hand has dismissed the petition in bankruptcy filed on January 31 against the Cheroung Printing and Publishing Company, of New York city, on a settlement with the creditors at 15 cents on the dollar cash.

## NEWSPAPER MEN TAKE PHOTOGRAPH PRIZES

Philadelphia Staff Workers Made Good Showing at Eleventh Yearly Photographic Salon of America—Bradford the Cartoonist Snaps Himself—News-Photographers to Have First Banquet.

PHILADELPHIA, March 8.—Local newspaper photographers made a fine showing in the eleventh annual exhibition of photographs from all over the country, which opened at the Wanamaker Store last Wednesday. Six members of the Public Ledger-Evening Ledger staff were represented: Arthur Bergey, Walter Crall, Charles O. Haimovitz, Harry S. Wood, Howard Price Kingsmore, and C. J. Owens; and to Haimovitz went the second prize of \$50, for his picture of the launching of the super-dreadnought Oklahoma, at Cramp's Shipyard.

There are 1,400 prints displayed, and the subjects and methods employed are so varied, and many of the artists represented so well-known that the exhibition has been called, with good reason, the Photographic Salon of America.

The first prize of \$100 went to Chas. B. Keeler, of Cedar Rapids, Iowa, and the third prize of \$25 to Williamina Parrish, of St. Louis. One of the five ten-dollar prizes was won by Thomas Martindale, merchant, big-game hunter, and a leading member of the Poor Richard Club, and one of the ten five-dollar prizes was given to H. P. Kingsmore, of the Ledger, who also received honorable mention for his Fire Stream Test, as did Harry Hood for a picture called Boyhood's Happy Hours. The judges were Charles Grafly, sculptor, George Gibbs and F. Vaux Wilson, illustrators, H. Lyman Sayen, painter,

The News-Photographers of Philadelphia are to hold their first banquet on Saturday night at the Hotel Walton. As a fitting background, the walls will be covered with prints made by the guests, each diner being limited to five exhibits. A prize will be given for the most artistic photograph, another for the one having the greatest value, and one for the poorest photograph, which "must have sufficient detail to prove it is a photograph—something along the lines of the picture which makes you feel like chucking your job when it has to be submitted to the city editor." The judging will be done by three or more guests who are not connected with any newspaper staff. The announcement further says:

"This is to be a clean show. Pictures of nude women or sections of such ladies are not to be shown." Eugene Fields, of the Record photographic staff, is treasurer of the affair and the circular invitation was signed by Charles M. Clark of the Evening Bulletin. The committee in charge includes Ben Armiger, of the North American, and William Gaynor, in addition to the two previously named. Wilbur Durborough, who made the pictures on the Firing Line with the Germans, displayed here under the auspices of the North American, and who long ago was real estate photographer for the Inquirer, will be a guest, and it is said that moving pictures of the city's news-photographers at work, will add to the joy of the occasion.

## MARSHALL GUEST OF HONOR

Vice-President Meets Chicago Newspaper Men at Luncheon.

CHICAGO, March 8.—Vice-President Thomas R. Marshall was the honor guest at a luncheon at the University Club Monday, attended by several Chicago publishers, newspaper men, writers, and statesmen who are personal friends of the Vice-President.

Among those present were Victor Lawson, publisher of the Daily News; James Keeley, publisher of the Herald; John C. Eastman, publisher of the Journal; John C. Shaffer, publisher of the Evening Post; C. S. Stanton, city editor of the Herald; Col. John Temple Graves of the Examiner; John T. McCutcheon, the Tribune cartoonist; Geo. Ade, Wilbur Nesbit, Horace Kent Tenney, Senator James Hamilton Lewis, Gov. Edward F. Dunne, Mayor William Hale Thompson and Judge Jacob M. Dickinson.

Roy D. Keehn, attorney for Mr. Hearst's Chicago interests, was host.

## Boston Post Bowlers to Visit Washington

BOSTON, March 7.—A five man bowling team, composed of members of the editorial department of the Boston Post, is considering a trip to Washington to take part in the Bowling Congress soon to open in that city. The team comprises Harry F. Malloy, record 135; Thomas Klieen, record 128; Harold F. Wheeler, record 116; Alfred Cullis, record 133; and H. R. Bangs, record 127.

## Secret Ad Censors Chosen

The Ballinger (Texas) Advertising League, which has just been organized, is launching a campaign against "spurious" advertising schemes. At the meeting this week the committees were appointed and steps taken to censor all advertising schemes before being patronized by the Ad League members. Any scheme presented in Ballinger to receive support must bear the O. K. of the censorship committee. R. G. Erwin, cashier of the First National Bank, is president of the club, and A. E. Burgess is secretary. The censorship committee was appointed by the president and is to work as a secret body, none but the president knowing its personnel.



Copyright by Bradford.

"BRIGHTEN THE CORNER WHERE YOU LIVE."

and Alfred Stieglitz, camera expert of New York.

The accompanying picture, "Brighten the Corner Where You Live," by Bradford, creator of Mrs. Pickleweight, who elivens the back page of the North American, is typical of a group of prints he displayed at the exhibition, which are of marked humor and originality. The picture is a flashlight; the camera shutter and electric contact which ignites the flash being operated by a rubber tube and bulb, pressed by the foot. The artist frequently lampoons himself and his photographic adventures, as well as his associates on the N. A., in his daily and Sunday cartoons. No mention of Bradford is complete without a reference to "Scow," the black cat, "who walks on his elbows," appearing at intervals in his pen and ink gallery.

# FIRST!

(AS USUAL)

In February the World showed a greater gain than any other New York newspaper.

## THE NEW YORK WORLD

not only led, as usual, all its competitors, but Surpassed its own Record for February, 1915, by

# 174,684

LINES

### HERE ARE THE FIGURES:

Compiled by the Statistical Bureau of the Evening Post covering the World and its three principal competitors.

	WORLD Lines	AMERICAN Lines	HERALD Lines	TIMES Lines
Feb., 1916	851,468	666,234	511,358	740,669
Feb., 1915	<u>676,784</u>	<u>598,266</u>	<u>569,122</u>	<u>613,592</u>
	GAIN 174,684	GAIN 67,968	LOSS 57,764	GAIN 127,077

	LINES
WORLD led the Times .....	110,799
WORLD led the American .....	185,234
WORLD led the Herald .....	340,110

While maintaining its impregnable position as the FIRST ADVERTISING MEDIUM in the First City of America, the WORLD does not rest on its laurels but has a great organization constantly cultivating its field and creating new opportunities for the advertiser seeking Metropolitan Trade.

## WHITMAN RAPS NEWSPAPERS

Resents Unfairness and Ignorance but Says True Information Heralds Reform.

In the course of a long interview given to the Albany correspondent of the New York World and printed in that paper last Sunday, Governor Whitman is reported to have complained that the newspaper press is unfair to him. He is quoted as follows:

"It is not honest criticism by the press that I resent. There cannot be too much of it. What I do protest against is the habit of irresponsible, rumor-based calumny that keeps many men out of public life who might otherwise be of tremendous value to the State and the people.

"Don't believe the man who says he is impervious to newspaper attack. He isn't telling the truth. I have had more than my share of it, perhaps, during the last fifteen years. I know what I am talking about. For weeks after the Rosenthal murder, for instance, some New York papers daily ridiculed and condemned the District Attorney of New York County and declared that was 'seeking blood for advertising,' was 'again suffering from the summer's heat,' was 'disgracing himself and the city by foul and foolish attacks upon brave men,' etc.

"I recall to mind one editorial in a leading daily journal which predicted venomously that men who have since gone to prison and the chair would be honored members of society when I was shamed, if not altogether forgotten. And since I have been Governor I have shared the fate of practically all my predecessors. No day has been without its lies. If I ignore them, they become truths by force of repetition. If I answer them I would have time for little else and would soon become a bore to the people and regarded as a 'peevish person of undue sensitiveness.'

"The power of the press is so tremendous. Where we speak to hundreds, the newspaper speaks to millions. By the wonderful things you have done for justice and humanity, I measure the things that you can do. I resent your unfairnesses, but more than that I resent your smug ignorances....

"The excuse, of course, is that you give the people what they want. It's the excuse for every rotten play and filthy novel. Isn't it more the truth that you give them what is cheapest and easiest to serve? Your editors sit in their sanctuaries, spinning out of themselves like so many silkworms, and your reporters grab the obvious because the obvious requires less trouble and less intelligence....

"This is not complaining, but rather an appeal for the vitalization and co-operation of the forces upon which Democracy depends for permanence. Neither Mayors, nor Governors, nor Presidents can give good government of and by themselves. Every citizen must help, and this aid waits on the education in public matters that only the press can provide. Give the people true information and they will take care of the reformation."

## Hits Trading Stamp Industry

A hard blow was struck at the trading stamp and coupon industry on Tuesday, when Senator Heffernan introduced a bill at Washington imposing a tax of four cents upon all sales of commodities which are accompanied by the delivery of stamps or coupons.

## Fake Advertiser Convicted

Hans Rudolph, a moving picture theatre operator, pleaded guilty before Judge Delehanty in the New York Court of General Sessions, on Wednesday, to a charge of grand larceny in the first degree. Rudolph's prosecution was brought about by the New York World after complaints had been made that he was using the World's advertising columns to defraud.

## THE SOUTH IS ADVERTISING

Movements Afoot for Three National Campaigns on Whole Section's Progress.

ATLANTA, March 7.—There are now three separate movements on foot for nationwide publicity of the South's progress and opportunities. All three campaigns are being waged by paid advertising. One of these is backed by public spirited business men who recently formed an association at Knoxville, Tenn., for the purpose of raising a fund to pay for advertisements of the South in Eastern and Northern dailies. This plan, as yet in tentative form, was outlined some weeks ago in THE EDITOR AND PUBLISHER.

A second campaign is now in progress, backed by certain Southern daily newspapers, as members of the Southern Newspaper Publishers' Association. This campaign is the result of cooperative effort on the part of these newspapers with the direct object of advancing the whole South, as well as advancing their own interests.

St. Elmo Massengale, head of the Massengale Advertising Agency, of Atlanta, is preparing the advertisements, which give figures to prove that Southern deposits in national banks are greater than those of New England; that 55 per cent. of the nation's lumber supply is Southern-cut; that the South mines 55 of the 57 useful materials used in the United States, and derives therefrom approximately \$500,000,000 annually; that Southern manufactures have an annual value of \$4,000,000,000, exceeding the value of farm products by over \$1,000,000,000. They stress the fact that cotton is no longer dominant in the South; that it constitutes a comparatively small percentage of Southern farm products; that diversification of crops has already evolved from a preachment to a practice, and that the annual value of grain is already more than that of cotton.

Thirdly, another group of Southern newspapers is running a series of full-page advertisements in the Literary Digest. These advertisements are also being prepared by Mr. Massengale.

## Predicts Advertising Alliance

St. Louis, March 6.—Speaking before the Ad Men's League of this city last week, George Enos Throop, of Chicago, predicted an advertising alliance between newspapers and billboard display concerns. Mr. Throop alluded to the serial photoplays and stonics which are run simultaneously in theatres and newspapers, and illustrated from this how newspaper and outdoor advertising could dovetail together.

## Iowa Editors for Suffrage

Fifty out of sixty Iowa daily newspapers and 516 out of 850 weekly papers of the State have declared themselves editorially in favor of woman suffrage, according to an article which has just appeared in the Christian Science Monitor of Boston, Mass.

## Tribune Remodels City Room

In order to meet the increasing demand from outside firms for space in the building, and to bring the various departments of the newspaper into more convenient communication with each other, thereby serving the paper to better advantage, the old city room of the New York Tribune has been remodelled, repainted and refitted with an indirect lighting system. In addition to the editorial and art departments, the room now also "houses" the Sunday, woman's page and telegraph departments.

The manager of a dairy near Toronto, Canada, decided to get some advertising value of the big water tower to be erected as a protection against fire, so it was decided to make the tank in the form of a milk bottle, and the plan has been successfully carried out.

## VIGILANCE WORK IN NEW YORK

Ad Club Incorporates Advertising Protective Bureau for this Purpose.

The Advertising Club of New York has completed plans to carry on its Vigilance work in Greater New York by incorporating the Advertising Protective Bureau for that purpose. After surveying the field and very carefully studying its conditions for the last six months, plans have been laid out for conducting the work along constructive lines.

The incorporators of the Bureau held their first meeting at the Advertising Club a few days ago to complete its organization and adopt by-laws. The incorporators present were H. Tipper, O. C. Harn, H. D. Robbins, W. H. Ingersoll, and A. J. Harding. Stephen Bell was present to look after the legal part of the program. The following officers were unanimously elected: H. Tipper, president; H. D. Robbins, vice-president; David E. Lee, treasurer, and A. J. Harding, secretary.

The Bureau will have its headquarters at the office occupied by the club in the Fifth Avenue Building, previous to moving to its club house.

It has taken much time to survey the field and work out plans for the best method to follow in handling the cases. The conditions in Greater New York are unlike those existing in any part of the United States and naturally must be conducted along lines best suited to the advancement and upbuilding of honest advertising. The bureau's efforts will be constructive in every possible way and resort will be had to the law only when forced by the offending advertiser.

The bureau has the endorsement of the Advertising Club of New York, the Association of New York Advertising Agents, the New York Trade Press Association, the Fifth Avenue Association, The Representative and the Quoin Club. Contributions have already been received from a number of retailers and national advertisers.

## ADVERTISE TO "SAVE THE CITY"

Unusual Page Display, by Biggest Retailers, Attacks Factory Invasion.

An advertisement which for exact nature and important significance is probably unparalleled in American newspaper history has been furnished during the past week to all the large daily newspapers of New York city by a committee of merchants in the shopping zone of the metropolis.

The advertisement, which is endorsed by more than fifty hotels, clubs, banks and retail dealers, is of page size and calls for cooperative action by every resident of New York to prevent the impending menace from the erection of factories in the famous retail and residential section of Fifth Avenue, Broadway, upper Sixth and Madison Avenues and the cross streets.

The plea urges instant action against further invasion by big loft buildings, arguing that they devastate or depreciate nearby property, unsettling real estate values and increasing taxation.

The firms signing the notice practically establish a boycott by declaring that they will give preference in their purchases of suits, clothing, cloaks, furs, petticoats, etc., to firms whose manufacturing plants are located outside of the zone described.

## Paid Ads Aid Uplift Work

ELWOOD, Ind., March 1.—The Woman's Council of this city has bought paid space in the local papers to ask mothers to influence their daughters against attending several elaborate balls during the next two weeks. They charge that there are a number of new dances on the program that are suggestive and a menace to the girls of the city.

IOWA EDITORS MEET  
IN COUNCIL BLUFFS

Winter Session of Western Association Entertained at Luncheon and Banquet by Executive Committee—Addresses of Welcome by W. E. McConnell and R. B. Wallace—Trade Advertising Discussed.

The Western Iowa Editorial Association held its winter meeting in Council Bluffs, Iowa, on Friday and Saturday of last week. The delegates were entertained at luncheon, on Friday, at the Grand Hotel, by the executive committee of the Council Bluffs Association and Secretary Mitchell.

Following the luncheon, Chairman W. E. McConnell, of the Council Bluffs Association, made an address of welcome and introduced Robert B. Wallace, who assured the guests that Council Bluffs was pleased to have them in the city. The response for the Editorial Association was made by President Hunter.

Other speakers were Paul S. Junkin, W. F. Baxter, E. V. Parris, Mrs. White, E. P. Harrison and G. L. Caswell, secretary of the Iowa State Press Association.

In the evening a banquet was held in Omaha, at which the following subjects were discussed: "Trade Advertising Proposition," A. S. Borglum; discussion led by W. H. Wonder. "Failure to Appreciate Ourselves," E. G. Meyers. "My Relation to My Subscribers," Joe Pugh.

Resolutions were adopted thanking Council Bluffs and the executive committee for their entertainment, the library board for the use of the library, the Omaha Club for its entertainment, approving the work of Secretary Caswell, of the State Association, and urging that an effort be made to secure adoption of the Ohio law with respect to the publication of matter contained in petitions filed in the district court.

The Tabor Beacon won the Leffert cup, given for the best set-up of an advertisement, the copy for which was furnished by Mr. Leffert. This is the third time that the Beacon has won the cup, but not the third time in succession, so that it does not yet become its permanent property.

The following officers were elected for the ensuing year: E. P. Harrison, Oakland Acorn, president; L. C. Hatch, Daw City Informer, vice-president; C. C. Sheaffer, Randolph Enterprise, secretary.

## Simplified Spelling Gains

Dr. A. Gideon, lecturer for the Simplified Spelling Board, who is starting a campaign for a wider acceptance of the principles of that board among the schools of the country, says that the use of simplified spelling by the daily newspapers is steadily increasing. In the course of an address before the Young Folks' Society of the New Synagogue in East 86th Street, New York, a few evenings ago, he said that the readers of 250 newspapers in various parts of the United States, representing 12,000,000 persons of both sexes, have in the last two years grown thoroughly accustomed to seeing the little words "tho," "thru," "altho," and even "pedagog" and "decalog," scattered through the pages of their daily news.

## American Employees Dinner

The composing room employees of the New York American and Evening Journal held their annual dinner last Sunday morning at Stewart's restaurant, New York city. Richard Martel was the toastmaster, and entertainment was furnished by "Billy" Tracey and his Broadway trio, and Jack O'Donnell and Bob Willis, "laugh makers," Leflingwell's Symphony Orchestra supplied delightful music.

The New York Herald, from January 1, 1900 to January 1, 1916, printed 4,619,316 separate situation wanted ads.

**SALES POSSIBILITIES OF THE UNKNOWN WANT**

**Advertising Problem Is to Analyze Commodity's Uses, Determine to Whom It Should Be Sold, and Tell Your Story So Alluringly as to Arouse Desire of Those Who Need It, Says Hotchkiss.**

[Following is the main substance of an address on "The Sales Possibilities of the Unknown Want," given before the Nashville Ad Club last Tuesday, by W. R. Hotchkiss, of the Cheltenham Advertising Agency, New York.—Ed.]

When we advertising men take a survey of the great public, our customers and prospects, from the windows of the Woolworth Building, or from wherever our watch tower may be, we have to think of the thousands or millions of people as belonging to two main classes: (1) The people who know that they want our kind of goods; and (2) The people who don't know that they want our goods, or who don't even know that our goods exist.

So the advertising manager must have two things constantly in mind: First—What do people want? And his advertising must let them know that he is able to supply that want. That is one vital side of advertising. But the other side is not less important and is too often either neglected or only half done, and that vital question is: What do I want to sell, that I must make people want to buy?

Commerce is constantly demonstrating that millions of people need things very badly, though they don't even know that the things exist.

**MUST CREATE NEW MARKET.**

It is the part of advertising to hammer the unknown want into the public's mind. There are thousands of manufacturers who are working upon this principle, because they have to create an entirely new market for their product. They are producing things that are unknown wants. This means that the article itself must not only be advertised, but its use must be advertised in a manner which will compel the reader to feel the need of it.

The enormous power of advertising in creating new business may be attributed directly to the continuous clever suggesting of the merchandise to the public, creating an intense desire for the goods advertised on the part of people who would never have thought of wanting them. This result is totally overlooked by those advertisers who rely on such general publicity as a pretty picture, or a unique design, in connection with the name of the commodity, in order to stimulate its sale.

For instance, one tobacco concern will simply print the name of its cigarette or tobacco in connection with the illustration of the package, or with the picture of a beautiful woman. On the other hand, the concern that realizes the power of suggestion will tell such a story of the delights that come from smoking that particular brand that every smoker will want to try it and thousands of non-smokers will be tempted to learn to smoke, in anticipation of enjoying the delights that have been exploited.

**MERE PRICE LISTS NOT ENOUGH.**

The store which simply prints a list of prices day after day may win the attention of people who have their minds made up to buy certain things at that time; but such advertising has no more influence in creating desire for the merchandise, than a railroad schedule has in tempting people to travel.

The vital thing for the retail advertising man to think about is—how many things have you got in stock that people either rarely think about, or do not even know exist? How are these things going to be sold if the story is not told in the newspapers?

Did you ever realize how helpless

merchandise was while lying back on the shelves, with no display in the windows, no word about it in the newspapers, and rarely being shown by the salespeople?

A great many merchants think that certain goods won't sell, when the goods have never had a chance.

People have a great many known wants, but you are only getting part of the business when you satisfy them alone.

You must educate them in reference to the unknown want that you can also supply, and thus sell more goods to every customer who comes to your store.

**MAKE PEOPLE BUY OFTENER.**

Again, you must make people buy oftener.

A vastly greater quantity of hosiery could be sold by a store if people didn't darn their stockings so continuously. Many people darn their stockings until you can scarcely see any of the original soles, heels and toes. They need only be educated to the fact that the same amount of labor would be worth vastly more than the small saving from continuous darning. If a man were told what a labor and tax he was putting on his wife by compelling her to continuously darn his old socks, he would have enough compunction to buy the new ones that you want to sell.

With the proper kind of advertising a great many more corsets could be sold. The figures show that, on an average, a woman buys only one corset a year; while many women buy more, thousands of women do not buy one a year, or one in two years. The proper educational advertising would prove to women that an old corset makes her best gowns look bad and spoils her own figure. A similar educational campaign would sell vastly more shoes, blouses, and tooth brushes.

If business were confined to the sales that would be made to people who woke up in the morning with definite wants on their minds, most department stores would have to give up business.

If manufacturers confined their production to the filling of the wants of the public, for things for which they, themselves, found the need, American commerce would shrivel, and the country would be filled with the unemployed.

**UNKNOWN WANT A POWERFUL FACTOR.**

The unknown want is a most powerful factor in making sales, and hundreds of industries depend upon it entirely. We all realize it, when we think about it; but most of us are prone to overlook it, in the rush of our day's work. I am inclined to the belief that one of the greatest wastes in promotion work comes from failing to get the impelling argument for the use of our goods placed, in the most effective manner, before the eyes of the people who really need it.

When goods don't sell readily, the storekeeper is inclined to blame it on the price, and make a reduction that kills the profits. At least half the time I believe that this diagnosis is wrong. I don't believe that the goods have had a chance. Either its story has not been well told, or it has not gotten the attention of the people who need the goods.

**THE GREAT PROBLEM.**

So this is the great advertising problem: (1) To analyze the uses of the commodity, and determine to whom the goods should be sold; (2) To tell the story of the goods in an intelligent and alluring manner—to interest and arouse the desire of the people who actually want your goods; (3) To get your advertising printed in the best possible mediums to reach the people whom you know will want them; or to get your printed matter mailed to the list of names of people who want the goods.

In other words, it is the problem of both merchant and manufacturer to bring together the goods and the peo-

ple who want them, and to tell the people why they want the goods, and to convince them of their need of them.

After that is done the question of price becomes a secondary matter. A cut price is unnecessary; and a fair price is entirely satisfactory to the customer, and the merchant fills a want of his customer, while he makes a profit for himself.

**BANK URGES LIFE INSURANCE**

**St. Louis Paper Carries First of a Series of Novel Advertisements.**

St. Louis, Mo., March 6.—A series of advertisements of a novel sort are now appearing in the St. Louis Republic. The first one was signed by the St. Louis Union Bank and urges the purchase of life insurance by means of premium accumulated by regular deposits in a savings account.

The series will contain ten or more advertisements which will appear at frequent intervals and which will suggest various plans by means of which young men may take out life insurance in an amount proportionate to his necessities, without embarrassment.

This is the first time that a bank has ever voluntarily advertised the business of another financial institution. The officers of the St. Louis Union Bank, however, feel that in promoting the sale of life insurance to the public they are increasing the number of individuals in the community who are actual savers. They feel that the pur-

chaser of life insurance thereby becomes a saver and any saver is a good prospect for life insurance.

The various advertisements in this series will be watched with considerable interest not only by life insurance men, but by the public, who will be interested to see how this great institution will cooperate with those who desire to purchase as much life insurance as they should.

**MUST QUALIFY ASSERTION**

**"Painless" Dentistry Classified as Fraudulent Advertising.**

Manitoba dentists may advertise that they can do dental work without causing pain, but they must not advertise that they can do "painless dentistry" without qualification.

This result was reached by the committee on private bills, which has been considering a bill introduced in the Winnipeg Legislature on behalf of the Dental Association.

It prohibits fraudulent or misleading dental advertising, and in this connection the point arose whether a dentist could honestly advertise "painless" dentistry.

Evidence was given tending to show that 90 per cent. of dental work can be done without causing pain. Assuming the truth of this evidence, the committee decided it could not reasonably deny a dentist the right of proclaiming his skill provided he did not make an exaggerated claim.

# Some Gains

In no other February has

## THE KANSAS CITY STAR

made the gains in circulation and advertising it made during the month just past.

The average daily paid circulation of The Star (both morning and evening) was **10,000 larger** for each issue than during February of last year.

**The increase in advertising was 700 columns.**

	February 1916	February 1915	Gain.
<b>EVENING AND SUNDAY . . . . .</b>	<b>1916</b>	1915	
City . . . . .	<b>105,254</b>	100,117	<b>5,137</b>
Country . . . . .	<b>107,909</b>	103,877	<b>4,032</b>
Total . . . . .	<b>213,163</b>	203,994	<b>9,169</b>
<b>MORNING</b>			
City . . . . .	<b>101,642</b>	96,396	<b>5,246</b>
Country . . . . .	<b>107,935</b>	103,988	<b>3,947</b>
Total . . . . .	<b>209,577</b>	200,384	<b>9,193</b>

**THE WEEKLY KANSAS CITY STAR**

	<b>337,921</b>	327,069	<b>10,852</b>
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**ADVERTISING**

Agate lines . . . . .	<b>1,305,866</b>	1,096,515	<b>209,351</b>
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Spoiled and free copies are not included in The Star's circulation statements.

## THE KANSAS CITY STAR

## EDITOR BRAND DEFENDS GERMAN TONGUE PRESS.

Answers Mr. Harris's Questions Published in This Paper and Declares That German-American Loyalty to the United States Yields to no One—But He Would Instill German Ideas.

CHICAGO, March 8.—"Who among us really knows anything about the influence of the foreign-language press in the United States? . . . What sort of pabulum do they provide for those millions of readers? Particularly, what knowledge and understanding of America and things American do they give? Do they teach American ideas and uphold American institutions? Or do they cherish, foster and inculcate Old World ideas and foreign traditions—religious, social, national, monarchical? Who knows?" asked G. W. Harris, in THE EDITOR AND PUBLISHER, February 19.

Horace L. Brand, the leading publisher of German language newspapers in the West, as an American citizen and from the standpoint of the press he represents, has answered these questions for the benefit of the readers of THE EDITOR AND PUBLISHER.

### WHAT IS AMERICANISM.

Mr. Brand is running in the Sunday editions of the Illinois Staats-Zeitung, his morning newspaper, a series of articles on "What is Americanism?"

Among the contributors have been Prof. Herbert Sanborn, Charles W. Fairbanks, U. S. Senator Lawrence E. Sherman, U. S. Senator William E. Borah, William Jennings Bryan, Prof. Yandel Henderson and George L. Kindel. Other contributors, it is announced, will be Col. Theodore Roosevelt, Prof. David Starr Jordan, Henry Vollmer and Prof. Ellery C. Stowell. Not only is Mr. Brand permitting the articles written by some of the most radical anti-German sympathizers, whose names will be found in the foregoing list, to appear in the Staats-Zeitung, but he is printing the articles in the English language.

Across the top of the page on which the articles appear, is this statement, printed in bold type: "This section printed in the American Language. Gives arguments and descriptive matter which the readers of this paper may send to their acquaintances who cannot read the German newspaper."

### RAPS THE AMERICAN PRESS.

"My answer to what the German language newspapers are doing to instill the idea of Americanism into the minds and the hearts of their readers," said Mr. Brand, "is to be found in the series of articles I am printing. Everyone of them is teaching pure, unadulterated Americanism, and that is more than many of the newspapers printed in the American language are doing for their readers.

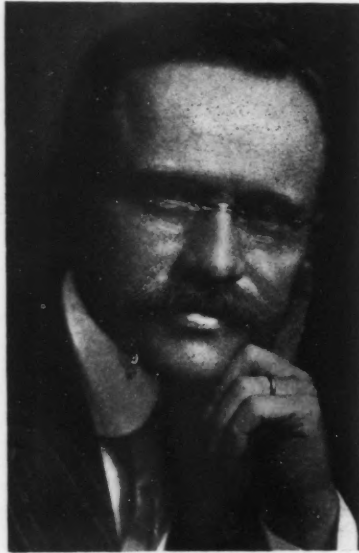
"I worked out this idea of printing these articles because I believed that not only the hyphenated German citizens, but American citizens as well, needed some lessons in Americanism. Most of us believe in Americanism and we know something of the theory of it, but we are not living up to the principles of it as laid down in that famous declaration of Thomas Jefferson: 'Equality for all, and special privilege to none.'

"The German language newspapers are preaching to the German-Americans loyalty to the United States, and patriotism which yields to no one. We are preaching love for Germany as the land of birth. We tell German-American citizens to inculcate into the commercial and political life of the land of their adoption, from among the German ideals, those which they think are for the best interests of the United States, always, however, in peaceful and law abiding manner, and to enjoy here those customs associated with German living, which do not antago-

nize or conflict with the laws or the national aspirations of the United States. I see no harm in a man continuing to use the language of the country in which he is born."

Half of both Mr. Brand's newspapers, however, are printed in the "American language." This is mentioned because in the article quoted from THE EDITOR AND PUBLISHER, an author and lecturer was quoted as follows:

"Now, as to the newspapers printed in foreign languages, I feel person-



HORACE L. BRAND

ally that they are more of a barrier than a help to the Americanization of the immigrant. As I said at the start the interest of men goes with the language they use."

### FOREIGN LANGUAGE PAPERS NO BARRIER.

Mr. Brand disagrees with this statement.

"As the author of those words makes his statement weak by saying that he feels such and such to be the case," Mr. Brand said, "it is hardly fair that I take him up on this point. Any man may feel anything he wishes. He is wrong, though, to feel as he does about the German language newspapers being a barrier to the Americanization of the immigrant, and I already have offered proofs to support my argument, as to how we are instilling the idea of Americanism into the minds of our readers, even if we do print in the German language.

"But further," continued Mr. Brand, "German editors have banded together to fight for some of the principles of Americanism. There is not such an organization among the editors of American language newspapers who should, if things balanced, stand for principles more American than we."

### WHAT GERMAN EDITORS DEMAND.

A meeting of editors of German language newspapers was held two weeks ago in Chicago. It was called together at the invitation of Mr. Brand, Bernard Herman Ridder and Paul Muller, editor of the Chicago Abendpost—Mr. Brand's evening paper. According to Mr. Brand, the editors have taken a definite stand and will use their influence toward the obtaining of an American cable, under Federal control, to assure independent news service; free and open sea for commerce of the United States and unrestricted traffic in non-contraband goods as defined by international law; and the establishment of an American merchant marine.

The editors agreed wholly to support policies that promote American interests and eliminate all undue foreign influences from American life. They also demand the enactment of a law which places an embargo upon the exportation of weapons, ammunition and munitions of war.

### WORTHY OF AMERICAN SPIRIT.

"I submit," said Mr. Brand, "that there is not one of these things that we are working for which is not truly worthy of the American spirit. There have been many accusations, both absurd and serious, made against the German language press. It has been declared unpatriotic, disloyal and traitorous. It has been called the mouthpiece of the German Government. But, right now, on the face of these accusations which are untrue, German-Americans are as loyal and upright as Americans. They would fight for the United States to-morrow if the call came. Cannot some of the credit for this spirit be given the German language press?"

"I am American born, yet I believe what I say about the Germans because I know it to be true. Mr. Ridder is American born and he is the biggest publisher of German language newspapers in the United States. We are both Americans so why should we desire to preach association with the Old World? Like other American newspaper publishers, we are catering to readers, but unlike many American publishers we are not surrendering our principles; rather we are crusading for them."

### JEREMIAH A NEWSPAPER MAN

At Least He Would Have Been One Had Newspapers Existed Then, Says Martin.

Alfred W. Martin, of the New York Ethical Culture Society, speaking at the Sunday evening forum in the society's meeting house last Sunday, said that the Hebrew prophet Jeremiah would have been an editorial writer on the political situation if there had been newspapers in his day. In an age which, the speaker said, politically had much in common with our own, Jeremiah was a living sermon on courage and fidelity to conviction, and his message is strikingly applicable to the economic and political condition of our own time.

"Jeremiah took his stand at the Temple gate and berated the fool-rebels and cheap-patriots and smooth-talkers who tried to defeat the far-seeing policy of the Prophet by cajoling the masses into false security," said Mr. Martin. "His advice was not taken, but the city was, and as a reward for his loyalty to the best interests of the state, he met a martyr's death."

### Secures Unfit Official's Removal

It took a newspaper to remove an unfit and incompetent superintendent of an insane hospital in Nebraska, after the Governor of the State had twice attempted the task and failed. On January 8, the Norfolk (Nebraska) Daily News, through its editor, N. A. Huse, completed a two weeks' investigation of conditions at the State Hospital for Insane at Norfolk, and filed a formal complaint with the State Board of Control against Dr. W. D. Guttery, the superintendent. The State Board, after a thorough investigation, and after Dr. Guttery had been on the witness stand an entire day in his own behalf, on March 4 made public the verdict in the case, finding Dr. Guttery incompetent and removing him from office.

### Germans Blame "Anglophile Press"

At a German mass meeting in Hoboken a few nights ago, according to a Secret Service agent of a foreign Government, copies of a New York German publication urging Germans in this country not to speak English when it was possible to make themselves understood in German, and in every way to further the use of the German language, were distributed. In the same document "the Anglophile press of America" was denounced, and the statement was made that "a high party wall" has been erected between the German and non-German elements in this country.

### ALONG THE ROW

#### HAS A CINCH.

Farmers of Pemiscot County, Mo., are to publish a newspaper. It should contain many a beet.

#### IN VIEW OF RECENT EVENTS.

In the near future we may run across ads in theatrical papers reading like this:

WANTED—Man for Box Office and dramatic critic work.

WANTED—Young man to sell tickets for Gaffery, and furnish theatrical column for Sunday newspapers on lines suggested by the manager.

#### HEARD AT HITCHCOCK'S.

"What's White doing since he left the copy desk?"

"Reading movie scenarios."

"Ah! a jump from ax to acts."

#### STUDY THE FLAG.

We still wonder why some of our well known cartoonists do not take an hour or so off and study the construction of the flag of the United States. During the past week we have seen six cartoons in which Old Glory played an important part, and in all of them the stripes were wrong. Some had five, others six, and one nine red ones, thrown in haphazard, and not properly placed beside and under the blue field. Any old number of stars seems to satisfy the cartoonists, who, when they draw our banner, evidently use a barber's pole for a model.

#### AT THE GATE.

Visitor—"I gave you my card half an hour ago to take to the editor. What became of it?"

Boy—"I got it yet. He's too busy to see you."

Visitor—"But you passed in a most disreputable looking person the moment he mentioned his name."

Boy—"Gee, I should say so. Dat was Knoch-Em-Out Scully from Hoboken."

#### FROM THE SKINNERSVILLE SIGNAL.

"Our contemptible contemporary, in its last issue, indulged in a lot of sarcasm regarding our Thanksgiving number, which we hurl back with the usual scorn. Wishing to encourage home talent, we had Henry Martin, a high school pupil, draw a picture of a turkey for our front page. We wanted a local turkey, and not one furnished by the syndicate boiler-plate plant, such as our C. C. uses, and young Martin produced it. Mike Angelo, or Rembrandt, we admit, might have excelled Martin in turkey technique high lights, and tone harmony, whatever that is, but his turkey was all right, despite the criticism of our C. C. that it 'looked like a feather duster stuck in a sack of potatoes.' We shall continue to patronize home talent. Our turkey pleased our readers, as it had a Skiddersville home atmosphere about it, which no plate matter from New York could catch or express. As soon as we finish printing the Laws of the State of New York, we shall devote the space to a discussion of the vital question of 'How Much Money Should a Husband Hold Out for Car Fares and Lunches?' Now is the time to advance to the subscription window."

#### HEARD NEAR PERRY'S.

"Hello, Jim, where you been?"

"Up in Alaska."

"What doing?"

"Day editor on a paper."

"Quit it?"

"No—it's my time off. The night editor went on four months ago. When daylight comes around again I'll relieve him for six months."

TOM W. JACKSON.

The Alpha Portland Cement Co. has notified publishers that it will cancel advertising contracts with newspapers that persist in associating its advertisements with deceptive, misleading or otherwise objectionable copy.



**CITY EDITORS OF OHIO  
FORM NEW ASSOCIATION**

**Organize for Betterment of Their Papers Through Co-operation and Intelligent Work—Will Admit Copy Readers to Membership — Resolutions Adopted Stress Accuracy, Justice and Fairness.**

LIMA, Ohio, March 5.—At a two-day convention ending to-night the Ohio City Editors' Association was organized, a constitution and by-laws were adopted and the following officers were elected: President, Clyde P. Steen, Lima Daily News; vice-president, A. J. Hammond, Youngstown Telegram; secretary, Miss Mary A. Young, Sidney Journal; treasurer, A. H. Mitchell, Jr., Martins Ferry Times; executive committee, President Steen, A. F. Hardman, Findlay Republican; C. E. Ayers, Mt. Vernon Republican-News; Lucas J. Beecher, Toledo Blade; Frank H. Ward, Columbus Bureau of the Cleveland News and Cincinnati Times-Star.

The constitution of the Wiseonsin City Editors' Association was adopted, which allows copy readers as well as city editors to become members of the Association. The members voted to accept the invitation of George F. Burba, editor of the Dayton Daily News, to hold their July convention in Dayton.

**FORTY-EIGHT ATTEND.**

Forty-eight newspaper men were on hand Saturday afternoon when the session opened with a reception. A banquet was held Saturday night. The menu cards were labelled "Eat Bulletin" and printed on cards bearing the facsimile of a "front" page. Strung on wires overhead were copies of every daily paper in Ohio. Mayor Balliss Simpson welcomed the visiting editors and the response was made by Mr. Steen, organizer of the Association. A. F. Hardman of the Findlay Republican was toastmaster.

Alfred P. Sandles of Ottawa, former president of the State Agricultural Commission, and a probable candidate for the Democratic nomination for Governor at the August primaries, spoke on "What a Newspaper Can Do for Agriculture," making a plea for co-operation between newspapers and the State Agriculture Department to benefit the farmers of Ohio. He pointed out that the country news field should be covered by daily papers.

**BURBA'S REMINISCENCES.**

George F. Burba, a newspaper man of thirty years' experience and secretary to former Governor Cox, delighted the editors with his "Newspaper Reminiscences."

A speaker not on the program but who was kind enough to fill in was David Bowman, editor of the Times-Democrat, and secretary of the National Association of City Editors. He took for his impromptu theme, "Newspaper Ethics," and dwelt in turn on the subjects of faking, of starting stories without foundation and of the things that are commonly done and should not be.

Miss Mary A. Young, one of the two women city editors in Ohio, gave a delightful talk in which she touched upon the work as she saw it—and as well upon what she hoped to do, at least for her own particular paper—the Sidney Journal.

**A WIELDER OF MORAL FORCE.**

Hassal T. Sullivan of Richmond, Ind., president of the National Association, spoke on "The National Association." "We can be a wonderful wielder of moral force," said he. "We are not combining for increased wages—for telling the publisher what to do—but for the betterment of every paper in the land through intelligent work of the city editor."

Sunday morning the business session was held in the Chamber of Commerce auditorium. The following resolution was adopted:

"Be it resolved, that we favor the drafting of a code of professional ethics to be made a part of the by-laws of this organization, wherein we go on record as opposed to 'faking,' reprinting articles from exchanges without credit, the publication of unfounded rumors, and in favor of the general uplift of the traditions of the profession:

"That we consider accuracy the prime requisite of the journalistic profession, and that justice and fairness should be so promoted by our publications as to increase the confidence of the reading public:

"That in starting this organization we believe all efforts should be made to extend the membership until we shall count as members all eligible men in Ohio, the better to spread the principles above set forth and to provide for semi-annual gatherings where we may exchange ideas, hear expert evidence from the leaders of the profession and encourage greater personal acquaintance and coöperation."

**JOURNALISTS AND THE POLICE.**

John W. Beall, Lima's former chief of police, spoke on "Relationship of Police and Newspaper Men." He is a former city editor and firmly believes that publicity helps rather than hinders the police in gathering in criminals.

A general discussion of such subjects as "Assignments," "Fakes," "Live Wires," and "Beats," followed, all present taking part.

By unanimous vote George F. Burba was made the first honorary member of the association.

**THOSE WHO REGISTERED.**

Those who registered at headquarters were: C. F. Hanlon, Findlay; Howard A. Amos, Sidney News; J. H. Diamond, Lima News; George F. Burba, Dayton News; W. G. Hoffer, Wapakoneta News; J. H. Collins, Van Wert Times; A. P. Sandles, Putnam County Sentinel; A. W. Nichols, Delphos; T. T. Galvin, Lima News; F. H. Ward, Columbus; B. H. Simpson, Lima; W. A. Campbell, Lima Republican-Gazette; Clyde P. Steen, Lima News; D. W. Bowman, Lima Times-Democrat; C. M. Madison, Postoria Times; C. H. Haddox and R. D. Moore, International News Service; W. A. Ritzel, Warren Chronicle; J. Earle Miller, Lima Republican-Gazette; C. F. Price, "vet," Lima; L. E. Judd, Coshocton Tribune; E. B. Yale and Clyde Miller, Waynesfield Chronicle; Joe Miller, Newark Advocate; G. W. Freeman, Lima Times-Democrat; J. H. Blattenberg, war correspondent, Lima; W. H. Joos, Whitaker Paper Company of Lima; H. A. Dooke and R. C. Gensel, Lima Times-Democrat; H. T. Sullivan, Palladium, Richmond, Ind.; J. W. Fisher, Wapakoneta News; F. R. O'Hanlon, East Liverpool Evening Review; Mary R. Young, Sidney Journal; C. E. Ayres, Mt. Vernon Republican-News; Florence Mullin and George N. Coe, Lima News; Carl Thomm, Lima Courier; Marie Neville Nagel, Lima Times-Democrat; F. G. McCracken, Bellefontaine Examiner; Clarence Keller, Lima Star; A. H. Mitchell, Jr., Martins Ferry Times; W. P. Nelly, Lima Times-Democrat.

**PRESS CLUBS & ASSOCIATIONS**

The heads of the various daily newspapers and publishers of important magazines of New Orleans, will be the speakers at the second symposium of the New Orleans Press Club, to be held in the club rooms, 117 St. Charles Street, New Orleans, on Tuesday night, March 15. The first event of this kind took place December 10, when ten laymen told the publishers how the newspapers could assist in the civic movements and the development work so well under way. At the symposium, March 15, representatives of the newspapers will give their answers to the laymen.

The executive committee of the Missouri Press Association has decided to

hold the fiftieth annual meeting of the Association in Kansas City, Mo., in September. The regular summer convention will be held the first week in May during journalism week, at Columbia, Mo. Members of the committee are: J. Kelly Pool of the Centralia Courier, president; J. E. Tucker of the Parkville Gazette, treasurer; E. B. Roach of the Carthage Democrat, Earl Hodges of the Mokane Missourian; Fred E. Keyes, of the Volksfreund, of Jackson, and Walter Ridgeway, of the Fayette Advertiser, vice-presidents, and Mitchell White, corresponding secretary.

The Cuvier Press Club of Cincinnati, Ohio, has elected the following officers for the ensuing year: Edward Steinborn, first assistant city editor of the Times-Star, president; George S. McDowell, financial editor of the Enquirer, first vice-president; Arthur R. Morgan, vice-president of the United States Printing Company and treasurer of the United States Playing Card Company, second vice-president; David Cohen, of the Cohen Printing Company, third vice-president. Walter Bohrer, president of the Monarch Tool Company, treasurer; manager A. Bart Horton, secretary.

Among the speakers who will appear in the programme for journalism week at Columbia, Mo., during the first week in May are John Stewart Bryan, editor of the Richmond (Va.) Times-Dispatch; Courtland Smith of New York, president of the American Press Association; Edwin L. Shuey of Dayton,

Ohio, president of the American Association of National Advertisers; Frederick W. Lehmann of St. Louis, C. N. Marvin of the Shenandoah (Ia.) Sentinel-Post. Arthur Brisbane, editor of the New York Journal; E. E. Taylor of the Traer (Ia.) Courier; E. B. Lilley of the St. Louis Republic; J. J. McAuliffe of the St. Louis Globe-Democrat and W. H. Hanny of the St. Joseph News-Press. The event will be concluded with a made-in-America banquet.

At the meeting of the Woman's Press Club of Cincinnati, Ohio, on Saturday, Miss Alma S. Fick gave "A Narrative," and Mrs. Lorena E. Schellenbach "Thumb-nail Sketches." Miss Alice M. Long, who has had a wide experience as a writer of short stories, read a paper on the subject, "Modern Tendencies in the Short Story."

The men engaged in newspaper making in Jacksonville, Florida, have organized a Press Club with the following officers: Byron McG. West, Times-Union, president; A. E. Lamberton, Metropolis, vice-president; O. M. Johnson, Metropolis, secretary, and H. L. Crawford, Times-Union, treasurer. These officers, together with Ernest Metcalf, of the Times-Union, constitute the board of directors. The object of the club is to promote closer relations among the newspaper men in Jacksonville and the State, as well as to maintain the profession on as high a plane as possible. It is also expected that the club will take an active interest in all civic matters calculated to benefit Jacksonville and the State.

*The Circulation of*  
**The Philadelphia Bulletin**  
*during February reached the highest point ever attained by a daily newspaper in the State of Pennsylvania*

The following statement shows the actual circulation of The Bulletin for each day of publication in the month of February, 1916:

1.....	407,157	16.....	400,478
2.....	397,496	17.....	400,089
3.....	394,709	18.....	402,649
4.....	402,806	19.....	388,930
5.....	398,336	20.....	Sunday
6.....	Sunday	21.....	402,361
7.....	399,524	22.....	374,531
8.....	395,556	23.....	407,687
9.....	398,560	24.....	400,405
10.....	398,573	25.....	399,238
11.....	397,659	26.....	398,899
12.....	378,066	27.....	Sunday
13.....	Sunday	28.....	406,317
14.....	395,674	29.....	404,983
15.....	396,286		

Net paid daily average for February, 1916.

**397,679** copies  
a day

Average for February, 1915—346,008 Copies a Day

The Bulletin's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

**WILLIAM L. McLEAN,**  
Publisher.

Philadelphia, March 4th, 1916.

TO ADVERTISERS—You can at one cost reach practically all consumers and dealers in the third largest market in the United States by concentrating in the one newspaper which is read by nearly everybody in Philadelphia.

# The Intertype Stands for Fair

## ANNOUNCEMENT

**TO PUBLISHERS AND PRINTERS:**

*Dear Sirs:*

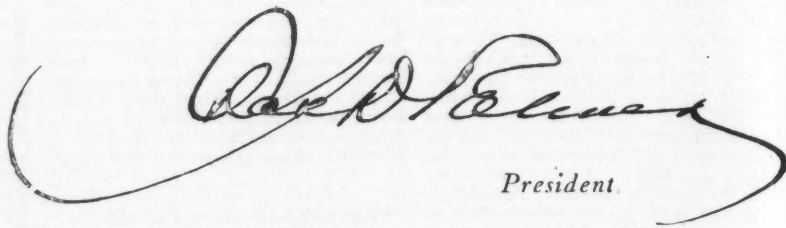
As one of the final steps of the reorganization of the International Typesetting Machine Company, the Reorganization Managers purchased for \$1,650,000 all of the assets of that Company. Those assets have been in turn acquired by this Corporation, chartered for that purpose.

Among those assets are one of the most modern and best equipped manufacturing plants in this country and all the patents, rights, etc., covering a line-casting machine of tried efficiency. The Corporation has also taken over the services of the highly skilled technical staff developed by its predecessor and held intact during the period of reorganization. So equipped this Corporation starts its career free from bonded or unsecured indebtedness and provided with ample cash resources. Its policy and operations will be determined and directed by a Board of Directors of known business and financial standing.

For information regarding its ability to meet its engagements you are referred to its bankers, the American Exchange National Bank, the Chase National Bank and the Equitable Trust Company, of New York, the Brooklyn Trust Company, of Brooklyn, and the Union Trust Company, of Providence, R. I.

It has been reliably reported to me that a rumor has been industriously circulated to the effect that the property was acquired merely to protect the interests of former bondholders and with a view to resale and liquidation. I characterize that statement as absolutely without foundation. The purpose of the Board is to continue uninterruptedly and permanently the manufacture and sale of Intertype machines and supplies, and to deal with the Printing Trade on the basis of fair play, fair prices and fair profits.

*The right of this corporation to manufacture and sell Intertype machines has been sustained by decision of United States Court of Appeals, dated November 9th, 1915, and by United States District Court, dated March 1st, 1916. For particulars see our announcement folder.*



President

*Our Success Is Your Insurance Agency*

### INTERTYPE CORPORATION

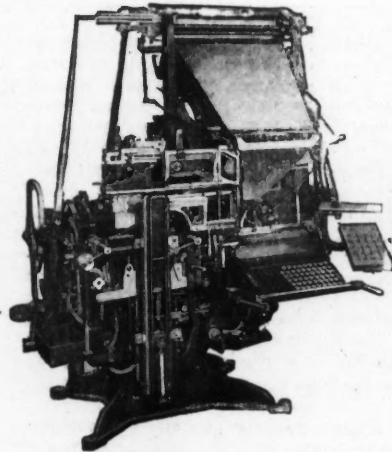
WORLD  
RAND M

Fair Play, Fair Prices, Fair Profits

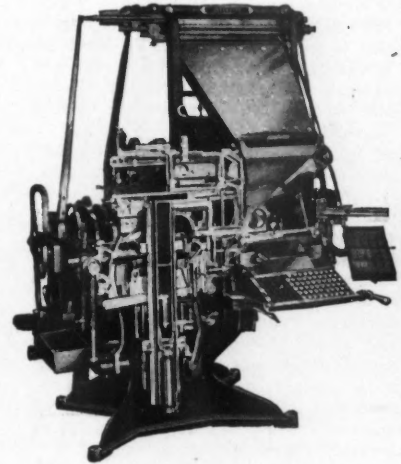
## WE OFFER



MODEL A  
Single Magazine Machine



MODEL B  
Two Magazine Machine.



MODEL C  
Three Magazine Machine

### STANDARDIZED AND INTERCHANGEABLE MODELS

These machines are equal in material and workmanship to any slug casting composing machines on the market and superior at many points in design and construction.

### MODELS X AND Z

Are standard Linotypes rebuilt with Intertype parts and improvements into efficient, reliable machines particularly attractive to country publishers in restricted fields because of price, terms and dependability.

### SUPPLIES AND MATRICES

For Linotypes are accurately made and of the best material and workmanship.

**1076**

Intertypes  
in use

**F**OR three years the Intertype and Intertype supplies have stood the daily grind, under most critical observation in hundreds of offices, and made good.

**3900**

Users of Intertype  
Parts

*Against A Return To Inflated Prices*

WORLD BUILDING, NEW YORK.

316 CARONDELET ST., NEW ORLEANS, LA.

AND McNALLY BUILDING, CHICAGO, ILL.

86 THIRD ST., SAN FRANCISCO, CAL.

# EDITORIAL

## THE SUPREME COURT OF THE UNITED STATES HAS SPOKEN!

**T**HAT tribunal which, under our system of government, is empowered to speak the last word on disputed questions of law, has spoken on the matter of trading stamps and coupons.

The Supreme Court of the United States has, once more, settled a serious contention IN THE INTEREST OF THE PEOPLE.

The decision handed down on Monday, reversing decisions of Federal Courts in the States of Washington and Florida, and establishing the full rights of these States to impose taxes, and to otherwise regulate or abolish the use of trading stamps and coupons, represents something DEFINITE, something tangible, in the fight that is being waged against an economic evil of major importance.

As outlined in our news columns, the decision revitalizes legislation which had been set aside by the lower courts in about thirty-five States.

It means that the test cases on which the lower courts ruled adversely to the States may be reopened; and, with the precedent of the present decision of the Supreme Court controlling, these courts must reverse their former opinions, and thus validate these laws as of the dates of their enactment. It strikes away at one blow the absurd contentions that these devices for taxing credulous people, for the profit of big promoters, are entitled to recognition as advertising. It hands back to the States their sovereign rights to prevent the exploitation of their people through specious trade lures.

THE EDITOR AND PUBLISHER started its campaign of education against these devices less than one year ago. This newspaper appeals to the class of people indicated by its title—the men who create and direct public opinion in this country. It seemed to us peculiarly within our province to try to persuade editors and publishers of newspapers to consider seriously and deeply the menace to the public interests which this economic fallacy held. It was a fallacy feeding and growing upon credulity, and taxing it. It is now said that this tax was levied annually upon a volume of merchandise sales amounting to three and a half billions of dollars; and that, through the system, there have been distributed annually premium goods to the reputed value of a hundred and twenty-five millions of dollars.

As the management of this newspaper viewed it, and still views it, this huge Old Man of the Sea had no rightful place upon the back of the Sinbad of retail trade. It was an unnecessary burden upon the retailer and upon the consumer. The waste, the direct waste, represented by unredeemed stamps and coupons, meant a huge profit each year to the promoters. The system had, and has, no more legitimate place in trade than would have some adaptation of the lottery idea.

With these convictions THE EDITOR AND PUBLISHER entered the lists. What we have accomplished in the direction of clarifying the thought, and influencing the attitude, of editors and publishers of daily newspapers on this economic abuse is current history.

The fight has been cleanly fought; it will be cleanly carried forward, and cleanly won—without malice, without thought or prospect of gain, but in the interests, primarily, of the newspapers and their advertisers; in the interests, finally, of the American people.

The laws enacted in Washington and Florida, now upheld by the Supreme Court, may not be the wisest that can be formulated; but they do embody the vital principles involved in all such legislation, and the sanction of the Supreme Court "clears the track," gives an undisputed right of way to other States, so that statutes may now be framed on quibble-proof lines.

The fight has just begun—in that, now, the lines on which the battles may be waged are clearly defined.

There remains the task of the editors and publishers of newspapers to educate their readers and their merchants—to create an enlightened public opinion which shall sweep away this destructive and demoralizing system, and eliminate it wholly

**I HAVE seen many clever men, very clever men, who had not shoes to their feet. I never act with them. Their advice sounds very well, but they cannot go on themselves; and if they cannot do good to themselves how can they do good to me?—Rothschild.**

from the processes of trade. Much may be accomplished, in cities that are stamp-ridden and coupon-deluded, if the newspapers will utilize some of the mass of material which we have given to them on this subject through the columns of this newspaper during the past year. For, in these appeals to common sense, we have punctured every bubble of false contention made in behalf of these devices—and we shall continue to do so as occasion offers.

The National Retail Dry Goods and other retail Associations have fought this evil stoutly and without compromise. THE EDITOR AND PUBLISHER has fought the fight from its peculiar angle of vantage on the firing lines. The Supreme Court has uttered its dictum. Tacitly the fight is won—but at this stage it behooves us to "consolidate our gains," as the war communique phrase it, and to not merely hold the conquered ground, but to hold the offensive.

The fight is your fight—if you are a newspaper owner or editor. What part are you taking in it?

### WHOSE DOLLARS?

[Written for THE EDITOR AND PUBLISHER by the publisher of a New York daily newspaper.]

**A** GROUP of well-meaning advertising men headed by the president of the Associated Advertising Clubs of the World offers to the Naval Advisory Board about a million dollars' worth of advertising space. Whose dollars are they offering? Are they employees or representatives of stockholders, or are they sole owners of the property they offer to give away?

Whose dollars can a man give away? Surely nobody's but his own.

Newspaper proprietors ought never to lose sight of the fact that every agate line and every square inch of white space is worth just so much money, more in some cases than in others. When space is donated or given away it means just so much money out of the cash drawer.

Whose dollars are spent in Great Britain to encourage enlistment and to sell Government bonds? The people's money. The newspapers are paid for every dollar's worth of publicity in the form of advertising space. In the United States the newspapers pay not only the usual State and national corporation taxes, but they are now paying war revenue taxes on the shipment of newspaper bundles; they are paying a heavily increased cost for metal, ink, printers' rollers, paper, and all other supplies entering into the manufacture of a newspaper.

Is the ham manufacturer giving away his hams in the interest of preparedness because, when war breaks out, hams make good soldiers' food? Is the rifle manufacturer giving away his product? Has the powder manufacturer or the steel manufacturer offered to donate his outfit or a part of his outfit? Is he offering to sell his supplies to the Government at less than cost? Then why call upon the newspaper owner to generously and charitably give away something that enables him to earn an honest living?

The taxpayers in America want no charity. They can pay for everything they desire or need. If they want preparedness or expenditures, military or naval, they do not need donations from well-meaning citizens.

Newspaper proprietors cannot afford to encourage the false impression that newspaper space costs little or nothing when newspapers are struggling under a heavy load in many cases to pay moderate dividends to their stockholders.

## THE ATTEMPT TO FENCE IN FIFTH AVENUE

**L**AST Sunday's New York papers carried a page ad of a somewhat sinister kind. It was headed "Shall We Save New York?" It related, in some detail, the encroachment of loft buildings on the side streets, in the vicinity of the Fifth Avenue shopping district, above 33d Street; pointed out the danger of permitting manufacturing concerns to utilize the advantages afforded them by the new and modern loft buildings that have been erected in this zone. Summed up, this danger consists in the presence of working men and women, in large numbers, in an aristocratic locality. These workers have a habit, during their lunch hour, of "taking the air," and it is manifest, from the stand taken in this matter, that the rarefied air of Fifth Avenue is not for them.

The ad is signed by the leading members of the New York Dry Goods Association. It was published, as it is probable that others will be published, at the expense of the members of this Association. Some newspapers were requested to accept the copy and to charge it up to this or that member of the Association, as covered by his contract for store advertising space in such papers, thus securing a lower rate than would otherwise apply.

The New York Dry Goods Association is a powerful organization. Time and again it has attempted to dictate advertising rates and conditions to publishers of New York papers. Messrs. Hearst, Pulitzer, and Bennett have found many occasions for curbing the inclinations of these merchants to interfere in the advertising policies of their papers. Now the organization has undertaken to stem the tide of the city's commercial life, to control the matter of manufacturing locations for important industries. The businesses affected most directly in this fight are those engaged in the manufacture of wearing apparel for women. To such manufacturers these merchants give notice that, unless they stay away from the vicinity of Fifth Avenue, "preference" will be given, in their purchases of stocks, to firms located outside of the zone. A date is fixed on which this threat is to be put into effect.

There may not be anything in our conspiracy laws to reach and cover this threat. But there is a sense of fair play which governs Americans, and which resents attempts at coercion of this sort with hot indignation. Public opinion is still an important consideration with merchants, and public opinion will properly appraise this absurd attempt to establish a dead line about aristocratic Fifth Avenue.

It is perfectly proper for the newspapers to accept this advertising; and, as guardians of public rights, it is mandatory upon them to point out to their readers the menace to all business, to all liberty in business, of this movement—and to see to it that, in this instance at least, advertising will not "pay."

**A** CONTEMPORARY in this field of trade journalism, in its issue of February 26, 1916, printed an address on the "Bulldog" editions of Sunday newspapers, as delivered at the I. C. M. A. Convention by R. J. Corrigan. It is an interesting matter—that was why THE EDITOR AND PUBLISHER printed it in its issue of July 3, 1915.

**T**HE professional free space grafter serves his employer at the expense of the newspaper so careless as to become his victim, and of the advertiser who pays for the space he himself uses in that newspaper. To require payment from one advertiser while permitting another to get his message "over" through the news columns, flavored and doctored and colored as "news," is not merely bad ethics. It is injustice. It is unfair discrimination against legitimate advertisers.

**A**LL good advertising has news value. It is because of this fact that a great deal of it gets into the paper, not through the counting room, but through the editorial rooms. The exploiters of the news space of a paper are shrewd enough to capitalize the editorial zest for news—and that is why the editor ought to know a great deal about advertising!

## P E R S O N A L S

NEW YORK CITY.—William R Hearst and Mrs. Hearst will give a costume Bohemian party at their residence on Riverside Drive, this evening. The costumes will be taken from figures and paintings of Bohemian life.

A. R. Parkhurst, who had charge of the "lobster trick" on the Evening Telegram, has accepted a position with the New York American. His place on the Telegram has been taken by Owen Connor.

Ralph Pulitzer, editor of the World, who lives at Manhasset, L. I., has been selected as primary candidate for delegate to the Democratic National Convention.

Charles A. Selden, city editor of the Evening Post, has resigned and taken a position on the Sunday Magazine of the Times. Walter B. Hayward, assistant city editor of the Evening Post, has also resigned and taken a position as assistant to Alden Marsh, editor of the Sunday Magazine of the Times.

Don Herold, formerly of the Hollenbeck Press, Indianapolis, Ind., is doing advertising service work on the Evening Mail.

Frank M. O'Brien, who conducted the Mail Shute column on the Evening Mail, has resigned to go with the Munsey Magazine. The Mail Shute is being conducted for the present by Clement Wood, who conducted the Callum column.

J. W. McConaughey, formerly of the Evening Journal, and lately of the Press, will join the staff of the Evening Mail tomorrow.

V. V. McNitt, manager of the Evening Mail Syndicate, is on a tour of the West that will take him to the Pacific Coast. He is travelling in the interest of the syndicate, particularly the Goldberg feature.

J. H. Haselwood, who returned recently to the copy desk of the Evening World, after a six months' illness, has been obliged to return to the hospital for a further operation for appendicitis.

John Holme, of Iceland, St. Paul, San Francisco and Chicago, has been for several weeks a member of the city staff of the Evening World.

Clifford Meek, formerly a cartoonist on the Evening Journal, is now in business for himself at 200 Fifth Avenue.

Lockwood Barr, former city editor of the Wall Street Journal, has joined the firm of J. H. Oliphant and Company, as head of the investment service department.

John J. H. Gordon, prominent civic worker of Bath Beach, has been selected by the anti-Ward forces of that borough to make a fight for the Democratic leadership of the Sixteenth New York Assembly District. Mr. Gordon is a reporter on a New York city newspaper.

Stephen H. Horgan, formerly of the Tribune, and latterly with the Farmer-Zehr Engraving Company, is now connected with F. A. Ringler and Company. Mr. Horgan is an expert in photo-engraving and is the author of a book on the subject.

Edward A. Morse, formerly on the editorial staff of the Brooklyn Eagle and of the New York Tribune, and later Assistant Secretary of the New York State Charities Aid Association, has been appointed Director of the Atlantic Division of the American Red Cross, with headquarters in New York.

E. W. Bliss, of the war desk of the Morning World, has returned from a month's stay in Barbados, where he went for a much needed rest.

Nelson H. Cobligh, the veteran cable editor of the Morning World, is confined by illness to his home in Brooklyn.

George Herbert Daly, formerly sporting editor of the Tribune, is now sporting editor of the Morning World. James E. Dever, the old sporting editor of the

**M**ANKIND is not only the whole in general, but every one in particular. Every man or woman is one of mankind's dear possessions; to his or her just brain, and kind heart, and active hands, mankind entrusts some of its hopes for the future.—Stevenson.

World, has taken a position on the city copy desk of that paper.

Frank E. Perley, formerly secretary to Governor Higgins, and also State Tax Commissioner, has returned to the Morning World. Mr. Perley was for many years political editor of the World before becoming secretary to Governor Higgins.

Frank J. Brunner, telegraph editor and manager of the news service of the Tribune, has resigned to take two months' vacation. He has been succeeded by T. E. Niles, formerly of the District Attorney's office under Mr. Perkins.

Harold M. Harvey, formerly of the Grand Rapids (Mich.) Press, is now on the reportorial staff of the Tribune.

John Casey, of the Chicago Tribune and other Western newspapers, is now on the reportorial staff of the New York Tribune.

**O**THER CITIES.—Ben F. Lawrence, business manager of the Indianapolis (Ind.) Star, was a visitor in Louisville, Ky., last week, where C. F. Gladfelter, general manager of the Herald, and Charles A. Segner, managing editor of the Herald, took him in tow and showed him the sights of the Kentucky metropolis.

D. E. Town, of Chicago, general manager of the Shaffer group of newspapers, was in Louisville for a day or two last week, returning to Chicago on Friday.

Bert E. Barnes, formerly of the Worcester Telegram and Boston Herald staffs, and recently editor of the Hillsdale (Mich.) Daily News, has returned to the Detroit Journal where he is employed on the copy-desk. Mr. Barnes was at one time connected with the Journal in the capacity of telegraph editor, and has also worked on the copy desk of the Indianapolis News.

Rand W. Dustman has been made chief of the Columbus (O.) Bureau of the Associated Press, succeeding J. W. Marksherry, who has been transferred to the Cleveland office. Mr. Dustman was formerly stationed at the Chicago office of the A. P., and later was at Des Moines, Ia.

Presley T. Atkins, for eighteen months city editor of the Lexington (Ky.) Herald, has been appointed State editor of the Louisville Courier-Journal.

Louis C. Fehr, formerly of the Times staff, is acting as promotion advisor for the Jewish War Sufferers Bazaar and Fair to be held at the Grand Central Palace, March 25 to April 3. An appropriation of \$3,000 has been set aside for newspaper advertising.

John T. Collins, editor of the Monticello (N. Y.) Republican, and chairman of the Orange County Republican Committee, has been appointed superintendent of weights and measures for Orange county, at a salary of \$2,500 a year and expenses.

J. E. Williams has resigned his position with the Troy (N. Y.) Times, and assumed the management of the Darien (Conn.) Review.

Arthur Lloyd, proprietor of the Brandon (Man.) News Agency, has enlisted with the Seventy-ninth Canadian Battalion.

J. Bruce Sutherland, sporting editor of the Daily News of Nelson (B. C.) is

now a member of the Fifty-fourth Kootenay Battalion.

J. J. Kerr, for more than four years news and telegraph editor of the Calgary (Can.) Morning News, has been attached to the One Hundred and Twenty-eighth Canadian Battalion, stationed at Moose Jaw, Sask.

S. A. Monger has resigned his position as editor-in-chief of the Dubuque (Iowa) Telegraph-Herald, and been appointed general deputy field agent of the income tax department of the internal revenue service.

Walter F. Miller, editor of the Colbert (Ala.) County Reporter, has announced his candidacy for presidential elector for the State-at-large.

Burl Armstrong, of the Los Angeles (Calif.) Times, has been elected secretary of the Republican Club of Los Angeles County.

Richard W. Buchanan has resigned the city editorship of the Tacoma (Wash.) Daily News, and accepted the city editorship of the Seattle Times.

George D. Love, a Newark (N. J.) newspaper man, has been appointed field secretary and publicity manager of the Newark branch of the National Security League, Inc.

John A. O'Hearn, formerly city editor of the Lawrence (Mass.) Daily Eagle, has been appointed private secretary to Congressman Michael P. Phelan, of Lawrence.

John G. Longsdorf, formerly court house reporter of the Harrisburg (Pa.) Patriot, has joined the staff of the Erie (Pa.) Dispatch.

J. M. Satterthwaite, editor of the Douglas (Kan.) Tribune, is a candidate for State Senator from Butler county, Kan., to succeed Senator J. D. Joseph, Democrat, of Whitewater, Kan.

W. B. Moise, formerly connected with the San Francisco Bulletin, has gone to the copy desk of the Sacramento Bee.

John B. Howe, editorial writer of the Syracuse (N. Y.) Herald, has been appointed judge of the editorial writing contest to be conducted for the students of Syracuse University, by the Pi Delta Epsilon Society, the honorary journalistic society of the University.

Col. G. C. Porter, who has been news editor of the Winnepeg (Man.) Telegram, for several years, has resigned to become editorial manager of a large syndicate of daily papers in eastern Canada and the United States.

Frank B. Carter, who has been news editor of the St. John (N. B.) Telegraph, for several years, has severed his connection with that paper. He will go to his farm in Barnesville, in the near future, where he plans to lead a less strenuous life than one can hope to enjoy at a newspaper desk.

Tilden Adamson, formerly city editor of the Atlanta (Ga.) Journal, now director of the New York Bureau of Contract Supervision, paid Atlanta a visit, after eleven years' absence. He is a brother of "Bob" Adamson, now fire commissioner of New York, who was also formerly connected with the editorial staffs of the Atlanta Journal and the Atlanta Constitution.

Verne Marshall, who has been managing editor of the Grand Rapids (Mich.) Evening Gazette, for two years, has given up his place temporarily to go to the front for the Allies.

Dan C. Nolan, editor of the Yonkers

(N. Y.) Daily News, was the principal speaker, on Thursday night, at the twenty-fifth anniversary dinner of the Yonkers Council of the Royal Arcanum, held in the Park Hill Inn, that city.

Manford Evans, editor of the Thompson (Ia.) Courier, has been devoting some of his time in recent years to writing for the stage, and as a result now has at least a half dozen plays on the boards. One of his first efforts was "The Tramp Printer," a Southern comedy drama, with a newspaper man in the leading rôle.

**P**HILADELPHIA.—David J. Smiley, of the editorial staff of the Bulletin and a former city editor of the Public Ledger, has been again made city editor of that paper and will today assume his new responsibilities.

Howard Shelley, operatic "press impresario" well-known newspaperman, has abandoned this city for Pittsburgh. His genial personality, no less than his distinguished colonial ancestry, gave him a two-stick "vale" in Nancy Wynne's column in the Evening Ledger.

Margaret O'Reilly, a clever Dublin woman, writer of several books of Irish folk-lore, and editor of the Home-Maker's Page of the Ledger, spoke on "Irish Wit and Humor" in the parish-house of St. Margaret's Church, in North-berth recently.

Tom Daly, of the Evening Ledger, gave the fourth of his talks in a series at St. Joseph's College, this week. His subject was "Humor and Humorists of the Eighteenth Century."

Paul McC. Warner, of the Washington (Pa.) Observer, has been made New Jersey editor of the North American, succeeding H. F. Eames, who goes on the State desk. Herbert L. Grimm, who was State editor, has gone "back home" to Waynesboro, Pa.

John A. Slemmons, day city editor of the Record, has left that paper to go into the insurance business.

A. R. Stanley, of the Public Ledger staff, who personally conducted the party of seventy tourists that won in the circulation competition, arranged by that paper, last summer, for a 10,000 mile trip to the two expositions on the Pacific Coast, was elected president of the "See America First Tourists' Association of Philadelphia," at the recent dinner-dance given by the successful contestants. The members are planning to go to the Yellowstone next summer.

Rowe Stewart of the Record, told the Rotary Club, at a recent weekly luncheon, of the many attractions which will make the A. A. C. W. Convention the most notable ever held, and bespoke the cooperation of the club members.

Phillip Kind of the Poor Richard Club, on March 1, made an address at the Baltimore Ad Club on the same subject.

A. E. Story, who handles the financial advertising on the Evening Telegraph, was in New York Friday making his regular calls among the advertising agencies and financial houses.

Billy Weart, the baseball editor of the Evening Telegraph, has just returned from a conference with several other metropolitan baseball editors.

Sholom Aleichem, popularly known as the Jewish Mark Twain, and the "first Hebrew humorist in the world," was given a reception last week in the Metropolitan Opera House. The distinguished guest came to Philadelphia from Lakewood, where he had been spending several weeks. On his arrival in this city he was met by a committee consisting of M. Katz, literary editor of the Jewish World, A. Frumkin, city editor of that paper, J. S. Prenovitz, city editor of the Jewish Daily Forward, and Nathan Fleisher, city editor of the Jewish Warheit. Many prominent persons attended the reception.

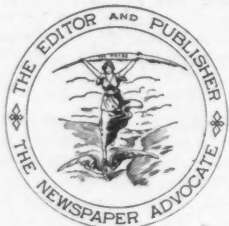
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## The Editor & Publisher and the Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS  
AND ADVERTISING AGENTS

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

Issued every Saturday—forms closing one  
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by The Editor and Publisher Co., Suite 1117  
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Private Branch Tel. Exchange Beekman 4330.



The Journalist, established 1884; The Editor  
and Publisher, 1901; The Editor and Publisher  
and The Journalist, 1907. James Wright  
Brown, President; E. D. DeWitt, Treasurer;  
Frank Le Roy Blanchard, Secretary.

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

### PERSONALS

**BOSTON.**—Harry E. Maule, editor of  
Short Stories, Garden City, New  
York, and Hugh Pendexter, who writes  
many short stories for the leading  
magazines, but who was formerly a  
Rochester (N. Y.) newspaper man,  
were the guests of Roy Atkinson and  
H. Lyman Armes at "Rolling Stones"  
Friday night. Mr. Pendexter has sold  
the moving picture rights of many of  
his short stories.

C. B. Carberry, managing editor of  
the Post, has been ill with the grip.

Thomas Greenall, of the Record, is  
calling the attention of his friends to  
the fact that they can now regulate  
their watches by the clock above the  
new Record bulletin board.

Morris Scott, for many years cartoonist  
in the sporting department of  
the Post, is under the weather and  
while he is resting "Eddie" McGrath is  
drawing the cartoons.

Harold Johnson, who was reported to  
be editor of the Traveler, writes that  
he is day city editor of the Herald.  
This is also stated by Ernest H. Gruening,  
managing editor of the Traveler.  
Mr. Johnson says he is filling the  
position left vacant by Jack S. Connolly,  
who went to Washington as private  
secretary to Congressman Carter.

Joe Mitchell Chapple, editor of the  
National Magazine, spoke on his im-  
pressions of famous men before the  
Now and Then club of 600 members at  
Salem, Mass., last week.

"Eddie" Keevin, who is remembered  
in sporting circles as the manager of  
Matty Baldwin and Jimmie Walsh, is  
promoting circulation for the Boston  
Record in the Dorchester district, which  
is the bailiwick of Ex-Mayor John F.  
Fitzgerald.

**CLEVELAND.**—Emmett Finley,  
make-up editor of the Cleveland  
Press, has resigned to go into business  
for himself.

E. S. Sortman, formerly with Chicago  
newspapers, now is a member of the  
advertising staff of the Cleveland  
Leader.

Henry P. Edwards, baseball expert of  
the Cleveland Plain Dealer, is covering  
the performances of the Indians in the  
Southland. A. L. Jappe, of the News,  
is doing the same. H. T. McDaniel is  
looking after the interests of the Leader  
at New Orleans.

E. A. Smiley, well-known Cleveland  
newspaper and advertising man, is do-

ing the publicity work for the Ameri-  
can Woman's Exposition. One of his  
stunts in connection with the show was  
to get the consent of Mrs. Woodrow  
Wilson to press a button in Washington  
that lighted the Actors' Fund booth at  
the Coliseum on opening night.

W. S. Kies, vice-president of the Na-  
tional City Bank of New York, was the  
speaker at the Cleveland Advertising  
Club's mid-week meeting this week.

W. N. Albertson, draftsman, won the  
\$6,000 house offered by the Complete  
Building Show by selecting the title  
"The Power Behind the Pianos" for the  
sketch made by Harry Temple, of the  
Cleveland Plain Dealer.

C. S. Johnson, manager of the com-  
posing room of the Cleveland Press,  
addressed compositors at the Graphic  
Arts Exposition held at the Cleveland  
Advertising Club this week.

Benjamin Karr, editorial writer of the  
Cleveland Leader, lauded Henry Ford  
for his efforts to end the war, during a  
speech before the Cleveland Advertising  
Club, and said if the war is ended even  
one week quicker because of these ef-  
forts, Mr. Ford will be amply repaid.

W. H. Robinson, of the Cleveland  
Leader; William A. Mayborn, of the  
Cleveland Press, and Harris W. Robert-  
erts, of the Cleveland Plain Dealer,  
experts on real estate advertising, ad-  
dressed the members of the Cleveland  
Real Estate Board on various phases  
of this form of publicity.

**PITTSBURGH.**—Alexander P. Moore,  
president of the Pittsburgh  
Leader Publishing Company, who is  
an ardent Roosevelt champion, is  
slated as a delegate from the Pitts-  
burgh district to the next Republican  
National Convention. He favors the  
nomination of T. R. for the presidency.

F. E. Ruslander, formerly financial  
editor of the Pittsburgh Dispatch, is  
now reading copy on the New York  
American. He was succeeded on the  
financial desk by Ernest H. Heinrichs,  
for years publicity manager of the  
Westinghouse interests.

Richard J. Farrell, formerly star re-  
porter of the Pittsburgh Gazette-Times  
and latterly connected with the City  
Planning Commission of Pittsburgh, is  
now associate editorial writer on the  
Pittsburgh Dispatch.

Walter C. Merritt, formerly late  
watch man on the Pittsburgh Dispatch,  
has been transferred to the telegraph  
desk, succeeding the late Carl Naatz,  
an old time Pittsburgh newspaper work-  
er, who succumbed to an attack of grip.

John K. Emge, managing editor of  
the Leader, with his wife and son  
Charles, has sailed for a month's tour  
of the tropics, including Jamaica, Pan-  
ama and several South American coun-  
tries.

Austin Beach, news editor of the  
Pittsburgh Dispatch, was a guest at the  
recent dinner of the Gridiron Club in  
Washington, D. C.

Val J. Oldshue, city editor of the  
Gazette-Times, has been given a leave  
of absence and has sailed for France  
to act as a driver of the motor am-  
bulance under the direction of the French  
Red Cross. William T. Martin, also a  
member of the Gazette-Times staff,  
returned from Europe where he was a  
member of the French Red Cross Am-  
bulance Corps, and after several weeks'  
stay in Pittsburgh has returned to the  
front in company with Mr. Oldshue.

Mrs. Grayce Druitt Latus, special  
feature writer for the Pittsburgh Dis-  
patch, was a member of the Henry Ford  
Peace Expedition to Europe as a repre-  
sentative of the Dispatch. Mrs. Latus  
is now engaged in delivering a series  
of talks of her views of the trip be-  
fore various organizations in Pitts-  
burgh and vicinity, and at the same  
time furnishing interesting copy to the  
Dispatch of her impressions of the  
countries she visited while on the peace  
trip.

J. W. Thacker, formerly with the  
Cleveland Leader, is now with the edi-  
torial force of the Pittsburgh Leader.

**WASHINGTON, D. C.**—William  
Berri, proprietor of the Brook-  
lyn (N. Y.) Standard Union, witnessed  
the vote in the House on Tuesday  
when the McLemore resolution was  
tabled.

Frank W. Lewis, has just arrived  
from Tennessee to represent the Nash-  
ville Tennesseean and American.

Mrs. George F. Richards has added  
the Worcester Gazette to her string of  
papers.

Willis J. Abbott has joined the  
Hearst Newspaper Bureau and is writ-  
ing feature editorial telegraphic dis-  
patches.

The following have recently regis-  
tered as visitors to the Press Galleries  
of Congress: G. B. Daniels, Oakland  
Inquirer; H. S. Clark, United Press;  
Gerald Hagar, Kansas City Star; John  
A. Penton, Iron Trade Review; Austin  
Beach, Pittsburgh Dispatch; W. W.  
Harris, New York Sun; H. L. Rogers,  
Chicago News; J. H. Donahey, car-  
toonist, Cleveland Plain Dealer.

Carl D. Groat, formerly of the Wash-  
ington Bureau, who was sent to Dallas,  
Texas, to open a United Press Bureau  
in that city, and later transferred to the  
Denver and San Francisco offices, has  
returned to the Washington Bureau.

D. M. Church of Springfield, Mass.,  
has been added to the Washington staff  
of the United Press.

L. W. Meredith, former legislative  
correspondent for the Chicago Post, is  
another recent addition to the Wash-  
ington United Press office.

**CHICAGO.**—Dr. W. A. Evans, of  
the Tribune staff, was one of  
the speakers Saturday night at the  
opening of Central hospital, erected by  
the Illinois Central Railroad.

Harry Hewes has left the Journal  
copy desk, his place being taken by  
Harry Townsend, formerly of the Trib-  
une.

C. W. Meredith has resigned as  
legislative correspondent of the Eve-  
ning Post, to join the Washington bu-  
reau staff of the United Press.

Howard Vincent O'Brien addressed  
the Illinois Woman's Press Association  
Thursday evening on "The press and  
the public."

Einar Graff has returned from a six  
months' sojourn in Buffalo and re-  
joined the Herald staff.

William E. Brown is back in Chi-  
cago, after a trip to Pittsburgh, where  
he was on the Gazette-Times. He is  
reading copy on the Herald. "Bill"  
was night editor of the old Inter-  
Ocean.

Matt Foley has left the Journal lo-  
cal desk to write sports for the Ex-  
aminer.

Harry Townsend, formerly of the  
Tribune, is reading copy on the Journal  
desk.

E. O. Phillips, political writer for the  
Tribune, has returned from a tour of  
the country, where he has been gather-  
ing data for a series of articles on the  
national political situation.

**TEXAS.**—H. E. Ellis, editor of the  
Denison Herald, is taking a lead-  
ing part in the organization of the  
Rotary Club, and has been appointed  
on the organization committee.

John Gould, formerly telegraph edi-  
tor of the Dallas News, but more re-  
cently on the staff of the Wichita Falls  
Times, has been made managing editor  
of that paper.

J. W. Carlin, advertising manager for  
the Goldstein-Migel Company of Waco,  
who was general chairman of the Y.  
M. B. L. committee that arranged the  
style show just held, is receiving con-  
gratulations for the success of the  
event.

Stanford Steele, of the typographical  
force of the Dallas News-Journal, who  
has been on a tour taking him as far  
North as Butte, Mont., has returned  
and is again at work.

**CANADA.**—P. D. Ross, editor and  
proprietor of the Ottawa Jour-  
nal, has been appointed a member of  
the Ottawa Hydro-Electric Power  
Commission, representing on that  
board the Provincial Power Commis-  
sion.

R. R. Connor has transferred his  
services from the business office of the  
Berlin Telegraph to that of the Wood-  
stock Sentinel-Review.

W. R. B. D'Esterre has joined the  
advertising staff of the Winnipeg Free  
Press. He was with the Toronto Star  
eight years, and since 1911 has been  
with the Regina Leader.

W. E. McTaggart, formerly commer-  
cial editor of the Vancouver Daily  
Province, and more recently Fruit  
Markets Commissioner for the British  
Columbia Government, has been ap-  
pointed head of the newly organized  
publications branch of the Department  
of Agriculture, Victoria, B. C.

C. M. McLennan, one of the associ-  
ate editors of the Nor'-West Farmer,  
Winnipeg, has become associate editor  
of the American Sheep Breeder, Chi-  
cago. He was formerly agricultural  
editor of the Lethbridge Herald.

Lieutenants Bert Perry, T. H. Smith,  
Joe Walters and Clyde Kennedy, all  
members of the London Advertiser  
staff, who are leaving soon for over-  
seas service, were guests of honor of  
T. H. Purdon, K. C. and Wallace J.  
Laut, president and managing editor  
respectively of the Advertiser, at a  
complimentary banquet tendered last  
week to the editorial staff of the paper.

J. D. Logan, poet, essayist and jour-  
nalist, whose name is familiar in liter-  
ary circles in eastern Canada, has en-  
listed as a private with the 85th Bat-  
talion at Halifax, N. S. "Doc," as he  
was known, served many years on the  
editorial staffs of the Toronto News  
and Montreal Herald.

Charles C. Ramage, of the repor-  
torial staff of the London Advertiser,  
has enlisted with the Army Service  
Corps at Toronto.

J. L. Stewart, publisher of the Chat-  
ham (N. B.) World and an independ-  
ent member of the Provincial Legisla-  
ture, was operated on last week at the  
Royal Victoria Hospital, Montreal. He  
had been troubled for some time with  
his eyes and, in order to prevent total  
blindness, he was rushed to Montreal,  
where the operation was performed  
with probable success.

A big temperance demonstration  
held in Toronto on Wednesday, March  
8, in which enthusiasts from all parts  
of Ontario paraded to the Parliament  
Buildings and presented a monster  
petition asking for advanced temper-  
ance legislation, was engineered very  
largely by Newton Wyile, until recently  
agricultural editor of the Toronto  
Globe.

Norman Lambert, special writer on  
his annual spring visit to western  
Canada.

Horace T. Hunter, general manager  
of the Maclean Publishing Company,  
publishers of a large string of trade  
newspapers and magazines, has been  
promoted to the position of vice-presi-  
dent. He has been succeeded as gen-  
eral manager by H. V. Tyrrell.

**ENGLAND.**—Sir Hedley F. Le Bas,  
chief of the Caxton Publishing  
Co., Ltd., London, who was created a  
Knight for his services in handling  
the Government war advertising and  
the National Relief Fund, was recently  
tendered a banquet by 350 representa-  
tive men of the British metropolis at  
the Hotel Cecil, at which Lord North-  
cliffe presided.

Lord Robert Cecil, Under-Secretary  
of State for Foreign Affairs, Great Brit-  
ain, was the guest at luncheon, re-  
cently, of the Associates of Foreign  
Press Correspondents in London.

Charles F. Higham, the London ad-  
vertising agent who visited the United  
States three years ago to attend the  
A. A. C. W. convention at Baltimore,  
has added to his other duties that of  
editor of a new weekly, the Cinegoer.

NEWSPAPER MAGAZINE CATALOG FORM-LETTER  
**Ad-itorials**

**R**ESOURCEFULNESS is rapidly becoming one of the greatest requisites of the Advertising Man.

He must be mentally equipped to do the unusual and the unexpected—to take advantage of sudden opportunities—to swoop down upon a bit of news and twist it into business advantage.

For "News advertising" is perhaps the most important of all—the most ruggedly virile and effective. Readers of newspapers are influenced to a large extent by what they read in their favorite journals. Habits and opinions are moulded by them. They READ and they BELIEVE.

In New York a "Brush-the-teeth" fad was started. It sprang up from nowhere and was EVERYWHERE in a flash.

The Board of Health and the hygienic societies went mad over the idea. In the Public Schools, "tooth brush drills" were instituted. Moving picture News Weeklies displayed hundreds of kiddies, in action, brushing their teeth according to new and highly scientific standards.

The second day of the campaign brought tooth-paste and tooth-brush copy into New York newspapers. Kolynos and Coigate were notably active. Advertising managers and advertising agencies, appreciating that here was a time for heroic measures, worked day and night to get dovetailed copy into the various mediums. For Public interest was aroused and a great city was in a thoroughly receptive mood. The ads "Went Big."

As Winter brings its yearly toll of suffering, ice, snowy, wind-blown streets and glass-like highways, the electric and gasoline-driven vehicle advertiser does his most efficient publicity work.

Moreover, he has everything on HIS side. There is no controverting the arguments he puts forth. When the crowded city streets are smooth and unhindered, the marked advantage of the motor-driven truck is not so easily set down on paper. Manufacturers blind themselves to the real truth. They may know but they refuse to act.

Pictures showing horses, helpless, with splintered legs, cold, broken and blizzard rapped, down-and-out in the snow, whilst the care-free auto truck speeds unhampered on its way, are certain of effect. For men SEE this same picture in the streets outside their own offices, and recognize the justice of the appeal. Likewise the Weed Chain advertising, with its hovering suggestion of death and disaster along icy boulevards. To skid or not to skid? That is the question. Many a man has given these impressive illustrations a quick, nervous glance and then hied him to the nearest auto supply store for a means of being SURE, whatever the vagaries of Winter.

The Weed Chain Advertising Department has tried a novel experiment in the daily newspapers—it sends an artist, with pad and paper, to the streets on any particularly wet and snowy day. At random, this man makes a sketch of a car, drawn up beside the curb, and equipped with Weed Chains. The tires, chains, rear of machine and license number are in the foreground. Just as the sketch appears in the artist's pad, it is plated and reproduced in the paper. A few lines of copy run below . . .

"Owner of automobile license Number 896704A. We wish to congratulate you for your wisdom and precaution. We saw your car standing at the corner of such and such a street, yesterday at half-past three in the afternoon. It was a rainy day and the streets were exceedingly slippery. Equipped with Weed Chains, you were in no danger of skidding."

Pretty difficult to beat THAT for human interest copy, of the decidedly different brand.

An epidemic of ugly little automobile fires broke out. Valuable property was destroyed because there was no QUICK means of putting out the flames. PRESTO! The fire extinguisher folks were "on the ground" in a jiffy, with illustrated copy to show why their goods should be installed without a moment's delay. No man in his right mind could pass those advertisements without admitting their absolute validity.

While matters of news interest are "live" and on the tip of the print-press tongue, the advertising campaigns framed to link up with them bring speedy returns and give IMMEDIATE proof of their value. Local branch offices, stores and wholesale houses readily vouch for this.

Your daily newspapers, in times like this, are invaluable.

Like waiting messengers, they grab up your advertising story and are away with it, up hill and down, from one end of town to the other, almost before the news proper has gone the rounds.

Before the War, The Bankers Trust Company, New York, was rapidly popularizing their "A. B. A." cheques, for use by tourists abroad. This was the logical outlet for them, since Travelers in foreign lands could thus solve the Ready Money problem without undue effort.

"A. B. C." cheques were "as good as gold." It was well understood that hotels, banks, steamship lines, etc. would accept them without hesitation, and, all in all, it was an extremely convenient method of carrying money.

These cheques were not negotiable until countersigned by the owner. If lost—even a book-full of them, they were of absolutely no value to the finder.

And then . . . then Mars spilled the beans.

A highly profitable business was knocked into a cocked hat, because some nations took a notion to fight each other. Travel abroad was cut short. Only war correspondents and a few hardy and adventurous souls figured that a sojourn in France or Belgium would be good for the health. Did this discourage the Bankers Trust Company?

Did they give War as an excuse for cutting short their elaborate advertising appropriations?

Did they give up and say: "We'll wait until this foreign trouble is ended?"

Not at all. "We must find ANOTHER outlet for the cheques—another reason to KEEP ON ADVERTISING," said the officials.

Whereupon a plan was invented without much more ado.

People were travelling in their own country. The California Exposition kept the pot boiling. "See America First" became a popular railroad slogan.

In every State where they had interested banks and branch offices, The Bankers Trust Company recommended the use of NEWSPAPER space to exploit the "A. B. A." cheques. And to encourage this local and territorial use, in small and large town papers, the home office issued a series of electrotypes.

In order to make them of local interest, the outlines of States were used, names of largest cities, mountain ranges, rivers, general topography and some easily recognized trade-mark theme. The text was entirely territorial and could be used in one particular State ONLY.

The branch offices gobbled up these two and three column electrotypes in great quantities. They were so closely allied with local interests and ambitions and customs, that no sane Manager could refuse to run them in his newspaper.

The next newspaper campaign was one exploiting certain famous tourist meccas—panoramas of Yellow Stone Park, of the sunny resorts of California, of Palm Beach, Virginia's pine tree section, Atlantic City, etc. Next came a newspaper series picturing famous hotels and the more recent publicity has gathered ALL the Reasons Why under one banner and sent them Businessward in standard magazine space.

"PEOPLE WHO USE 'A. B. A.' CHEQUES—AND WHY" is an earnest, painstaking piece of copy, setting forth the good points of the idea in general and explaining WHY representative men use this form of currency in their travels—or at home.

But the real significance of the Bankers Trust advertising is the fight for a reason NOT to "stop advertising."

It offers a handsome moral. Business must not stop because of a little thing the size of a European War. W. LIVINGSTON LARNED.

**ADS TO AID PREPAREDNESS**

**Extensive Campaign May be Begun to Learn Country's Potential Strength.**

At the Engineers' Club in New York on March 8, plans for the effective mobilization of the industries, the railroads and other resources for use in the event of war, was discussed at a meeting of members of the Naval Advisory Board, representatives of engineering societies and members of the Associated Advertising Clubs of the World.

The aim is to get in touch with every phase of activity in the country and ascertain just what aid each concern can give in the way of preparedness or during war. When this information has been classified it is regarded as probable that certain work will be assigned in the event of war to every industry, every factory and every railroad. This, of course, will be dependent upon the needs that may be thought important by the Naval Advisory Board of the General Staff of the Army.

One of the first steps to be taken in getting a line on the potential strength of the country will be an extensive advertising campaign, to which big advertising men and the owners of periodicals have offered their services free. Herbert S. Houston, president of the Associated Advertising Clubs of the World, who suggested the plan to President Wilson, and who afterward conferred with Secretary Daniels of the Navy, is reported to have worked out an advertising campaign to be submitted to the Naval Advisory Board.

The purpose is to advertise extensively throughout the country, appealing to every manufacturer, every railroad president, the head of every mining company and the heads of munition factories and arms plants to offer their services to the Government in a big preparedness campaign.

The Greeley (Colo.) Daily Tribune and Republican announce that hereafter the papers will be independent Republican in political matters.

**Editors Who Know**



JOSEPH GARRETSON  
 Cincinnati Times Star  
 Bain Service Motto is "Illustrate To-day's News To-day." Try It.  
**BAIN NEWS SERVICE**  
 32 Union Square, E., N. Y. City

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

**MANHATTAN PHOTO-ENGRAVING CO.**



ENGRAVERS AND DESIGNERS  
 251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

**The Great Philadelphia Press Women's Service**

Mat Form, two 4-color pages of real art, almost the last word in Fashion. Six back mats, containing most interesting subjects of interest to women ever published—

1. Helpful Page for Housewife
2. Strength, Health and Beauty
3. Women's World of Work
4. Well Dressed Women
5. Problems of Every Day Life
6. Work and Play for the Idle Hour

Excellent copy for a women's page. Daily or will make up as special full page Sunday or Saturday features. Proofs will convince you the Service is what you need.

**World Color Printing Co.**  
 R. S. Grable, Mgr.  
 Established 1900 St. Louis, Mo.

**R. J. BIDWELL CO.**

Pacific Coast Representative of

**DAILY NEWSPAPERS**

**SAN FRANCISCO OFFICE**  
 of the  
**Editor and Publisher**

**742 Market Street**  
**SAN FRANCISCO**

AGENTS RECOGNIZED BY THE A. N. P. A.

Official List Prepared by the Agents' Committee of the Association; Corrected to March 10, 1916.

- A
  - Advertising Service Co., Ltd., Read Bldg., Montreal, Canada.
  - Allen Adv. Agency (Inc.), 116 W. 32d St., N. Y. City.
  - American Sports Pub. Co. (Inc.), 21 Warren St., N. Y. City.
  - Amsterdam Adv. Agency (Inc.), 1180 Broadway, N. Y. City.
  - Aufanger, Louis E., Fullerton Bldg., St. Louis, Mo.
  - Arkenberg-Machen Co. (Inc.), Produce Exchange Bldg., Toledo, Ohio. (Classified).
  - Armstrong, Collin, Incorporated, 115 Broadway, N. Y. City.
  - Atlas Adv. Agency (Inc.), 450 Fourth Ave., N. Y. City.
  - Atlantic Adv. Agency (Inc.), Review Bldg., Atlantic City, N. J.
  - Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City.
  - Ayers, H. E., & Co., 164 Federal St., Boston, Mass.
- B
  - Baer, Joseph E. (Inc.), 347 Fifth Ave., N. Y. City.
  - Baker Adv. Agency, Ltd. (Inc.), 16-20 Wellington St., East Toronto, Ont.
  - Ballard Adv. Co. (Inc.), 1328 Broadway, N. Y. City.
  - Barber, J. W., Adv. Agency (Inc.), 338 Washington St., Boston, Mass.
  - Baines, Jean Dean, 354 Fourth Ave., N. Y. City.
  - Latham, Thomas E., Co. (Inc.), Inter-Southern Life Bldg., Louisville, Ky.
  - Bates Adv. Co. (Inc.), 230 5th Ave., N. Y. City.
  - Bates, J. D., Adv. Agency, 292 Main St., Springfield, Mass.
  - Baugh, Geo., Co. (Inc.), Fourth Ave. Bldg., N. Y. City.
  - Bayer-Strond Corporation, 200 Fifth Ave., N. Y. City.
  - Benson, Campbell & Slaten, Corn Exchange Bank Bldg., Chicago, Ill.
  - Bere-Fleld & Co. (Inc.), 110 W. 40th St., N. Y. City.
  - Blackburn Adv. Agency, Patterson Bldg., Dayton, O.
  - Blackman-Ross Co. (Inc.), 95 Madison Ave., N. Y. City.
  - Baine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O.
  - Bloomfield-Weller Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
  - Bloom, Charles, Adv. Corporation (Inc.), 608 Chestnut St., Philadelphia, Pa.
  - Boad, Arthur T., 20 Central St., Boston, Mass.
  - Boston News Bureau Co. (Inc.), 30 Kilby Street, Boston, Mass.
  - Bowers, Thomas M., Adv. Agency, Rector Bldg., Chicago, Ill.
  - Brackett-Parker Co. (Inc.), 77 Franklin St., Boston, Mass.
  - Brarley-Hamilton Co. (Inc.), Perkins Bldg., Grand Rapids, Mich.
  - Leonfield & Field (Inc.), 171 Madison Ave., N. Y. City.
  - Brooks, S. M., Adv. Agency, State Bank Bldg., Little Rock, Ark.
  - Bruchman, John, Adv. Agency, 176 Federal St., Boston, Mass.
- C
  - Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City.
  - Campbell-Ewald Co. (Inc.), 117 W. Fort St., Bank Bldg., Detroit, Mich.
  - Canadian Advertising, Ltd., 284 Lagacchellere St., West, Montreal, Canada.
  - Capelhart's Mailroom Methods (Inc.), 450 Fourth Ave., N. Y. City.
  - Carl Adv. Co., Mutual Bldg., Richmond, Va.
  - Chambers Agency (Inc.), Maison Elanche Bldg., New Orleans, La.
  - Chappelow Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo.
  - Charles Adv. Service (Inc.), 23-25 E. 26th St., N. Y. City.
  - Cheltenham Adv. Agency (Inc.), 11 E. 36th St., N. Y. City.
  - Chesman, Nelson, & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Goldard Bldg., Chicago, Ill.; Fifth Ave. Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn.
  - Churchill-Hall (Inc.), 50 Union Square, N. Y. City.
  - Clark-Whitcraft Co. (Inc.), 41 So. 15th St., Philadelphia, Pa.
  - Clarke, E. H., Adv. Agency (Inc.), Steger Bldg., Chicago, Ill.; 37 W. 39th St., N. Y. City.
  - Clough, John L., Adv. Agency, Merchants' Bank Bldg., Indianapolis, Ind.
  - Cochrane, Wilt K., Adv. Agency (Inc.), Boyce Bldg., Chicago, Ill.
  - Colton, Wendell P. (Inc.), 165 Broadway, N. Y. City.
  - Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City.
  - Constantine Adv. Co. (Inc.), White Bldg., Seattle, Wash.
  - Corning Adv. Agency, Merchants' Nat. Bank Bldg., St. Paul, Minn.
  - Cowen Co. (Inc.), 50 Union Square, N. Y. City; John Hancock Bldg., Boston, Mass.
  - Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis.
  - Crosby-Chicago (Inc.), Pullman Bldg., Chicago, Ill.
  - Cross, J. H., Adv. Co. (Inc.), 214 South 12th St., Philadelphia, Pa.
- D
  - Dake Adv. Agency (Inc.), 814 South Spring St., Los Angeles, Cal.; 121 Second St., San Francisco, Cal.
  - Daken Adv. Agency, Pantages Bldg., Seattle, Wash.
  - Danielson & Son, 96 Westminster St., Providence, R. I.
  - D'Arcy Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo.
  - Darrow Adv. Co. (Inc.), City Nat. Bank Bldg., Omaha, Neb.
  - Daubichy Co. (Inc.), 9 Murray St., N. Y. City.
  - Davis, J. W., Railway Exchange Bldg., Chicago, Ill.
  - Debevoise, Foster, Co. (Inc.), 15 W. 38th St., N. Y. City.

- Husband & Thomas Co. (Inc.), 58 East Washington St., Chicago, Ill.
- Ireland Adv. Agency (Inc.), 136 So. Fourth St., Philadelphia, Pa.
- Ironsinger, C., Adv. Agency, 20-24 Vesey St., N. Y. City.
- J
  - Jornis, Arnold, Co. (Inc.), 14 E. Jackson Boulevard, Chicago, Ill.
  - Johnson Adv. Corporation (Inc.), 20 E. Jackson Boulevard, Chicago, Ill.
  - Johnson-Dallis Co. (Inc.), Greenfield Bldg., Atlanta, Ga.
  - Johnston-Ayres Co. (Inc.), 525 Market St., San Francisco, Cal.
  - Jones-Morton, 348 Main St., Johnston, Pa.
  - Jones, Wyle B., Adv. Agency (Inc.), Birmingham, N. Y.
- K
  - Kastor, H. W., & Sons Adv. Co. (Inc.), Lytton Bldg., Chicago, Ill.; Mercantile National Bank Bldg., St. Louis, Mo.; Commercial Trust Bldg., Kansas City, Mo.
  - Kay, J. Roland Co. (Inc.), 123 W. Madison St., Chicago, Ill.
  - Koone, N. W., 99 Nassau St., N. Y. City.
  - Kelley, Martin V., Co. (Inc.), Second National Bldg., Toledo, Ohio.
  - Kiernan, Frank & Co., 189 Broadway, N. Y. City.
  - Kirland, B. F., Adv. Agency, 14 Jackson Blvd., Chicago, Ill.
  - Klein, Charles T., 230 W. 99th St., N. Y. City.
  - Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
  - Kollock, Edward D., 201 Devonshire St., Boston, Mass.
- L
  - Law, Russell, 52 Broadway, N. Y. City.
  - Lawyers' Adv. Co. (Inc.), 55 Liberty St., N. Y. City.
  - Leddy, John M., 41 Park Row, N. Y. City.
  - Lee, L. K., Dispatch Bldg., St. Paul, Minn.
  - Lee-Jones & Co. (Inc.), Republic Bldg., Chicago, Ill.
  - Levin, Charles D. (Inc.), 1269 Broadway, N. Y. City.
  - Lesni, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill.
  - Levy, H. H., Marble Bldg., N. Y. City.
  - Lewis Agency (Inc.), District National Bank Bldg., Washington, D. C.
  - Lord & Thomas (Inc.), Mellers Bldg., Chicago, Ill.; 341 Fifth Ave., N. Y. City.
  - Loyd, Sam, Adv. Agency, 246 Fulton St., Brooklyn, N. Y.
  - Lyddon & Hanford Co. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City.
- M
  - McAtamney, Hugh, Co., Woolworth Bldg., N. Y. City.
  - McConnell & Fergusson, London, Canada.
  - McCann, H. K., Co. (Inc.), 61 Broadway, N. Y. City.
  - McGuckin, Eugene, Co., 105 No. 13th St., Philadelphia, Pa.
  - McJunkin, Wm. D., Adv. Agency (Inc.), 35 So. Dearborn St., Chicago, Ill.
  - McKim, A., Ltd., Lake of the Woods Bldg., Montreal, Can.
  - McMillen, Robert M., Co. (Inc.), Cambridge Bldg., N. Y. City.
  - MacKay & Mallaly, 60 Broadway, N. Y. City.
  - Mac Martin Adv. Co., Security Bank Bldg., Minneapolis, Minn.
  - Macpherson-McCurdy, Ltd. (Inc.), Bell Block, Winnipeg, Canada.
  - Mahin Adv. Co. (Inc.), 104 S. Michigan Ave., Chicago, Ill.; 424 St. N. Y. City.
  - Mallory, Mitchell & Faust (Inc.), Security Bldg., Chicago, Ill.
  - Marsh, Edward H., Adv. Agency, Besse Bldg., Springfield, Mass.
  - Messersole Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga.
  - Mathews, R. A., Adv. Corp., 140 So. Dearborn St., Chicago, Ill.
  - Matos Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.
  - Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City.
  - Mix, J. Rowland, 16 E. 33d St., N. Y. City.
  - Moffett-Lynch Adv. Co. (Inc.), Munsey Bldg., Baltimore.
  - Moore Bryon G., Co. (Inc.), Boardman Bldg., Troy, N. Y.
  - Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City.
  - Morris, Herbert M., Adv. Agency (Inc.), 400 Chestnut St., Philadelphia, Pa.
  - Morse Adv. Agency, 35 Milwaukee Ave., W. Detroit, Mich.
  - Morse International Agency (Inc.), Fourth Ave., N. Y. City.
  - Moses Adv. Service, Munsey Bldg., Baltimore, Md.
  - Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N. Y.
  - Muller, J. P., & Co. (Inc.), 220 West 42d St., N. Y. City.
  - Munn-Romer Co. (Inc.), Spahr Bldg., Columbus, Ohio.
  - Murray Hill Adv. Agency, 200 E. 23d St., N. Y. City.
  - Murray, John F., Adv. Agency (Inc.), 17 Battery Place, N. Y. City.
  - N
    - Nicholas-Finn Adv. Co. (Inc.), 222 South State St., Chicago, Ill.; 200 Fifth Ave., N. Y. City.
    - Nolley Adv. Agency (Inc.), Light, Lombard and Balderston Sts., Baltimore, Md.
    - Norris-Patterson, Ltd., Mail Bldg., Toronto, Canada.
    - Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn.
  - O
    - O'Keefe, P. F., Adv. Agency, 43 Tremont St., Boston, Mass.
    - O'Malley Adv. & Selling Co., Old South Bldg., Boston, Mass.
    - O'Shaughnessy Adv. Co. (Inc.), Westminster Bldg., Chicago, Ill.
    - Oppenheimer Adv. Agency, Webster Bldg., Chicago, Ill.
  - P
    - Palmer Adv. Service, Butte, Mont.
    - Pearshall, W. Montague, 203 Broadway, N. Y. City.
    - Pelletier, E. Le Roy, Fine Arts Bldg., Detroit, Mich.
    - Philadelphia News Bureau, 432 Sanson St., Philadelphia, Pa.
    - Pierard & Co., Inc., 12 W. 31st St., N. Y. City.
    - Pliner, M., 93 Nassau St., N. Y. City.
    - Pomery Adv. Advertising, Prinswick Bldg., N. Y. City.
    - Porter, Harry, Co. (Inc.), 18 East 41st St., N. Y. City.
  - Potts-Furnhill Adv. Co. (Inc.), Gloyd Bldg., Kansas City, Mo.
  - Power, Alexander & Jenkins Co. (Inc.), Journal Bldg., Detroit, Mich.
  - Powers, John O., Co. (Inc.), 11 W. 25th St., N. Y. City.
  - Powling, Geo. G., & Son (Inc.), New Haven, Conn.
  - Preschrey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City.
  - Procter & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.; 16 E. 33d St., N. Y. City.
  - R
    - Read-Miller Co. (Inc.), 102 1/2 So. Broadway, Los Angeles, Cal.
    - Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo.
    - Reininger, E. P., Agency, 1280 Main St., Buffalo, N. Y.
    - Richards, Jos. A., & Staff (Inc.), 9 E. 40th St., N. Y. City.
    - Roberts & MacAvlinche, 30 No. Dearborn St., Chicago, Ill.
    - Rosen, Irwin Jordan, 39 W. 32d St., N. Y. City.
    - Rowland Adv. Agency (Inc.), 1790 Broadway, N. Y. City.
    - Rowlatt, F. Albany; 26-28 Adelaide St., West, Toronto, Canada.
    - Rubins, G. W., 70 Fifth Ave., N. Y. City.
    - Ruthrauff & Ryan, 450 Fourth Ave., N. Y. City.
  - S
    - St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa.
    - St. Paul Adv. Co., St. Paul, Minn.
    - Sandlass, L. A., 7 Clay St., Baltimore, Md.
    - Savage, Geo. M., Adv. Agency, Newberry Bldg., Detroit, Mich.
    - Scheck, Adv. Agency, 9 Clinton St., Newark, N. J.
    - Schmerhorn Adv. Co., Gibbs Bldg., San Antonio, Texas.
    - Schlele Adv. Co. (Inc.), Central Nat. Bank Bldg., St. Louis, Mo.
    - Seaman, Frank (Inc.), 116 W. 32d St., N. Y. City.
    - Seeds, Russel M., Co. (Inc.), Central Union Telephone Bldg., Indianapolis, Ind.
    - Sehl Adv. Agency, City Hall Square Bldg., Chicago, Ill.
    - Shaffer, J. Albert, Star Bldg., Washington, D. C.
    - Sharpe, W. W., & Co. (Inc.), 99 Nassau St., N. Y. City.
    - Shangnessy, M. J., & Co., Temple Court, N. Y. City.
    - Shaw Adv. Co., Transportation Bldg., Chicago, Ill.
    - Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
    - Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
    - Shimway, Franklin P. Co. (Inc.), 373 Washington St., Boston, Mass.
    - Sidener-Van Ripper Adv. Co. (Inc.), Merchants' Bank Bldg., Indianapolis, Ind.
    - Siegfried Co. (Inc.), 50 Church St., N. Y. City.
    - Simpson, Shallowater & Barker (Inc.), Vandergrift Bldg., Pittsburgh, Pa.
    - Singleton-Tripp Co. (Inc.), Citizens' Bldg., Cleveland, O.
    - Smith, G., Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass.
    - Snitzler Adv. Co. (Inc.), Garland Bldg., Chicago, Ill.
    - Sommer, Fred. N., 810 Broad St., Newark, N. J.
    - Spencer Adv. Agency, 10 Post Office Square, Boston, Mass.
    - Sparrow Adv. Agency, American Trust Bldg., Birmingham, Ala.
    - Stack Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill.
    - Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R. I.
    - Sternberg, H. Sumner Co. (Inc.), 9 E. 40th St., N. Y. City.
    - Stevens, Hermon W., Agency, Globe Bldg., Boston, Mass.
    - Stewart-Davis Adv. Agency, Kesner Bldg., Chicago, Ill.
    - Stiles, William A., Adv. Agency, 123 W. Madison St., Chicago, Ill.
    - Stockman, A. M., Adv. Agency, 20 Vesey St., N. Y. City.
    - Storn, J. P., 35 W. 39th St., N. Y. City.
    - Strang & Prosser Adv. Agency, Alaska Bldg., Seattle, Wash.
    - Street & Finney (Inc.), 171 Madison Ave., N. Y. City.
    - Sweyd, A. M., Co. (Inc.), 347 Fifth Ave., N. Y. City.
  - T
    - Taylor-Critchfield-Clague Co. (Inc.), Brooks Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City.
    - Thames Adv. Service (Inc.), Heard National Bank Bldg., Jacksonville, Fla.
    - Thompson-Carroll Co. (Inc.), Leader-News Bldg., Cleveland, O.
    - Thompson, J. Waller Co. (Inc.), 44 E. 23d St., N. Y. City; Lytton Bldg., Chicago, Ill.; 201 Devonshire St., Boston, Mass.
    - Tomer Adv. Agency (Inc.), 294 Washington St., Boston, Mass.
    - Touzalin, Charles H., Agency (Inc.), Kesner Bldg., Chicago, Ill.
    - Tracy-Farr Co. (Inc.), Lafayette Bldg., Philadelphia, Pa.
    - Trades Adv. Agency (Inc.), 1182 Broadway, N. Y. City.
    - Turner Adv. Co. (Inc.), 30 No. Dearborn St., Chicago, Ill.
  - U
    - Umy, Louis V., 41 Park Row, N. Y. City.
  - V
    - Van Cleve Co. (Inc.), 1790 Broadway, N. Y. City.
    - Van Haagen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.
    - Volkman, M., Adv. Agency, 5 Beekman St., N. Y. City.
    - Von Poettgen, Carl S., Kresge Bldg., Detroit, Mich.
    - Vreeland, E. E. (Inc.), 344 West 38th St., N. Y. City.
  - W
    - Wade, Adv. Agency, Old Colony Bldg., Chicago, Ill.
    - Wales Adv. Co., 125 E. 23d St., N. Y. City.
    - Walker Adv. Agency, 165 Kearny St., San Francisco, Cal.
    - Walker, Dudley, & Co., People's Gas Bldg., Chicago, Ill.
    - Walker-Longfellow Co. (Inc.), 565 Boylston St., Boston, Mass.



**AGENTS RECOGNIZED  
BY THE A. N. P. A.**

- Walton Adv. & Pig. Co., 141 Milk St., Boston, Mass.  
 Well, Joseph, Co., Jenkins Arcade Bldg., Pittsburgh, Pa.  
 Weibrecht, James T., 221 Columbus Ave., Boston, Mass.  
 Williams, Fred C., 108 Fulton St., N. Y. City.  
 Williams & Cunningham (Inc.), 59 E. Madison St., Chicago, Ill.  
 Wilson, O. C., Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill.  
 Wineburgh, M., & Co., 576 Fifth Ave., N. Y. City.  
 Wood, Putnam & Wood Co. (Inc.), 111 Devonshire St., Boston, Mass.  
 Wrigley Adv. Agency, 111 W. Washington St., Chicago, Ill.
- Y
- Young, Henri & Hurst (Inc.), People's Gas Bldg., Chicago, Ill.
- Z
- Zobian, James, 225 Fifth Ave., N. Y. City.

**SCOVIL OPENS AGENCY**

**New Advertising Firm Established by Wall Street Journal Experts.**

E. Medley Scovil has opened an Advertising Agency at 25 Pine Street, New York city, under the firm name of Medley Scovil, Inc., and will specialize in financial advertising.

Mr. Scovil was formerly president of Doremus & Company. He also was con-

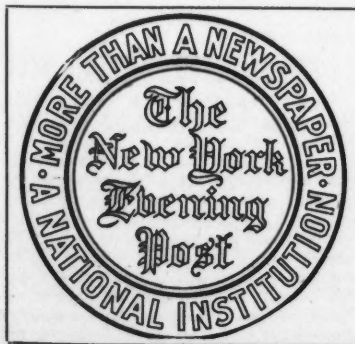


E. MEDLEY SCOVIL

nected with the Wall Street Journal and Dow-Jones organization. He has been in charge of the financial departments of several New York dailies, covering a period of nineteen years in Wall Street. Samuel Scovil, president of the Cleveland Electric Illuminating Company, of Cleveland, Ohio, is a director of the new company.

**LIVE AD CLUB NEWS**

The Advertising Club of Norfolk, Va., has been merged with the Chamber of Commerce of that city. Under the provisions of the agreement for the merger, the advertising club will retain its name and individuality, and also its membership in the Associated Advertising Clubs of the World.



An organization known as The Display Men of Northern California, consisting of the display advertising managers of most of the large stores in California, has been formed in San Francisco. Frank Bush is temporary chairman, and William McClaughoy, secretary.

The organization of the new San Francisco Advertising Club was effected on February 28 when the board of directors met and elected the following officers: President, Charles S. Young; first vice-president, Frederick S. Nelson; second vice-president, William Woodhead; secretary, George W. Kleiser; treasurer, Louis Honig. The board of directors also includes F. W. Kellogg, W. H. B. Fowler, C. H. Tallant, Samuel P. Johnston, George H. Eberhard and Grant Gordon. The club will proceed along the lines of the Associated Advertising Clubs of the World.

Business winning records in direct mail advertising were shown in exhibits at the Graphic Arts Exhibition held this week under joint direction of the Cleveland Advertising Club and the Ben Franklin Club of Cleveland. Virtually every line of business that advertises was represented. The show was held for the special benefit of manufacturers and advertising distributors interested in increasing the pulling power of their advertisements.

The Advertisers' Club of Cincinnati has increased its membership to 300 by means of a strenuous campaign.

The membership of the Rochester (N. Y.) Ad Club has been increased by 186 names. This increased membership and the increase of dues to \$10 will make possible the appointment of a paid secretary. Ernest H. Roberts, formerly with the Maxwell Motor Car Company and the Standard Oil Company, has been named for that office.

The Advertising Club of St. Louis has removed to permanent headquarters in the banquet hall of Lippe's Café, at Eighth and Olive Streets. The quarters will be the exclusive property of the club, and the various officers will be installed in offices there. Shortly after the opening of the new clubrooms the club began its exhibit of "direct advertising" with a display of modern mailing campaigns, follow-up letters and novel ideas in personal-appeal advertising. The exhibit began March 6 and will remain open thirty days, to give the entire public an opportunity to examine the work done by this department of the club.

President R. E. Turner, of the Norfolk (Va.) Ad Club, has appointed the following committees for the entertainment of the Norfolk Club at the Convention of the Associated Advertising Clubs of the World at Philadelphia: Preliminary arrangements—E. C. Chezhire, chairman; W. E. Hermance, J. G. Thornbury, C. A. Morrisette, C. J. Mains, J. G. Jenkins, Ernest Smith and Allen Ayers. Propaganda—R. E. Turner, chairman; T. G. Coburn, M. G. Nusbaum, P. P. Peebles, G. L. Hall, J. A. Adenbrook, John Lesner, M. G. Long, S. L. Slover, N. Neaman, A. B. Schwarzkopf, Otto Wells, E. K. Zirkie and J. K. Waterman.

**Movement Against Liquor Ads Grows**

The Temperance Society of the Methodist Episcopal Church has just sent out to newspapers throughout the country a bulletin listing the daily papers which now decline to print advertising of alcoholic liquors. The number listed is 840, and the society says its investigation reveals a "wonderful advance in sentiment against liquor advertisements." The number listed last year was 482. The bulletin says that the States of Washington, Oklahoma, Oregon, West Virginia, North Dakota, Colorado, and Maine now have anti-liquor advertising laws in effect; and Georgia, South Carolina, Virginia, and Mississippi have passed such laws which will go into effect soon. There are 296 daily newspapers in the States which have enacted such laws.

**AMONG THE NEW BOOKS**

**WHY WE PUNCTUATE: OR REASON VERSUS RULE IN THE USE OF MARKS.** By William Livingston Klein. Published by the Lancet Publishing Company, Minneapolis.

First published anonymously in 1896, Mr. Klein's book merited a reissue because thousands of writers, editors, and proof-readers had found it useful and helpful. This new edition, we believe, will be found still more helpful, since the book has been entirely rewritten according to a new plan of treatment, in which the principal marks and signs of punctuation are treated together, instead of one at a time, and their relations one to another are clearly pointed out. The author is right in holding that this treatment of the subject of punctuation is the only logical one; and that "because of the lack of a logical treatment of the subject it is no exaggeration to say that almost utter chaos as regards punctuation which is helpful to both reader and writer exists everywhere, inside and outside of printing offices." His work is distinctly valuable in showing that the sense relations between groups of words are a large factor in determining the meaning of language, and that a mark of punctuation, or even its absence, sometimes determines a sense relation, and at other times only serves readily to point it out. He dwells on those common-sense relations between the parts of language which are within the comprehension of practically everybody, but which are not always perceived. His multitudinous examples used in illustration are chosen mainly from the best American usage of today, and his emphasis throughout is on the rule of reason. In short, the book is a practical guide to punctuation of the sort that many newspaper offices and most writers long have lacked and greatly need.

**JUSTICE IN WAR TIME.** A book of essays written at different times during the present European war. By the Hon. Bertrand Russell. Published by the Open Court Publishing Company, Chicago.

Because of the variance of views expressed in the dozen or more essays which make up this volume the mind of the reader must be impartial if he would give weight to the arguments advanced. The author, a loyal Englishman, asserting that no good cause is served by the suppression of truth, has not hesitated to bring together in this book articles containing many severe criticisms of Great Britain's foreign policy. But in refusing to absolve his country from some of her pretensions which are obviously contrary to the truth, he concedes that while both England and Germany have sinned, the sins of England sink into insignificance beside the German treatment of Belgium. In our own country, while the call for preparedness is being sounded by some and opposed by others, these essays will throw light upon essential factors in the vexatious problem as to how far preparedness stimulates desire for war. Why nations love war, the ethics of war, the possibility of permanent peace, the future of Anglo-German rivalry, the dangers to civilization through the present war, and other timely topics related to the titanic struggle now being enacted abroad are among the topics treated in these essays. The book is of genuine value to thoughtful readers.

**Firms That Failed Did Not Advertise**

"Out of 107 failures in business in Cincinnati during 1915, I found that 92 firms, or 86 per cent., had not advertised, and that 15 firms, or 14 per cent., had advertised spasmodically and incorrectly or too sparingly," said Jesse M. Joseph, advertising writer, in a lecture before the Advertisers' Club of Cincinnati, Ohio.

**Spring Fashions  
The New York Times**

Sunday, March 19

New Paris fashions in ladies' dress and millinery, designed by the world's great fashion creators, beautifully illustrated by Rotogravure process. Articles by experts describing what well-dressed women will wear. Best presentation of latest modes.

**\$8,000,000**

A week represents the earning capacity of the 700,000 organized workers who have recently endorsed.



You'll want to know more about this enormous market.

**PITTSBURG  
THE HOME OF THE  
LEADER**

Also the city of happyized homes and substantial workmen

Write to W. E. Moffett, Advertising Manager, Pittsburgh, or to Verree & Conklin, Brunswick Building, N. Y., Steger Building, Chicago, for any information desired.

**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

**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 22 1/2c 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

**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

## TIPS FOR THE AD MANAGER

Turner Advertising Co., 30 N. Dearborn St., Chicago, Ill., is making contracts with a few newspapers, in selected sections, for the Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

Wood, Putnam & Wood Co., 111 Devonshire St., Boston, Mass., are again placing orders with newspapers, principally in the South, for Dr. Fred Dugdale, 372 Boylston St., Boston, Mass.

Thos. B. Jeffrey Co., "Jeffrey Automobile," Kenosha, Wis., has transferred their advertising to Macavoy Advertising Co., Conway Bldg., Chicago, Ill.

Berrien-Durstine, 42 Broadway, New York city, is placing orders with some Western newspapers for the Batavia Rubber Co., "Batavia Tires," Batavia, N. Y., and 1906 Broadway, New York city.

Will H. Dilg, Chicago, Ill., is again making some contracts with Western newspapers for the Sunnybrook Distilling Co., "Sunnybrook Rye Whiskey," Louisville, Ky.

North Carolina Pine Association, North Carolina Pine, Norfolk, Va., is placing their advertising through Albert P. Hill Co., First National Bank Bldg., Pittsburgh, Pa.

R. Guenther, 25 Broad St., New York city, is sending out orders to New York city newspapers for the Globe Rubber Co., "Globe" Tires & Tubes, 1853 Broadway, New York city.

American Tobacco Co., 111 5th Ave., New York city, is placing a part of their newspaper cigarette appropriation with the Federal Advertising

## Advertising Agents

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

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

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

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

## Publishers' Representatives

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

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

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

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

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

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

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

E. E. Vreeland, 344 W. 88th St., New York city, is sending out orders to a selected list of newspapers for "the Crown Corset Co., "Rengo Belt Corset," 170 Fifth Avenue, New York city. Agency.

Proctor & Collier Co., Commercial Tribune Bldg., Cincinnati, Ohio, is placing 16 inch, 8 time, orders with a few Southern newspapers for the Buckeye Cotton Oil, Lintless Hulk, Macon, Ga., and Montgomery, Ala.

Armstrong F. Wallis Advertising Co., North American Bldg., Philadelphia, Pa., is extending their newspaper list and placing 600 line, 52 time, orders for the Victor Talking Machine Co., Camden, N. J.

N. W. Ayer & Son, 300 Chestnut St., Philadelphia, Pa., are again sending out 72 inch, one time, orders to newspapers generally for the National Cash Register Co., Dayton, Ohio.

Geo. C. Batten Co., 4th Ave. Bldg., New York city, will shortly place orders, with a selected list of afternoon newspapers, for the Loose-Wiles Biscuit Co., "Sunshine Biscuits," Thompson Ave., Long Island City, N. Y.

Bromfield & Field, 171 Madison Ave., New York city, are placing new copy and contracts with newspapers generally for the Fisk Rubber Co., "Fisk Auto Tires," Chicopee Falls, Mass.

D'Arcy Advertising Co., International Life Bldg., St. Louis, Mo., is making contracts with some Western newspapers for the Lewis Medicine Co., South 4th and Spruce Sts., St. Louis, Mo.

Blackman-Ross Co., 95 Madison Ave., New York city, is placing new schedules with some Pacific Coast newspapers for the United Cigar Mfrs. Co., "Owl Cigars," etc., 1016 2nd Avenue, New York city.

Blaine-Thompson Co., 4th National Bank Bldg., Cincinnati, Ohio, is sending out 300 line, one time, orders to a few selected newspapers for the Christian Moerlain Brewing Co., "Moerlain Beer," 2019 Elm St., Cincinnati, Ohio.

Hoyt Service, 120 W. 32nd St., New York city, is making 1,100 inch contracts with New York State and New England newspapers for the Standard Oil Co. of New York, "Socony" Kerosene Oil, 26 Broadway, New York city.

Fisher-Smith Adv. Co., 122 E. 25th St., New York city, is again placing orders with newspapers generally for Dr. D. A. Williams, "Medical," East Hampton, Conn.

Heller-Barnham, 432 Fourth Avenue, New York city, is asking newspapers for cooperation and later will make 5,000 line contracts with newspapers in selected sections, for the Propyhtol Products Co.

Metropolitan Advertising Company, 6 Wall Street, New York city, will shortly place orders, with a selected list of newspapers, for J. P. Morgan and Co., 23 Broad St., New York city, U. S. Steel Corp., Annual Redeemable Bonds, 71 Broadway, New York city.

Proctor & Collier, Cincinnati, Ohio, are placing twelve inches of advertising forty times with some Western papers for the Proctor & Gamble Co., Cincinnati, Ohio.

Wadsworth, Howland & Company of Boston are using New England newspapers in a campaign conducted through the N. W. Ayer & Sons Agency.

Carleton & Hovey Company of Lowell, Mass., is conducting a big campaign for Father John's medicine in newspapers.

The Bell-Nugent Company of Boston is handling the advertising for the Quincy Cigar, which has been on the New England market for several years, but is practically unknown in New York and the Middle West.

N. W. Ayer and Son, of Philadelphia, are placing 30 inches, 30 times, with a few Pennsylvania papers, for the Atlantic Refining Company.

Benson, Campbell, and Slaton, of Chicago, Ill., are placing 5,000 line, one year, with Pacific Coast papers, for the White Company, of Cleveland, Ohio.

Lord and Thomas, of Chicago, Ill., are placing one page, one time, with a selected list of newspapers, for the California Fruit Growers' Association.

Lord and Thomas, of Chicago, Ill., are placing 100 lines, 32 times, with a few Texas papers, for Bauer and Black.

The M. V. Kelley Company is placing 5000 lines, one year, with Pacific Coast papers, for the Garford Motor Truck Company, of Lima, Ohio.

The Chappelow Agency, of St. Louis, Mo., is placing 10,854 lines, one year, with Mississippi papers, for the Oliver Finnie Company, of Memphis, Tenn.

Williams and Cunyningham are placing 20,000 lines, one year, with a selected list of newspapers, for Hart, Schaffner and Marx.

W. B. Jones, of Binghamton, N. Y., is placing 36 lines, 21 times, with a selected list of newspapers, for the Othine Company, of Buffalo, N. Y.

The Cowen Company, of New York, is sending out advertisements for the P. Lorrillard Company's Helmar cigarettes.

The George Batten Company, of New York city, is placing 2,300 lines, one year, with a few papers, for the Chalmers Knitting Company.

Power-Alexander and Jenkins are placing 7,000 lines, one year, with Western papers, for Ton-O-Lex, Detroit, Mich.

C. Brewer Smith Adv. Agency, 85 Devonshire Street, Boston, is placing contracts for Var-ne-sis remedy, Lynn, Mass.

The Essex County Press Club will hold its mid-summer gathering Friday, June 16, at the Merrimack Valley Country Club.

## Millions Insurance for Employees

The Goodyear Tire & Rubber Company has distributed among its employees life insurance policies to the extent of \$2,000,000. Every male employee who is a member of the Goodyear Relief Association received a policy for \$1,000. Although the women employees do not belong to the Association each of them received a \$500 policy because they need the protection.

## Advertising as an Educator

In an interview recently, John N. Willys, president of the Willys-Overland Automobile Company of Toledo, Ohio, declared that through advertising the intelligence of the average person has been materially increased, as a general knowledge of practically everything that pertains to the daily life of men, women and children, is given in a concise and simple manner in the advertisements appearing in the newspapers.

## Financial Advertising in Boston

Figures which have been compiled for the past six months, ending February 29, show that the financial advertising in the Boston press, as far as stated, has been as follows: Transcript, 181,599 lines; Herald, 152,171; Post, 139,440; Globe, 113,430.

## Push Up in Front

Don't be sitting around all day;  
Get somewhere!  
Make a stab at it some way.  
Get somewhere!  
Sameness sort of drives you mad;  
Get a hobby or a fad.  
Yes, and get it pretty bad,  
Till you make the neighbors sad—  
Get somewhere!

Don't get rooted to one spot,  
Get somewhere!  
Strike it rich as like as not.  
Get somewhere!  
At the risk of seeming blunt  
Break away from use and wont,  
Get a move and do a stunt;  
See what things are like in front—  
Get somewhere!

## Compiling a Merchandising Survey

The New Orleans Chamber has undertaken the compilation of an authentic merchandising survey of the trade territory of Louisiana and Mississippi, and is sending to a large list of agencies and advertisers a letter asking them to signify exactly what information about that territory would be most serviceable to them. The item computes the buying population of the section to be included in its survey at 3,000,000.

## Approved by Religious Press Division

At the regular monthly meeting of the Religious Press Division of the New York Advertising Club, Inc., the following resolution was unanimously adopted:

*RESOLVED: That our hearty approval and cooperation be given to the work of the Associated Advertising Clubs of the World in seeking to incorporate on the statute books of those States not now carrying the statute the bill for honest advertising as approved by the Associated Advertising Clubs of the World, and severely condemn any and all efforts to keep this bill off the statute books of any such States.*

## Will Advertise Salem

SALEM, Mass., March 10.—Plans are materializing for quite an extensive advertising campaign throughout New England to boom this city, following its recovery from the disastrous conflagration of 20 months ago. The idea is to let people know that Salem has emerged from the big fire with flying colors, both from a standpoint of regaining its lost population, and along manufacturing and mercantile lines. Newspapers throughout New England will be the chief mediums used.

## Oklahoma Churches Use Dailies

OKLAHOMA CITY, Okla., March 6.—Churches of Oklahoma City have united in an extensive advertising campaign to induce more people to attend church. Figures just compiled by the Oklahoma City Ministerial Alliance show that not quite 14 per cent. of the people of this city go to church. An advertising expert from Philadelphia has been employed and each Saturday half-page advertisements will appear in the Daily Oklahoman and other papers of the city. The first half page ad in the campaign appeared in the Oklahoman on Feb. 26. The Baptist, Christian, Presbyterian, Methodist, Catholic, Congregational, Lutheran, United Brethren and Episcopal churches have joined in the campaign. They will divide the expense in proportion to their respective memberships.

## Aimed at Misleading Ads

ALBANY, March 10.—A bill has been introduced in the Assembly by Assemblyman Meyer Levy, Democrat, of New York city, to amend the penal law by making it a misdemeanor to publish any assertion concerning the quantity, quality, value, method of production or source of purchase of merchandise, which is untrue or intended to mislead a purchaser. The bill would fix a penalty for each offence of not less than \$25 nor more than \$100, or imprisonment for not more than six months, or both.

**AD FIELD PERSONALS**

"Ned" Mitchell, who was formerly advertising man for the Liggett stores in Boston, is now doing the advertising for the Liggett-Riker-Jaynes stores, with headquarters in New York. He visited Boston last week.

Leonard Etherington, advertising manager of the Boston Last Company, spoke before the class in advertising on the evening of March 6 at the B. Y. M. C. U. on "Following Up Inquiries by Mail."

Carroll Swan, of the Swan Agency, shone at the recent dinner at the University Club, of the class of 1901, Harvard, of which he was a member. It was under his guidance that the stunts for the evening's entertainment were arranged. The big feature, however, was the appearance of "Carroll" as Henry Ford, surrounded by his peace boat. He then announced that he intended to "get the men out from under the tables by midnight."

Harry L. Gaskell, at one time on the staff of the Worcester Telegram and well known in Boston newspaper circles, has left newspaper work for a job with the advertising department of the Ford Motor Company in their factory offices in Detroit.

George F. Smith, owner of the Leipsic (Ohio) Free Press, has been appointed publicity man and advertising representative for the Park Hotel at Magnetic Springs. He will divide his time between his newspaper interests and his new work.

Richard (Dick) Farrington, police reporter on the Indianapolis (Ind.) Star, has resigned his position with the Star to become advertising manager for Gibson Company, which is doing a big business in automobiles and accessories.

Charles N. Boley, of Kansas City, Mo., has purchased a half-interest in the Thomas M. Bowers Advertising Agency, of Chicago. Mr. Boley was for twelve years the head of the Boley Clothing Company. Prior to that he had extended experience in the advertising business.

Walter B. Woodward is the president of a new general advertising agency which has been incorporated in Chicago, under the name Woodwards Incorporated, and capitalized at \$100,000. The other officers are: R. L. Whitton, vice-president and general manager; L. B. Woodward, treasurer, and D. J. Kerwin, secretary.

T. L. McCready has opened an advertising agency in New York city, and will handle primarily class-journal advertising accounts. For a large portion of his business career, Mr. McCready was in the service of Vogue, which publication he is now leaving.

Ralph Neumiller has resigned as assistant manager of the New York Edison Company, to become general manager of the Electrical Publications Syndicate, Inc., of New York city.

F. A. Bullock has resigned as advertising manager of the Joseph Horne Company, of Pittsburgh, and is succeeded by Andrew Connolly, assistant advertising manager. Mr. Bullock has become associated with the Drechsler Company, of Baltimore, Md.

Harry I. Cohen, who has been a member of the advertising staff of the New York Times for two years, has

resigned to become associated with Hugh McAtamney Company.

Robert R. Updegraff, advertising manager for Daniel Low & Co., of Salem, Mass., for more than four years, has resigned his position to accept a similar position with the Sentinel Mfg. Co., of New Haven, Conn. He will take up his new duties April 1.

George B. Crater, for several years advertising man on the Greensboro (N. C.) Daily News, has become connected with a publishing company at Meridian, Mississippi.

Charles N. Boley, formerly of Kansas City, Mo., has purchased a half interest in the Thomas M. Bowers Advertising Agency of Chicago, Ill.

H. C. Swartz, formerly advertising manager of the Cleveland, Ohio, Trust Company, has been appointed associate counsel of Francis R. Morrison, financial advertising specialist, of New York city.

F. A. Bullock has resigned as advertising manager of the Joseph Horne Company, Pittsburgh, Pa., and associated himself with the Drechsler Company of Baltimore, Md. He will be succeeded in the Horne Company by Andrew Connolly, formerly assistant advertising manager.

Barry Rockwell, who has been connected with the Mahin Advertising Agency in Chicago, for some time, has resigned and acquired an interest in the Macavoy Advertising Company of Chicago.

Frank M. Eldridge, advertising manager of the Detroit Motor Car Company, Detroit, Mich., has been appointed chairman of the publicity committee of the Detroit Commissioners of Public Safety.

Edwin A. Welton, of Detroit, Mich., advertising manager of the Burroughs Adding Machine Company, was the principal speaker at the recent weekly luncheon of the Birmingham, Ala., Ad Club. Other speakers were E. L. Prusing of New York, and T. J. O'Neill of Birmingham.

Norton T. Brotherton of Detroit, Mich., has affiliated himself with the Dunlap-Ward Advertising Company of Chicago and Detroit, and will specialize in motor car and motor truck advertising.

William Colb Johnson, of Los Angeles, who has been engaged in advertising agency work for over 30 years, has personally visited every city in the United States of over 25,000 population.

Thomas E. McLaughlin, manager of the Empire Theatre, Portland, Me., has resigned his position to join the staff of the Chicago branch of the Katz Advertising Agency. Mr. McLaughlin was formerly connected with the Boston Post and went to Portland in 1914 to take the business management of the Portland Press.

George M. Davis, manager of the Internal Gear Drive Association, with headquarters in Detroit, has been appointed sales and advertising manager of the Stewart Motor Corporation of Buffalo, in which city he was advertising manager of the E. R. Thomas Motor Car Company many years ago, and later assistant sales and advertising manager of the Pierce-Arrow Motor Car Company.

Earl S. Barber has been appointed director of sales and advertising for Alfred Decker and Cohn, "Society Brand" clothing. Mr. Barber formerly was advertising sales manager of the Chicago Herald.

**Hospital Newspaper Agency**

The Board of Directors of the Maternity Hospital of St. Louis, Mo., have completed plans for the establishment of a newspaper and magazine agency, the profits of which will go into the treasury of the hospital.

**Ad Men Will Show "City Beautiful"**

The Hillsboro (Texas) Ad League has arranged to show the films "City Beautiful" on March 10, to add the City Civic League in its campaign for a more beautiful Hillsboro.

The Following Newspapers are Members of

**THE AUDIT BUREAU OF CIRCULATIONS**

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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for November, Daily, 37,189; Sunday, 38,903. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.	<b>NEW YORK</b> COURIER & ENQUIRER..... Buffalo IL PROGRESSO ITALO AMERICANO. New York DAY..... New York The National Jewish Daily that no general advertiser should overlook.
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE ..... Augusta LEDGER ..... Columbus	<b>OHIO.</b> PLAIN DEALER..... Cleveland Circulation for February, 1916. Daily ..... 131,774 Sunday ..... 172,449 VINDICATOR ..... Youngstown
<b>ILLINOIS.</b> HERALD ..... Joliet STAR (Circulation 21,589)..... Peoria	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
<b>IOWA</b> REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	<b>TENNESSEE.</b> BANNER ..... Nashville
<b>KENTUCKY</b> MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TEXAS</b> AMERICAN ..... Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. POST ..... Houston Over 90% of carrier circulation stays in the homes. Proof on request. Government Report, 28,810 net. TELEGRAM ..... Temple Net paid circulation over 6,000.
<b>LOUISIANA</b> TIMES PICAYUNE..... New Orleans	<b>UTAH.</b> HERALD-REPUBLICAN..... Salt Lake City
<b>MICHIGAN</b> 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.	<b>VIRGINIA</b> DAILY NEWS-RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening..... Minneapolis	<b>WASHINGTON</b> POST-INTELLIGENCER ..... Seattle
<b>MISSOURI</b> 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	<b>CANADA</b> FREE PRESS ..... London DAILY HERALD..... Stratford Largest circulation in Perth County. The paper that Perth County people want to read.
<b>MONTANA</b> MINER ..... Butte Average daily, 11,684. Sunday, 17,971, for 3 months ending March 31st, 1915.	<b>ONTARIO</b>
<b>NORTH CAROLINA.</b> SENTINEL ..... Winston Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	
<b>NEW JERSEY.</b> JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield	
<b>ROLL OF HONOR</b>	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
<b>ILLINOIS.</b> SKANDINAVEN ..... Chicago	<b>NEBRASKA.</b> FREE PRESSE (Cir. 128,384)..... Lincoln
	<b>NEW YORK.</b> BOULETTINO DELLA SERA..... New York

**New Orleans States**  
Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915  
**33,142 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

# 856,786

lines of advertising  
in  
February  
a gain over the corresponding month  
in 1915 of  
**233,422 lines or  
37.4%**

## The Detroit Free Press

"Michigan's Greatest Newspaper"

Verree & Conklin, New York Foreign  
Chicago Representatives

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

### 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. BECK WITH SPECIAL AGENCY  
New York Chicago St. Louis

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

## 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

**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

USE  
**UNITED  
PRESS**  
FOR  
**Afternoon Papers**

General Offices, World Bldg., New York

### NEWSPAPERS THE BEST MEDIUMS

But Advertisements Must Be Well Constructed to Bring the Best Results.

[Special to THE EDITOR AND PUBLISHER]  
BOSTON, March 1.—Speaking before the Pilgrim Publicity Association last week W. E. Weld, advertising manager for Kennedy's, said that newspapers are the best medium for advertising any sort of goods sold in stores.

"The preliminary work in the making of any sale, from that of a business block to a necktie, from an automobile to a paper of pins," said Mr. Webb, "is the same in every case. The prospective customer's mind must pass through four stages—attention, interest, desire and resolve to buy.

"A good advertisement, then, should first attract attention. This favorable attention should be held long enough to arouse interest and interest must be sustained long enough to awaken desire, and desire must be stimulated to the point where it becomes strong enough to bring the customer to the store for at least a look. And newspapers are by far the best mediums for a clothing store, or for any other store.

"So, in preparing an advertisement we first seek to attract favorable attention through some one means or through a combination of different methods. Women buy newspapers because of the advertising, men buy them in spite of it.

"That's why we in the men's clothing business have to adopt a somewhat different and more difficult to execute style than when you are appealing to women. The basic appeals that you can make use of in advertising men's wear are no more than four—the style, quality, price and the service you render your customers."

### St. Louis Ad Club to Hold Exhibition

St. Louis, February 28.—An exhibition of direct advertising will be held during the month of March at the headquarters of the Advertising Club of St. Louis at the Majestic Hotel. The exhibition will consist of a comprehensive display of the various forms of direct advertising. The club plans to send out four pieces of advertising matter each week in March to a list of approximately 3,000 advertisers and prospective advertisers urging them to visit the exhibition. It is the purpose of the admen to demonstrate the different advertising methods used in attracting customers and to impress upon them the changes which have taken place in advertising methods recently.

### Sphinx Club "Army and Navy Night"

On Tuesday, March 14, the Sphinx Club of New York will hold a dinner, which, the preliminary announcement says, will be perhaps the most notable in the club's history. It will be an "Army and Navy Night," and the subject of "Preparedness" will be discussed by the following named speakers: Major-General Leonard Wood, U. S. A., Commanding Department of the East; Rear-Admiral Robert E. Peary, U. S. Navy; Major-General John F. O'Ryan, Commanding National Guard, New York State; Lieut.-Commander Earl B. Jessop, U. S. Navy; the Hon. William M. Calder, formerly member of Congress; Major-General Edward C. Young, formerly commanding National Guard of Illinois; Lieut. C. W. Nimitz, U. S. Navy; the Rev. Dr. Nehemiah Boynton, Chaplain, 13th Coast Defense; Lawrence W. Luellen, inventor, Luellen-Dawson Mobile Armament System.

### St. Louis Gets Houston's Vote

The Houston (Texas) Ad Club at its meeting this week indorsed St. Louis as the meeting place of the National Association of Ad Clubs in 1917. Both St. Louis and Cincinnati sent telegrams asking that the Houston Club give their respective cities indorsement, and on vote the Houston delegates were instructed to vote for St. Louis.

### REPORTERS TOO NUMEROUS

Dean Collins Says That Branch of Newspaper Work Is Overdone.

The field for trained special writers in journalism is to be the big field in future newspaper work, and the present number of reporters is overdone, said Dean Collins, special column writer and editor of the "Monday Crawfish" on the Morning Oregonian of Portland, speaking to the journalism students at the University of Oregon, recently.

"The demand for special column stuff is greater than the supply," said Mr. Collins. "The field is open and a greater demand for this material will be found in the future. A man must be a 'self-starter', using a phrase of Irwin Cobb's. That is, he must train himself to write it.

He declared that such newspaper material may be classed in three divisions: the clipped stuff, the original idea, and the contributor. Under the first the material is clipped from other papers, under the second the writer is the originator of the ideas he puts into his column, and under the third he gets people to write on some subject or idea.

### DE WEESE IN CINCINNATI

Addresses Ad Club on "The Lazy Dollar," and Criticizes Bank Ads.

CINCINNATI, March 8.—"The function of advertising is to keep the dollar busy and make it work overtime," said Truman A. De Weese, of Niagara Falls, N. Y., in his talk on "The Lazy Dollar" before the Advertisers' Club to-night. He said his firm, producing shredded wheat, spends about \$500,000 a year for newspaper advertising.

"I'll wager there are millions of lazy dollars in Cincinnati," he said. "Every man who carries more than \$50 in his pockets is guilty of a conspiracy against the public. The argument that every one knows where your place of business is does not turn goods over quickly."

Mr. De Weese criticized many bank ads. He said they fail to educate the people in the purpose of the bank and do not encourage frugality and thrift.

### TELLS FACTS ABOUT THE TIMES

Business Manager Wiley Addresses Journalism Students at Columbia.

Louis Wiley, business manager of the New York Times, addressed the senior class of the School of Journalism, at Columbia University, on March 8. His theme was the organization of the business office of a daily newspaper, and he gave the students much interesting information about the business methods and ethics of the Times.

Among some of the facts indicating the hustling prevailing in the Times office are these:

In the Times building there is a consumption of about a ton of news ink per day, and about two tons of ink are used per week for the rotogravure and half-tone sections issued with the Sunday Times.

Thirty thousand tons of news print paper are used per week and about 8,000 tons of high-class paper for the Sunday features, pictorial and other sections.

There are 222 employees in the Times composing room, 23 in the pressroom, 126 in the mailing room, 23 in the stereotyping room, and 45 employees on the Times process work and pictorial presses. There are fifty employees who act as elevator men, watchmen, cleaners, and porters. In the business, advertising, and circulation departments about 300 men and women are employed.

Fraudulent advertising will be discussed at the special meeting and dinner to be held by the Clothiers' Association of New York, at the Ansonia Hotel on Wednesday evening, March 15.

### WEDDING BELLS

William Halbert Graham, editor of the Andrews County News, of Andrews (Texas) and Miss Arnil Black, were married at Andrews on February 26.

Frank Kirkpatrick, city editor of the Pittsburgh Post, and Miss Jean Faulkner, who were married last week, are receiving the congratulations of many friends.

Frank C. Slep, advertising manager of the Johnstown (Pa.) Leader for the past year, and Miss Nancy Gardner, of Johnstown, were married on February 28. After a short wedding trip, they went to Stamford, Conn., where Mr. Slep joined the advertising force of the Major Stores. Mr. Slep is a native of Altoona, Pa.

The marriage is announced of Joseph Benjamin Rumbf, editor of the educational page of the Ledger, and Anna Bertha Ryan, of Lancaster, on March 4.

### ATKINSON GETS PRESIDENCY

Post Editorial Writer Chosen Head of the Boston Press Club.

BOSTON, March 9.—Roy Atkinson, a member of the Post editorial staff for the past ten years, and formerly editor of Maine Woods, the recreation and sporting weekly, and several other Maine papers, was chosen president of the Boston Press Club, at its thirty-first annual election to-day.

James C. White, political editor of the Herald, was elected vice-president; H. Lyman Armes, of the Post editorial department, and local representative of the Music Trade Indicator and the New York Lumber Trade Journal, was elected secretary; Attorney Judd E. Dewey was made treasurer, and Herbert E. Ellis, of the Tremont Trust Company, was chosen financial secretary.

The board of directors includes Ferguson Brown, treasurer of the Hotel and Railroad News Company; George B. Gallup, president of the Pilgrim Publicity Association; Thomas W. Greenall, of the advertising department of the Record; Charles A. Loring, treasurer of the Machine Composition Company; Attorney James E. O'Connell, and William A. Troy, assistant editor of the Sunday Post.

President Atkinson is one of the best known newspaper reporters in New England. Before coming to the Boston Post, ten years ago, he had been a member of the staff of the Kennebec Journal in Augusta, and editor of the Millinocket Journal and the Lincoln Chronicle.

### Rogers May Succeed Bridgman

The American Newspaper Publishers' Association will hold its annual meeting in the last week in April. Herbert L. Bridgman, of the Brooklyn (N. Y.) Standard Union, who is now serving his second term as president of the Association, will probably be succeeded by Vice-President H. L. Rogers, of the Chicago Daily News. B. H. Anthony, of the New Bedford (Mass.) Morning Mercury and Evening Standard, is spoken of for the vice-presidency.

### Conducts Vote on City Government

DURANT, Okla., March 5.—The Durant Daily Democrat recently ran a blank coupon asking the citizens to express their views as to the best character of government for the city. Three kinds of government were presented, the aldermanic, the commission and the city manager form. Eighty-five per cent. of the replies favored the city manager form, nearly all the present city officials, including the aldermen, voting for this form. Twelve per cent. were for the present, or aldermanic form, and three per cent. for the commission form. A mass-meeting will be held in the near future to discuss the matter, at which time it is hoped to make arrangements to adopt the city manager form.

## NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

## Journalism Teachers' Conference

Extensive preparations are being made at the University of Kansas for the meeting of the American Association of Journalism Teachers April 21 and 22. A very comprehensive programme covering the fields of Teaching, Direct Public Service, and Research has been arranged with speakers coming from every section of the country. Some of the speakers and their universities are: Prof. Franklin Mathews, Columbia; Prof. Fred Newton Scott, Michigan; Prof. John M. Cooney, Notre Dame; Dean Walter Williams, Missouri; Prof. J. W. Piercy, Indiana; Prof. Walter D. Scott, Northwestern; Prof. R. Starr Butler, Wisconsin; Prof. James Routh, Tulane; Prof. M. M. Fogg, Nebraska; Prof. F. W. Kennedy, Washington; Prof. A. W. Hopkins, Wisconsin; Prof. Albert F. Wilson, New York; Director Will H. Mays, Texas; Prof. F. W. Scott, Illinois; Prof. Eric W. Allen, Oregon; Prof. Frank G. Kane, Washington; Prof. J. B. Powell, Missouri; Prof. T. H. Brewer, Oklahoma; Prof. J. S. Myers, Ohio State; Prof. W. P. Kirkwood, Minnesota; Prof. W. G. Bleyer, Wisconsin; Director James Melvin Lee, New York; Prof. E. W. Smith, Stanford; Dean Talcott Williams and Prof. J. W. Cunliffe, Columbia; Prof. F. L. Stone, Montana.

## University of Kansas

The Associated Students of Journalism is a new organization at the University of Kansas formed by all men and women regularly enrolled in the department of journalism. The organization's main purpose is social; to entertain visiting journalists of note, to promote walking trips and entertainments, to work for a journalists' club house on the campus.

The Daily Kansan is now being issued in bound volumes to any organization which has at least ten yearly subscribers among its members. Many clubs, sororities, and fraternities are taking advantage of the offer.

Editors of the Daily Kansan of past years are setting for the scribes now in school examples which promise to make the young graduates hustle when they get out into the newspaper field. It is becoming a tradition at the University that editors of the Kansan shall "make good." The latest report of a former Kansan editor's success was received last week. It states that John M. Henry, '15, has established a new paper in Beatrice, Nebraska, with the avowed purpose of driving the saloons out of that city. The anti-saloon league of that city is behind Henry and his new Chronicle.

Plans are now being made for Kansas Newspaper Week, which will be held at the University May 1-6, when scores of representatives of the newspaper fraternity of Kansas will meet to hear experts in the various lines of newspaper endeavor, and to discuss the leading questions of the hour. One of the features of the week, as recently announced, is that the Missouri Valley Cost Congress will convene at the same time, thus giving the Kansas editors an opportunity to hear the up-to-the-minute opinions and ideas of cost and efficiency experts.

## University of Wisconsin

Edward A. Krueger, class of 1914, who has been with the City Press Association in Chicago, is now on the editorial staff of Popular Mechanics.

Marvin W. Wallach, a student in journalism, has left the University to

take a place on the Sheboygan (Wis.) Press.

Stephen E. Perrine, a graduate of the course in journalism, 1915, is reporting on the Racine (Wis.) Journal-News.

Will C. Hyde, a former journalism student, is acting city editor of the Fond du Lac (Wis.) Reporter.

R. G. Lee, field man for cost accounting and advertising survey work at the University, addressed the winter meeting of the Central Wisconsin Press Association on March 4 at Neillsville, Wis.

E. M. Pittenger, who has just completed his course at the University, has accepted a position on the Gary (Ind.) Tribune.

H. H. Bliss, business manager of the Janesville Gazette and secretary of the Wisconsin Daily League, addressed the students in the course in journalism at the University of Wisconsin on "Business Management."

## University of Missouri

The Missouri State Press Association will meet May 4 and 5 of Journalism Week at the School of Journalism. J. K. Pool, president of the association and editor of the Centralia (Mo.) Courier, is the probable nominee of the Democratic party for Secretary of State.

The North St. Louis Business Men's Association has expressed its intention to send a delegation of 150 members to Columbia on Wednesday, May 3, of Journalism Week. This will be Advertising Day on the week's program. The St. Louis men will make the trip in a special train, arriving in Columbia in the morning and leaving that night. Some of the members of the St. Louis association have a part in the day's program. Among other principal speakers for Advertising Day will be E. L. Schuey of Dayton, Ohio, president of the American Association of National Advertisers; and Courtland Smith, of New York city, president and general manager of the American Press Association.

Arrangements are being made for a two-day meeting of commercial organizations of the State during Journalism Week, and there will be a meeting of the executive committee of the Missouri Retail Merchants' Association here May 3. All trade organizations of the State have been invited to hold meetings here on that day.

Walter Williams, dean of the School of Journalism, last week delivered an address before the Kansas City Association of Credit Men at its annual dinner on "Washington, the Man."

Harry K. Poindexter, former student in journalism, is now editor of the Dry Goods Journal, a house organ issued by the Poindexter Wholesale Drygoods Company of Kansas City.

J. B. Powell, instructor in advertising, delivered an address before the Iowa Lumbermen's Association at Waterloo, Iowa, last week.

Russell M. Bandy, Jr., who was graduated from the School of Journalism last year, is now with the advertising department of the Merchants' Trade Journal, of Des Moines, Ia.

## University of Minnesota

The department of journalism, as it is called officially instead of "school," will before long burst into bloom as "the college of journalism" if present hopes and expectations are actualized. The growth of the department, which was established only a year ago, has been satisfactory under the headship of Prof. W. P. Kirkwood, with the assistance of L. G. Hood, late of the University of Missouri, who was recently added to the faculty.

At the start there was only one course with ten students enrolled. Two courses have been added and the number of students increased sixfold. Eight additional courses are promised for the ensuing year, including newspaper ad-

ministration, the latter comprising advertising, circulation and mechanical problems. The department, acting with the extension division of the university, will soon establish a central service bureau for the entire University. The department will gather and write information on all conceivable subjects.

The Em Club's petition for the creation here of a chapter of Sigma Delta Chi has been sent out. The club is composed of the following named upper class men: L. Seiden Wilcox, Raymond Anderson, J. Godfrey Smith, Robert S. Benepe, St. Paul; H. Raymond Horn, Norman A. Holen, Roy S. Scott, Minneapolis; Charles W. Cole, Waterloo, Iowa; Ralph Underwood, Anoka, Minn.; Merie A. Potter, Mason City, Iowa; Burt Markham, James L. Markham, Alma City, Minn., and Charles A. Anderson, Hastings, Minn.

## New Owners Win Intertype Decision

The United States District Court has confirmed the right of the reorganized International Typesetting Machine Company to manufacture and sell, and of its customers to use, Intertype machines and supplies. Of the forty-one patents originally sued upon, the Court of Appeals, reviewing the earlier suits, decided against the Intertype upon only one patent, covering a special mould support long since discontinued, while in the later suit the United States District Court decided against the Intertype upon only one old style special display mould, for which a satisfactory substitute has been provided.

## World Men's Annual Dinner

The annual dinner of the editorial and art staffs of the New York morning and Sunday World will be held at Healey's at 1 o'clock on the morning of March 26. City editor Herbert B. Swope, of the Morning World, is chairman of the dinner committee, and a large entertainment committee is now devising fun features. Covers will be laid for about one hundred and fifty.

## Press Club Dined Editor Van Galder

F. O. Van Galder, editor of the Modern Woodman, president of the Tri-City Press Club, and erstwhile Ford peace delegate, was guest of honor at a dinner given by the Press Club in Rock Island, Ill., on March 1. Fifty newspaper men of Moline, Rock Island, and Monmouth, Ill., and Davenport, Ia., were present. After a varied programme, during which much levity prevailed, Mr. Van Galder told of his experiences in Europe, declaring that he "was not a fool," as some of his fellow newspaper men had believed, for accepting Henry Ford's invitation to spend two months touring as his guest. Mr. Van Galder said he thought each member of the club likewise would have accepted, had the opportunity been presented.

## John H. Hearley Goes to Rome

ALBANY, March 10.—John H. Hearley, who has been Albany manager of the United Press for about two years, sails tomorrow on the Rotterdam for London, whence he will proceed to Rome, where he will assume charge of the Rome branch of the United Press. He worked for the Albany Times-Union before becoming manager of the United Press. He was a prominent member of the Albany Legislative Correspondents' Association at the State Capitol.

## Commendation for Good Work

By way of commendation for good work, J. H. Tennant, managing editor of the New York Evening World, had posted on the bulletin board of that newspaper this week, a letter from the president of the United Anglers' League, thanking the Evening World for sending "such courteous and capable gentlemen as Joseph S. Jordan and Artist Ferd Long" to the League's reception this week.

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

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

PROMOTION DEPT.  
SHAFFER GROUP

12 S. Market Street,

Chicago

## 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.

IL PROGRESSO  
ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations)  
Daily average net circulation last postoffice statement, 134,286 copies.

Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.

## IL PROGRESSO ITALO-AMERICANO

CHAV. CARLO BARSOTTI,  
Ed. and Pub.  
42 Elm St., New York City

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

## COLORADO SPRINGS

has one automobile f. . .  
every 17 persons.

## THE TELEGRAPH

reaches auto owners.

J. P. McKinney &amp; Son

New York

Detroit

Chicago

## DETROIT SATURDAY NIGHT

guarantees and stands back of every advertisement it publishes.

G. LOGAN PAYNE CO.

New York

Chicago

Boston

Detroit

## Newspaper Properties

Specializing in Central West and Southern  
Dailies.

A. S. PORTER

118-120 Griswold St., Detroit, Mich.

## AUTHORITATIVE FASHIONS

WEEKLY—grouped half-tones.  
DAILY—alternate line and half-tone

### The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

## The "Flaneur" Letter

From Berlin (Germany) Association of Commerce and Trade:

We would appreciate a copy of your Flaneur for the use of our reading room, which is probably the largest in Europe containing American newspapers and periodicals.

For Price and Territory write:

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

## The Electric Bulletin

Is a business asset. It is as important a part of a newspaper equipment as a Linotype. An Electric Bulletin will increase your circulation and popularity. Ask any one of its users.

A machine may be leased, bought for cash, or liberal terms will be given. Write for particulars.

National Electric Bulletin Corp.  
New London, Conn.

## Ten Million a Week Says Government Report

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

### The Vitagraph Company of America

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

## The Automatic Press Blanket

Is everything the name implies. Eliminates all tyman cloth. Saves paper, time and increases press efficiency.

Write for sample and descriptive matter. We are the sole manufacturers.

"Quality Goods Only"

New England Newspaper Supply Co.,  
Worcester, Mass.

# Circulation News, Views, and Observations

A Regular Department Designed to be Helpful to Circulation Managers Everywhere.

### BIDS FOR NEWSBOYS' MONEY

#### President of New Detroit Bank Invites Deposits from Newsboys.

Detroit newsboys are to be asked to favor the Highland Park State Bank of Detroit with their business, according to Alonzo P. Ewing, vice-president and general manager of the financial institution.

Mr. Ewing has written a letter to John L. Dexter, president of the Detroit Newsboys' Association, inviting the newsboys to be among the early depositors of the bank.

"Of course we want the business of the newsboys," asserted Mr. Ewing. "We want the business of every citizen who will give us an opportunity to be of service to him. The newsboys should be encouraged to save their pennies, their dimes, and their dollars. If we can aid them in any way we want them to come to us and let us know it."

### Yonkers Newsboys Organize

Fifty newsboys and newsdealers met last week in Wiggins' hall, Yonkers, N. Y., to form a protective and social organization. Tentative plans for such a club were advanced, and it was decided to call the organization, "The Yonkers Newsdealers' and Newsboys' Association." William Thompson was chairman of the meeting. Permanent officers will be chosen later.

### Newsies Enter Vista House Campaign

The newsboys of Portland, Ore., are energetically engaged in the campaign being conducted in that city for funds for the erection of the great pioneer memorial Vista House at Crown Point, Ore. The newsboys entered the campaign voluntarily, when Sam Perlman donated 50 cents, and then went out and appointed Jack Lakefish and Sammie Tonkin on his "committee," stipulating that each of them contribute 25 cents and assist in the campaign among the newsboys for contributions to the fund.

### Honesty Among Newsboys

At a recent meeting of the Schenectady Newsboys' Association, the following found articles were turned in: A receipt for a deposit on a suit of clothes; a check book having stub records, partially used; also a gold coin which had been given and received as a coin of lower denomination. This gold piece was tendered by someone unknown to the newsboy, and it was only when counting his money that the boy discovered that the coin had a far greater value.

### Determined to Win Carriers' Prize

Showing marked determination and grit, Lovell Wilson, a lad of 14, has entered the Los Angeles (Calif.) Evening Express and Morning Tribune contest for the purpose of securing a part of the \$1000 which is to be distributed among the paper's carriers in southern California. Wilson is determined to win one of the larger prizes and thus lay the foundation of a business career by placing the prize in a bank until he is 21 years old. He has been an Evening Express and Morning Tribune representative for a year and a half.

### "Lizzie" Bato Chosen Mayor

The Newsboys' Club of Butte, Mont., has elected and installed the following officers: Mayor, "Lizzie" Bato; police judge, John Shryne; city clerk, Leonard Brundell.

### E. S. Dobson Now in Milwaukee

E. S. Dobson, long the circulation manager of the Detroit News, has resigned that position to become circulation manager of the Milwaukee (Wis.) Sentinel and has assumed his new duties. His record with the Detroit News



E. S. DOBSON

is assurance of his success with the Sentinel. The advent of Mr. Dobson in the Sentinel office has led to the planning of numerous new features in that paper which ought to prove to be circulation winners and which will soon be adopted. Just now most of those plans are being kept under the hats of John Poppendieck, Jr., business manager of the Sentinel, and Mr. Dobson.

### Evening Mail Marathon Race

The New York Evening Mail's Modified Marathon race, which has been one of the leading sporting fixtures in New York city and vicinity for the last five years, will be national in its scope this year. A large number of newspapers in other cities in the country will cooperate with the Mail by running Marathon races under their own auspices on May 6, and the winner of these races will receive as a prize a free ticket to New York to participate in the Mail race on May 20. In this manner every part of the United States, it is expected, will be represented in the Mail Marathon.

### Newsboy Buys Barbershop

From newsboy for the old Inter-Mountain to proprietor of the Fashion barbershop, acquired a few days ago for \$8,000, and on which he proposes to spend from \$4,000 to \$5,000 in repairs and alterations, is the story of the success of John Lambros, commonly known as "Jocko," a young Greek lad, who has been in Butte, Mont., for the past 17 years.

### February Gains

The circulation of the Chicago Tribune's Sunday edition for February 6 to March 5 went up from 603,281 to 652,026, a gain of 48,745, certainly an unusual increase for one month.

The New York World gained 10,126 in home circulation in February over the same month in 1915. Its Sunday edition went up 24,975 copies.

### Circulation Managers' Convention

The eighteenth annual convention of the International Circulation Managers' Association will be held at Grand Rapids, Mich., June 20 to 22, and J. A. Mathews, of Oklahoma City, one of the directors and chairman of the programme committee, has sent out a call to the membership for suggestions in order to formulate the best possible programme. He asks that they submit to him as soon as possible suggestions or statements in regard to their greatest problems, and also give successful plans by which they are saving their publishers money.

### Hungary Cuts Newspapers' Size

The Hungarian Government has demanded an inventory of all stocks of news print paper on hand, which is placed under Government control. Newspapers selling for six heller (1½ cents) hereafter may print not more than forty-eight pages weekly, and newspapers selling for twelve heller, not more than ninety-eight pages. The space devoted to advertisements must not exceed 55 per cent. of the advertising space of March, 1914.

### C. J. McDonald Joins Corrigan's Forces

C. J. McDonald, until recently city circulation manager for the Denver Post, is now associated with Robert J. Corrigan on the Rocky Mountain News



C. J. McDONALD

and the Denver Times in a similar capacity. Previous to his connection with the Denver Post, Mr. McDonald was connected with the circulation departments of Omaha and Des Moines newspapers, and has made a record as a keen, alert producer of circulation results. In securing his services Mr. Corrigan has strengthened the circulation organization of the important Denver papers which he controls.

### Talk to Boston Newsboys

BOSTON, March 7.—Frank L. Locke, president of the B. Y. M. C. U., one morning recently addressed some 200 newsboys on "Opportunities for Newsboys." Francis W. Bird, publisher of the Boston Record, spoke on "Making Men out of Boys." Other speeches were made by Samuel Sklar, circulation manager of the Evening Record; Harold Whitehead of the American School of Business and Master Joseph Scheider.

**PUSHING DULUTH HERALD**

**Col. Henry Bans all Premium Schemes and Stands Firm for Clean Advertising.**

DULUTH, March 7.—Col. William F. Henry, advertising and business manager of the Duluth Herald, is sending out a large number of printed post cards of several different kinds, presenting the advantages of his paper for both advertising and reading. He is also distributing a large mailing card bearing Minnesota and Wisconsin press notices complimentary to the paper. It is the boast of the Herald that it buys no readers with premiums. "The Duluth Herald," Col. Henry says, "has never offered or given a premium of any kind, or reduced its regular rates, or gone into a 'clubbing' proposition with any other publication. The Herald believes that the only honest way to get subscribers is to turn out a paper for which they will want to subscribe because they want to read it. Its belief has been justified by the fact that, acting on that policy, its list of subscribers has steadily grown and is still growing."

Col. Henry strikes straight from the shoulder on behalf of clean advertising. He says: "There are those who try to insert unclean advertising in the newspapers to-day, and occasionally they succeed with some papers. But I can assure you, in all honesty and sincerity, that matter of that kind is met with a prompt rejection at the advertising counter of the Herald, and that it always will be so met as long as the Herald remains under its present management."

**Spokesman-Review Issues House Organ**

SPOKANE, March 4.—This month's issue of the Spokesman-Review's house organ, the S.-R. Scout, is brim full of newsy matter regarding carriers and agents. Typical items are a letter from a patron commending a carrier; an account of a banquet given to a group of carriers; prize winners in a recent contest; reports of scoops scored by the Spokesman-Review; and well-seasoned advice on the right sort of delivery service. There is an abundance of such personalities as "Vernon Kilgore has now the distinction of being the only firey topped member of the force. He is carrier 61. On his route you don't deliver by addresses. You go by scent and 'next house right or left or across the street from so and so.'"

The retail merchants of Everett, Wash., are making a combined effort to eliminate trading stamps from that city.

**Topeka**

# Daily Capital

Average net paid circulation for the six months, ending September 30, 1915, as sworn to in Government report

## 32,430

And as confirmed by report of The Audit Bureau of Circulations.

*Arthur Capper*  
Publisher,  
TOPEKA, KANS.

**Deutsches Journal**

The N. Y. German Journal is America's Greatest German Newspaper

**NEWSPAPER ACTIVITIES**

The Baltimore News has published a pamphlet containing in reduced form the 36 pages of the double-header automobile show number on January 15 and 18, which it is circulating among advertisers.

Hundreds and perhaps thousands of school pupils have taken up a special study of Shakespeare through the Boston Post's series of daily articles in connection with the 300th Shakespearian anniversary. This fact has become known through an investigation of the matter made by the Post, the result of which has been published in the form of several articles in that paper. The Shakespeare articles, suitably illustrated, appear on the editorial page. They are arranged and compiled by Fred Clark, who has done daily feature editorial page work for the Post for several years.

C. M. White is conducting, in the St. Paul Daily News, a war puzzle advertising contest devised and copyrighted by him. Mr. White has had extensive experience, both advertising and editorial, in the Middle West, including St. Louis, Kansas City, and St. Joseph, Mo., Omaha, Neb., and Sioux City, Iowa.

The Leap Year babies' contest in the St. Paul Daily News, in which merchants advertised to give presents to every child born on February 29, created an unusual amount of interest. At latest accounts eight children, including one pair of twins, were born in the city on that day. The Daily News, the First National Bank and other business concerns gave \$5 to each baby. The presents were of great variety, one establishment giving an electric milk warmer.

**Issues South Florida Year Book**

The Tampa Morning Tribune on February 29 issued its annual "Semi-Tropic Florida Development Year Book"—a well-printed quarto of 148 pages—in which are portrayed by pen and picture the resources of south Florida. It contains more than 225 half-tone reproductions of photographs of luxuriant groves and gardens, handsome homes, and business buildings illustrating the developments and progress of that section. The editor of the Tribune proudly says of the year book, which has been sent broadcast throughout the country, that it is unquestionably the most elaborate and accurate advertisement ever sent out of south Florida. And he adds: "The Tribune realizes and appreciates that from a monetary standpoint, such colossal editions are not money-makers. But the Tribune believes in advertising and it takes its own medicine more freely than it prescribes it."

**Albany Paper's Record Show**

The attendance at the pure food show conducted at Albany, N. Y., by the Knickerbocker Press of that city, broke all records for attendance at scientific cooking classes. Many women's organizations patronized the show, more than 600 of the 700 members of the Woman's Club of Albany being guests of the Knickerbocker Press one day. The attendance for the week was 16,000, beating the 14,000 showing of Worcester, Mass., and the big attendance in eleven other large cities, including Washington, D. C.; Baltimore, Providence, Springfield, Hartford, New Haven, Harrisburg, and Trenton.

**Evening Mail Fashion Auction**

A successful fashion auction was conducted on Monday and Tuesday in the grand ballroom of the Waldorf-Astoria hotel, New York, by T. E. Olliphant, fashion editor of the New York Evening Mail. Some thousands of dollars' worth of fine gowns were sold by Elizabeth Murray, Julia Sanderson, Marie Dressler, and other well-known actresses. The proceeds will be applied to the save-a-home fund of the Mail.

**NEW PRESSES FOR OHIO PAPERS**

**Growth of Scripps-McRae Publications Necessitates Enlarged Equipment.**

CLEVELAND, March 8.—Unprecedented increases in circulation and advertising have necessitated extensive enlargements in the mechanical equipment of the Cleveland Press, which will be made immediately, the machinery to be in operation early in April. New mechanical facilities are to be provided also for the Scripps-McRae League newspapers in Ohio, including the Cincinnati Post, the Toledo News-Bee, the Columbus Citizen, and the Akron Press.

Growth of the Scripps-McRae publications in the Central West is indicated by the new needs for machinery. One order recently placed by the Press includes five new high speed Hoe sextuple presses to be added to the Press plant, while two high speed presses of the present equipment will be retained. In construction the new machinery is said to be the last word in the combination of ideas of European and American engineers. The latest full automatic Kohler drives and controllers will be used. These machines will be so erected they may be used as double units or single presses, as the rush of news and advertising of the day requires. Composing room and stereotype facilities have been increased so that the Press plant will, with its new machinery, have more than double its former capacity.

The Toledo News-Bee is installing three high speed sextuple presses, in place of its former battery of five deck machines. Additions to the composing room and stereotype department facilities will give the News-Bee greatly increased output.

The Columbus Citizen has also outgrown its quadruple presses and is installing two high speed presses of quintuple capacity, to take care of its increased circulation.

The Des Moines News is replacing its standard speed presses with two high speed machines with color attachments.

The Cincinnati Post has recently added to its battery of high speed presses an additional press to keep up with its remarkable circulation and advertising growth.

The Akron Press is replacing its three deck standard press with a press of quadruple capacity and greater speed.

**MAGAZINE AGENT MADE MILLIONS**

**Mrs. J. Stone Helm Started Getting Subscribers When a Teacher.**

Mrs. Jennie Stone Helm, one of the wealthiest women in Kentucky, and president of the J. M. Hanson-Bennett Magazine Agency of Chicago, died recently at her country home, Helmerest, Ky. It was estimated that she had made more than \$1,000,000.

About twenty-five years ago Mrs. Helm went to Lexington from Bourbon County, Kentucky, and became a teacher in the city schools. To increase her slender income she began to solicit subscriptions to periodicals. Mrs. Helm expanded her business until she had established the J. M. Hanson Magazine Agency, a business name she chose. The establishment increased under her capable handling until it became recognized as one of the leading agencies in the country. In 1914 Mrs. Helm negotiated a merger with the Bennett Magazine Agency of Chicago and became president and controlling stockholder. She once was offered \$100,000 for her subscription lists, but the amount did not tempt her to sell.

The Bloomington (Ind.) Ministerial Alliance has started a publicity campaign in Bloomington newspapers that is expected to greatly increase church attendance in that city.

## AD ART SERVICE

¶ For newspaper advertising departments exclusively—and sold only where both newspaper and we believe it will produce a profit.

¶ Proofs on request.

### AD ART SERVICE

THE NEWSPAPER ADVERTISING MANAGERS' SERVICE  
212 Press Bldg. Cleveland, O.

## \$50,000 WORTH OF NEW SUBSCRIBERS

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

These A. B. C. papers know our methods are original and productive:

Courier-Journal, Louisville, Ky.....	\$60,000
Deseret News, Salt Lake City.....	\$33,000
Express, San Antonio, first campaign.....	\$50,000
Second campaign .....	\$78,000

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

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

## Most For The Dollar

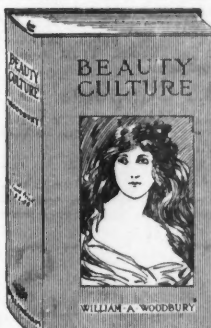
That's what our illustrated news matrix and feature service represents. Let us prove it.

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

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

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

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



### Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

### The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

**We can increase your business—  
you want it increased.**

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

## BURRELLE

60-62 Warren St., New York City  
Established a Quarter of a Century.

### 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.  
Plainfield, N. J.

## Successful

Men in every walk of life are all familiar with

### Romeike's Press Clippings

Among our patrons are professional and business men and women, public persons and the leading Banks, Trust Companies and Corporations.

### Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.,  
106-110 Seventh Ave. New York City

## ATLAS

PRESS CLIPPING  
Agency

42d Street New York

### NEW INCORPORATIONS

TAUNTON, Mass.—Daily Globe Publishing Company; capital stock, \$25,000; incorporators, James P. Galligan, James F. Driscoll, James N. Lincoln and Henry M. Driscoll.

CENTRAL CITY, Ky.—Central City News Company; capital stock, \$1,000; incorporators, S. P. Taylor, Richard Neel, Guy Fortney and William McNell.

COLUMBUS, Ind.—Ledger Publishing Company; capital stock, \$15,000; publishing business; incorporators, Paul Poynter, Alice W. Poynter and Robert B. Phillips.

SEYMOUR, Ind.—Democrat Publishing Company; capital stock, \$10,000; publishing business; incorporators, Lester C. Gifford, S. P. Poynter and A. W. Poynter.

PASADENA, Calif.—Pasadena Star-News Publishing Company; capital stock, \$250,000; incorporators, Charles H. Prisk, J. H. Pryor, Lon F. Chapin, W. F. Prisk and A. J. Hasking.

HARTFORD, Conn.—Metal Record and Electroplated Publishing Company; publishing newspapers, magazines and periodicals; capital stock, \$5,000; incorporators, Frederick C. Stanley, James E. Colgan and Victor H. Borg.

NEW YORK CITY—Thunderer Printing and Publishing Company; capital stock, \$50,000; printing and publishing business; directors, Louis A. Leavelle, M. D. Johnson and Samuel B. Leftwitch.

NEW YORK CITY—Italian Renaissance Publishing Company; capital stock, \$10,000; printing business; directors, Benjamin G. Gasparello and James V. Panizza, of Brooklyn, and Anthony A. Gasparello, of Barre, Vt.

NEW YORK CITY—Steber Fraternal Press Association; capital stock, \$10,000; printing, bookselling, publishing, stationery and advertising; directors, Emily W. Steber, Charles J. Steber and Paul Hayley, Jr.

NEW YORK CITY—Bull Publishing Company; capital stock, \$100,000; publishing and printing; directors, John J. Ruth, of Greenpoint, L. I.; S. De Lange and Leo C. Kelly, of New York.

NEW YORK CITY—Service Photo-Engraving Company; capital stock, \$10,000; copper and zinc plates for illustrations in newspapers, magazines and periodicals; directors, Karekin S. Davidian, of Brooklyn; Emil N. Sarajian and Harry S. Gardener, of Newark, N. J.

CLARKSTOWN, Rockland County—Allen E. Beals Corporation; capital stock, \$5,000; general advertising agency and publishing business; directors, George B. Hill, of New York city; Ford H. Dow, of White Plains, and Stephen Gates, of Locust Valley.

LOUISVILLE, Ky.—The Stockard Service; advertising business; capital stock, \$50,000; incorporators, L. E. Stockard, W. D. Stockard and Mildred Gorin.

INDIANAPOLIS, Ind.—Treat-U-Right Company; general advertising, boosting newspaper circulation and increasing retail business; capital stock, \$10,000; incorporators, Ray E. Smith, Burt M. Schultz and B. E. Edie.

NEW YORK CITY—Williams and Carroll Corporation; general advertising; capital stock, \$50,000; incorporators, J. R. Halsey, C. M. O'Keefe and J. W. Clancey.

HADDONFIELD, N. J.—Readograph Advertising Company; capital stock, \$50,000.

NEW YORK CITY—Styles and Smiles Advertising Company; general advertising and publishing; capital stock, \$5,000; incorporators, Lawrence M. Samuels, Emanuel Eschelbacher and Benjamin Frankenstein.

NEW YORK CITY—The Odd Lot Review; general advertising, publishing and book selling, especially the Odd Lot Review; capital stock, \$10,000; incorporators, Albert V. Fischer, Carl S. Flanders and Howard C. Weaver.

### CHANGES IN INTEREST

DURANGO, Colo.—George N. Raymond and S. W. Raymond, pioneer newspaper men of San Juan Basin, have sold the Durango Herald to J. H. McDevitt, Jr., formerly receiver of the United States land office at Durango. I. J. Bradford, who formerly was a newspaper man of the San Louis Valley, is associate editor.

PORT ARTHUR, Ont.—The Daily News and Evening Chronicle have amalgamated. E. B. McKay of the News, will be managing editor of the merged newspapers.

WATERLOO, Can.—Frank Tupholme has purchased the Grill Lake Advertiser of Saskatchewan.

PASADENA, Calif.—The Star and the News, both evening dailies, have been merged into the Pasadena Star-News. Negotiations for this transaction were closed last month, and resulted in the formation of a corporation entitled the Pasadena Star-News Publishing Company, with C. H. Prisk, J. H. Pryor, Lon F. Chapin, W. F. Prisk and A. J. Hosking as stockholders and directors. The capital stock of the new company will be \$250,000.

MOUNT HOLLY, N. J.—The Mount Holly Herald, for many years the leading Democratic weekly in Burlington county, under the ownership of the late William B. Wills, has been sold to George M. Sleeper and Charles La Tour, who were associated with editor Wills.

ASHEVILLE, N. C.—The Gazette-News, the evening paper, has been sold to Charles A. Webb, marshal for this district, and associates, including postmaster Owen Gudder. W. A. Hildebrand, former owner of the paper, will devote his attention to the Greensboro News. The new Gazette-News will be operated, it is understood, in the interests of the Democratic party.

OZARK, Ark.—T. F. Cox of Oklahoma, has purchased a half-interest in the Spectator. R. H. Burrow, the editor, will publish a paper in Alma.

AGENDA, Kan.—The Agenda Times changed hands recently when J. M. Foster, of the Clifton News, sold the paper to A. Q. Miller, of the Belleville Telescope. Mr. Miller will continue to print the Times in conjunction with the Belleville Telescope.

EDNA, Tex.—William Cole has bought from George T. Everett the controlling interest in the Ganado Independent, which was founded by Mr. Everett nine years ago. He will move to Little Rock, Ark., and open up a job printing plant.

NAPLES, Tex.—A. H. Lyon, late of Greenwood, Ind., has purchased the Naples Monitor from J. W. Harrell.

PETERSBURG, Va.—The Hopewell Daily Press has been purchased by a new stock company composed of representative business men of Hopewell, Petersburg and Richmond. The Press was launched three months ago by John L. Vaughan and others. It has proved a splendid newspaper venture. Richard Bauer, founder of the Hopewell News, the first daily paper of the city, becomes president of the new company, and J. B. Withers remains as secretary and treasurer.

HARRODSBURG, Ky.—W. O. McIntyre and A. W. Timoney, who recently purchased the Harrodsburg (Ky.) Democrat in Harrodsburg, have purchased the half interest in the Harrodsburg Herald from J. G. Pulliam. D. M. Hutton will be editor and manager of the Herald and Mr. Timoney will continue as editor and manager of the Democrat.

HANFORD, Wash.—Perry Willoughby, for the last six years publisher of the Columbian, has purchased the Richland (Wash.) Advocate.

YARMOUTH, N. S.—The Times, a semi-weekly paper, published for many years by J. D. Rolston, has been sold to a syndicate of local citizens, who are applying for incorporation under the name of Yarmouth Times, Limited. The company is also securing power to act as advertising agents.

### NEW PUBLICATIONS

Another newspaper, the Soul Awakener, a Republican sheet, appeared for the first time last Friday afternoon at Madisonville, Ky. Latt McLaughlin, who was in the primary race for Governor on the G. O. P. ticket last fall, is the editor and publisher.

The Perry-Spencer County News is the name of a newspaper that has been started at Troy, Ind. Paul H. MacNeill, of Bloomfield, Ind., is editor and publisher.

The Burnside Star is the name of a new local paper for Burnside (Ky.), owned and managed by A. H. Vanhook. It is published from the plant of the suspended Burnside Item, and is a newsy five-column four-page paper.

The Clark County Republican has made its appearance at Winchester, Ky. It is owned and edited by Capt. Lucien Beckner.

### Will Erect New Home

The Mercury Publishing Company, owner of the New Bedford (Mass.) Mercury, has purchased the property at the corner of Second and William Streets, that city, and will erect a new home for the paper. The Mercury was established 109 years ago and has occupied its present location at Union and Second Streets, New Bedford, for about fifty-seven years.

### Circulation Stimulants

The Atlanta Georgian offers to its agents a prize of \$50 to the one securing the greatest increase in his order for the Georgian based on his drawing on February 16. Three other prizes, one for \$25, \$15 and \$10, for those ranking next to the winner of the largest prize. The contest closes April 1.

### Newspaper Plant Destroyed

GRAND RAPIDS, Mich., March 6.—With the plant entirely destroyed by fire with a loss of nearly \$12,000, to-day, the Osceola County Herald-Clarion, published at Reed City by T. O. and A. W. Huckle, will not miss an issue. While the building was still burning, the publishers made arrangements with the owners of a Cadillac newspaper to print their regular edition and subscribers will receive their copy this week as usual.

### Germans Issue French Paper

Among the various newspapers issued by the German military authorities in enemy territory held by them, the Gazette des Ardennes, with a circulation put at 100,000, according to an article in the Hamburger Fremdenblatt, seems to be the most important. The Gazette is published at Peronne and is sold all over that section of France by native newsboys and German soldiers. Because it is printed in French, the Gazette has been mistaken frequently for a bona fide French publication.

### To Rid Town of Rats

DUBLIN, Texas, March 5.—The Dublin Daily Progress has launched a campaign for the eradication of rats in Dublin. The newspaper is offering a bounty of one cent each for every rat killed in the city limits. This offer appeals especially to the boys, and nearly every schoolboy has become a rat trapper. Rodents had increased in this town to such an extent that they had become a menace to the health of the people.

### A Terrible Experience

"You must have had a terrible experience, with no fool and mosquitoes swarming around you," the man said to the shipwrecked mariner who had been cast upon the Jersey sands.  
"You just bet I had a terrible experience," he acknowledged. "My experience was worse than that of the man who wrote, 'Water, water everywhere, but not a drop to drink.' With me it was bites, bites everywhere, but not a bite to eat."—[Chicago News.



PUBLISHER'S NOTICE

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

Branch offices are located as follows: Chicago, 832 S. Michigan Ave., Ryan & Inman, mgrs., phone Harrison 2161; 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 pica wide and twelve inches deep.

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

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

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

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

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building, Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

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

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

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

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

Detroit—Solomon News Co., 60 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

AWARDED DOLLAR VERDICT

U. S. District Court Finds for Mrs. Morse in Ledger Label Suit.

A verdict of \$1 has been awarded by the United States District Court of Philadelphia, to Mrs. Gurney T. Morse, of New York city, who recently brought a \$50,000 libel suit against the Philadelphia Public Ledger.

Mrs. Morse has brought similar actions against many other newspapers published in New York city and elsewhere, because in August last they published letters purporting to be signed by her, which stated that she had been divorced and had remarried in violation of law.

The defence offered by Thomas Raeburn White, attorney for the Ledger, was that Mrs. Morse was herself responsible for the letters, and that they had been written in pursuance of a conspiracy to trick newspapers into publishing libellous articles in order that damages might be recovered.

Gives House and Lot to Bazaar

The New York German Journal has donated a completed seven-room house to the German Hills-Bazaar, which opens in Madison Square Garden today. The donation will be disposed of to swell the relief fund. The house is partly constructed and will be on view during the entire twelve days of the bazaar. The new owner of the house will receive also the title and deed to a plot 50x100, upon which will be reconstructed the house in its entirety. The full property will be given free and clear. A large corps of German Journal employees will devote their exclusive services in disposing of the house. E. R. Wolf, business manager of the German Business Journal, has charge of the scheme.

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 MAN—"YOUNG BLOOD" is an asset. I am twenty, a commercial high school graduate, and attend college evenings. Am studying Advertising, Marketing and Salesmanship. Desire any position with Advertiser, Newspaper or Advertising Agency. Have three years' general office experience. Salary secondary consideration. Want a chance to advance. C. F. Store, 724 Franklin Av., Brooklyn.

ADVERTISING MANAGER—Can you use a man who can handle your customers, put on theatrical sections, special editions that pay, build up the want ads., also increase the circulation? Aged 22 years, with seven years' experience from solicitor and copy writer to manager. Now employed on daily of 10,000 circulation. Address I-1768, care Editor and Publisher.

ART MANAGER—Ten years' experience New York Herald, World, Hearst Newspapers. Capable of handling large newspaper where efficiency, ideas, and results count. A heavy man for a heavy job. Address "Employed," I-1770, care Editor and Publisher.

ASSISTANT CIRCULATION MANAGER—Thorough office training. Resourceful road man—contest and promotion specialist. Address I-1775, care Editor and Publisher.

ASSISTANT TO ADVERTISING MANAGER—Twenty-two years old, agency and trade paper experience. American, Christian. Address I-1766, care Editor and Publisher.

AUDITOR—With ten years' experience on one of the largest dailies of the Middle West. Previous positions auditing the account and installing systems on a group of eight papers. Well able to handle any position on the business end of a newspaper. Want position as auditor on a good live publication. Address I-1764, care Editor and Publisher.

CARTOONIST—With years of experience in New York and other papers, is open for engagement with any of Western or Southern Journals. Address F. J. A., I-1769, care Editor and Publisher.

CIRCULATION MANAGER—Who can do things. One who can develop your circulation organization to the highest point of efficiency and a promotion and distribution standpoint seeks an opportunity on an afternoon newspaper in a city of not less than two hundred thousand population. With proper editorial cooperation he will guarantee a net paid increase that will be most satisfactory to you. Not a cheap man. Now employed. Best references. Address I-1763, care Editor and Publisher.

CIRCULATION MANAGER—of proven ability—wants connection with paper of 20,000 to 40,000 circulation. In previous positions have increased considerably both mail and city circulation—with marked improvement in per cent. of collections. All former employers are references. Address, H 1738, care Editor and Publisher.

CITY EDITOR—Situation as city editor in city of more than 10,000 near New York City, by experienced newspaper man and former member of N. Y. and Phila. staff. Sober and single. An expert authority on circulation methods. Address H. 1730, care Editor and Publisher.

DESK AND MAKE-UP MAN with eight years' metropolitan experience wishes situation. Is qualified to sit in as head of the desk or handle day or night editor's desk. Would take executive position on a smaller paper if proposition is a good one. Address H-1720, care Editor and Publisher.

EDITOR—Experienced, seeks position anywhere; would also contribute circulation-winning department; versatile writer, competent manuscript reviser, careful manager. FREDERICK B. HAWKINS, Westwood, New Jersey.

EDITORIAL MAN—INTERESTING features supplied. Would also act as editor, manuscript reviser, and general desk man; special contributor to the late Progress Magazine, Chicago; author of "Building Up a Department Store," in Modern Methods, Detroit. Reliable, unmarried; can go anywhere. FREDERICK B. HAWKINS, Westwood, New Jersey.

MR. PUBLISHER! How is your circulation?



Does it satisfy advertisers? Or yourself? How much of an influence will it be in the coming campaign?

I am a thoroughly competent circulation manager, of wide successful experience, in large and medium size cities. Am seeking engagement as circulation manager, business manager, or as a combination of both. First class references. Let me solve your problems. Write or wire Ray Williams, 32 Alexander Street, Newark, N. J.

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.

FOREMAN OR SUPERINTENDENT—With knowledge of all composing-room details necessary to manage plant efficiently, economically, and harmoniously. Best of references furnished. Experience required on large and medium-sized city dailies. No bad habits. Married. Address H-1745, care Editor and Publisher.

FOREMANSHIP—Make-up, ads., small city afternoon paper. Reliable, married, member union. Address Foreman, H-1722, care of the Editor and Publisher.

GENERAL MANAGER—Office manager, accountant, display and classified solicitor, seeks N. Y. connection with general or specialty agency or publisher. Competent to handle advertising or circulation department; recommended by publishers and specialists. A letter will bring full particulars. Address H-1751, care Editor and Publisher.

GENERAL MANAGER—of daily newspaper desires a change into bigger field. Newspaper doctor, with a personality. Have a feature that is alone in its class. Have one wife, two children and good health. If there is a newspaper owner in the North or West who needs a regular man to look after his interests, let him address I 1756, care Editor and Publisher, or forever hold his peace.

MANAGER—Practical in efficiency and economy, seeks connection on daily where ability and energy are desired, and where an interest can be acquired later. Recognized executive and expert in advertising, circulation and mechanical departments. Will deliver the goods in live-or-die style. Address, care Editor and Publisher, World Building, New York City.

MANAGING EDITOR—Having placed three papers on paying basis, one metropolitan, am now looking for connection where 20 years' experience will be appreciated. Experienced as manager, writer of editorials, features, paragraphs, press service and advertising; especially strong as news and make-up editor; practical printer and efficient expert in all these. Address H-1747, care Editor and Publisher.

NEWSPAPER ADVERTISING MANAGER—American, 36, married, 16 years' newspaper and department store advertising experience. Valuable man for hosting publisher requiring some one absolutely dependable to take worry of advertising department off his shoulders. This man is a success, great business getter, strongly recommended, never unemployed. Salary \$50, "High-Grade," I 1761, care Editor and Publisher.

NEWSPAPER ADVERTISING MANAGER—36, successful business getter, department store publicity expert, wants charge of advertising with a live city publisher; \$50 to start. Just the man to develop contracts and stimulate unproductive accounts through promotion work. 16 years copy writing and soliciting experience. Absolutely clean record and of proven ability. Now advertising director \$1,000,000 corporation. "Opportunity," H 1734, care Editor and Publisher.

NEWSPAPER COMPOSING ROOM FOREMAN AND SETTER—Highly skilled, wide experience, seeks opening with organization where efficiency is demanded and compensation adequate; modern methods, no four-fusher. Address I 1762, care Editor and Publisher.

NEWSPAPER MAN—Experienced, seeks connection with live publication or with manufacturers having advertising department. Address H-1750, care Editor and Publisher.

NEWSPAPER MAN—Of 20 years' experience desires position with advertising agency to write copy. Address H-1752, care Editor and Publisher.

NEWSPAPER MEN—Two experienced and capable young newspaper men now employed on large dailies, desire to assume charge of news end of paper in city of twenty or thirty thousand. Have executive ability and personality to bolster up paper and get results immediately. Good organizers, with sound judgment. Prefer Southern city. Address Managing Editors, H 1717, care of the Editor and Publisher.

NEWSPAPER WOMAN—Woman, age 35, college graduate, with ten years' varied newspaper experience in foreign reporter to foreign correspondent and editor-in-chief) wants a good job, with responsibility and corresponding pay. Not necessarily in New York. Address H-1748, care Editor and Publisher.

OFFICE BOY—Ambitious, well-educated boy of 17 desires connection with N. Y. Advertising Agency as office boy. Freeland drawing and lettering, highly developed, well recommended. Small salary no bar. Address I-1765, care Editor and Publisher.

PUBLISHER, general manager, or editor wants position. Twenty-five years' successful experience on large dailies as publisher or owner. A builder with best of references. Address G 1657, care Editor and Publisher.

REPORTER or Agricultural Editor, young man, wants position on Wisconsin or Minnesota daily or large weekly. Have good education and some experience as correspondent, editorial writer, and agricultural writer. Salary second consideration. If there is a chance for advancement. Address G 1656, care Editor and Publisher.

MISCELLANEOUS

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

Lucky Editor

"I only write a few local and political editorials now and let you furnish the others, which I easily localize by following directions," writes one satisfied publisher. He has restricted territory, and each day page has a hammer. Write for samples. Hahn, 314 Grove, LaPorte, Ind.

CIRCULATION MAN—HOW ABOUT YOUR CIRCULATION?—I plan original campaigns that pay. Clement Moore, Circulation Specialist, New Egypt, N. J.

Experienced managing editor desires to affiliate with a substantial newspaper property. Will invest not to exceed \$125,000 cash and his personal services, under satisfactory conditions. Will not insist on control. Proposition N. H.

CHAS. M. PALMER

Newspaper Properties  
225 Fifth Ave., N. Y. City

Connecticut Weekly

\$2,000 cash and a small amount in deferred payments will buy a Connecticut weekly paper in a desirable field. Splendid chance for doubling the present business.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties.  
Times Bldg., New York

Free Service

to buyers of newspaper property. Give requirements and references.

H. F. HENRICHS

Newspaper Properties,  
LITCHFIELD, ILL.

HELP WANTED

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

ADVERTISING SOLICITORS—Established firm doing business with highest grade newspapers can use two solicitors. Must be young men with very good references. Those with experience of soliciting for special pages (not special editions) preferred. Permanent positions. Commission basis. Elegant opportunity for advancement to positions as staff managers with salary and commission. Replies confidential. Address I 1779, care Editor and Publisher.

CITY EDITOR—Experienced, thoroughly reliable, with full particulars regarding salary expected. For Canadian Newspaper. Apply I-1772, care Editor and Publisher.

EDITOR—For a monthly trade paper located in a small city in New York State. Should have several years' experience in newspaper work, and be able to handle make-up, write trade articles, editorials, etc. Address I 1778, care Editor and Publisher.

EFFICIENCY MAN—Am desirous of getting in touch with a high class efficiency and economy man who can take hold of our plant and eliminate the lost motion, waste, and at the same time increase its efficiency. Address Daily, F. W. W., I 1777, care Editor and Publisher.

PUBLISHER'S ASSISTANT—The owner and editor of a trade journal, located in a New York State district of 35,000 inhabitants, but exclusive in its field and international in scope, wants a general assistant; a man sufficiently experienced and versatile to assist in all branches—one who, if necessary, could get out the paper, when familiar with the field. Address in own handwriting, giving essential particulars. Address, "General Assistant," I-1776, care Editor and Publisher.

REPORTERS—Two good reporters wanted for large Canadian City Daily. State full particulars in first letter. Write I 1773, care Editor and Publisher.

TELEGRAPH EDITOR—Opportunity for first class man with experience. Large Canadian dailies. Write. State salary expected, full particulars. I 1774, care Editor and Publisher.

FOR SALE

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

AN UNUSUAL OPPORTUNITY to buy a small city daily, owing to owner being extensively engaged in other lines, requiring close attention. Beautiful growing Ohio city, college town, splendid county; business growing, with efficient plant and big feature is that investment is low. City newspaper man who wishes to get into country town, or one who wishes to "be his own boss" has unusual opportunity here. Cash investment of \$3,000 required, balance easy terms. Address "Buckeye," I-1767, care Editor and Publisher.

## THINGS THAT COUNT IN SELLING ADVERTISING

H. E. Cleland, Advertising Manager of McGraw Publishing Co., Gives Highly Interesting and Informative Talk to Students of Chelsea School—Continued  
Study of Ads a Prime Requisite.

On the evening of Wednesday, March 1, H. E. Cleland, formerly for nine years with the Hill Publishing Company, and now advertising manager of the McGraw Publishing Company, addressed the class in advertising of the Chelsea School, conducted under the auspices of the Twenty-third Street Y. M. C. A., New York, on "Things That Count in Selling Advertising." His discourse was highly interesting and instructive, and its reception by the students was appreciative. Some of the advice uttered by Mr. Cleland was the following:

"There are two kinds of advertising salesmen. One represents the publisher, the other the advertising agency. Selling advertising is very different from selling clothing. When selling a man clothing you can show him a sample, tell him the price, allow him to judge its quality, mix in a little salesmanship, and the buyer will tell you whether he wants it or not. But when selling advertising you have something which is nothing apparently to the man you have to sell it to.

### THE GUARANTEE BUG-A-BOO.

"One of the first people you run up against is the man who wants a guarantee. He may say: 'My engines are guaranteed to do a certain thing. Can you guarantee the returns I will get by advertising in your publication?' Well, if we could guarantee the returns, the space would be worth five times what we charge for it.

"There are different ways of selling advertising; as for example by means of conviction, or facts, or warmth of handclasp. There is the nervous fellow who just gets on with his prospects. Then there is the aggressive fellow who prefers to ride rough-shod over the tough ones.

"The young man who goes into this work must have vision and ability to inspire the prospect with faith in advertising. A salesman I knew got a 13-page contract by making all kinds of promises and painting too elaborate a vision as to results and kind of copy the service department could produce. When the copy was submitted, although it was very good, it did not come up to what the man thought he was going to get. He wrote the publishing company that the copy was punk and ordered the contract cancelled. This was simply a case where the 'goods' could not be delivered. Sell your space, if good, on conviction and not on emotion of the possible buyer.

### FIVE PARTS OF A SALE.

"Sheldon, in 'Scientific Salesmanship' brings out the five parts of the sale, thus: (1) Get attention, (2) arouse interest (3) have confidence in yourself and in your goods, (4) create a desire to buy the goods, (5) get action.

"A good deal depends on the manner in which you present yourself. Having on a yellow necktie, checkered shirt, loud suit, spats, etc., may get you attention—but not the right kind. Don't be afraid to look at your prospect and tell him who you are. Offer to shake hands with him and do it in a frank manner. This at least should get you attention. You can get his confidence by showing him data on what advertising has done for others and what it can do for him. In most cases men can be brought up to the buying-point, but still hesitate to sign the contract. There are different ways of getting around that. You might tell him that you like to 'bring home the bacon'; that you do not get half the credit if the contract comes in by mail, and so on.

"Presuming that you have a 'good thing' with an agency or a paper, learn your paper or house. Do not connect with an agency that splits commissions or practices other things not on the level. Know the total circulation of your paper; know what it is by occupations of its readers; know what its editorial appeal is. The Saturday Evening Post has excellent fiction but poor editorials, while Collier's has good up-to-date editorials, and is a paper bought by thinking men. Get the advertising manager of the paper to 'sell' it to you. Put yourself in the position of a manufacturer and have the advertising manager try to sell you some space, and then you raise any objections you know of.

### LEARN POLICIES OF YOUR PAPER.

"Learn the policies of your paper or house. Never cut a rate and never offer a concession. Consider them inviolate. If you have brought your prospect up to point where he will spend about \$1,000 for space, but haggles over something he wants thrown in, you can usually get him out of it. Even though it may be only a few dollars, still it is the principle of having all men treated alike, and a few dollars will not deter him from signing a good contract. Keep a stiff upper lip.

"Compile a data book, in loose leaf form, and keep adding to it whenever you can. Do not be ashamed to go into the book in the presence of a prospect in order to produce evidence. A fact typewritten may carry more weight than mere word of mouth.

"Know something about your prospect's product before you see your man. If you do not know anything about it, look it up first and learn everything you can about it. If you have a knowledge of how a commodity is made and how it should be sold, then you can talk to the man in his own language, and that is what the man wants. Perhaps you may not be able to tell him how to wind the armature for his motor, but you should be able to tell him something about the possible market for motors. Learn of the distribution of a prospect's product. Never attempt to talk advertising unless the manufacturer is in a position to send a representative or have his agent look up prospects, if it is a question of heavy machinery, etc.

### SERVICE FOLLOWING THE CONTRACT.

"After you have the signed contract you've only completed a small part of the transaction. You have to assist him in the preparation of copy and to get good results. Get him to talk to you about his product so that you can get ideas for good copy. A catalogue is not always good material for this purpose. You have to get data to work on in order to get results. Those men make the most money who are able to get best dope for the service department. Study what his problem is and what his objections are.

### STORY OF THE SHOVELS.

"Awhile ago I was talking with a manufacturer of shovels. He said he was making five grades. He made a profit on one, came out even on another and lost on the other three. His goods were sold through jobbers who put their own labels on and cut his selling price every time they could. He had done some advertising and got about fifteen inquiries a year without any traceable results. Here was a job for the service department. They learned, through the findings of an expert, that 21 pounds was the best weight a man could handle on a shovel. Copy along this line was gotten out, and shovels of various sizes to accommodate 21 pounds of iron ore, coal, stone, etc., were manufactured. The inquiries started coming in at the rate of 15 a day, and the 21-pound shovel is now being used by railroads, mines, contractors, etc., and the manufacturer is concentrating on the one grade that he makes the most money on."

## OBITUARY NOTES

COL. EVERETT O. FOSS, formerly a newspaper publisher of Dover, N. H., who claimed the distinction of being the only man to witness the assassination of two Presidents, died in Dover last week. He was at Ford's Theatre when Lincoln was shot, and also was present at the shooting of President Garfield. Colonel Foss was eighty-five years old.

HENRY A. REEVES, eighty-three years old, for more than sixty years editor of the Republican-Watchman, died last



HENRY A. REEVES

Sunday at his home in Greenpoint, L. I. Mr. Reeves served in Congress years ago as a Representative from the First New York district. He also served in the Legislature as Assemblyman from the Greenpoint section, was a former supervisor of Southold Town and member of the State Lunacy Commission.

LEO CRANE, a former Baltimorean, who was a newspaper man, but later gained recognition as a short-story writer, was killed recently in an Indian uprising, according to an unconfirmed report from Holbrook, Ariz. Mr. Crane was superintendent of the Moqui Indian Agency and Reservation.

HENRY E. THOMPSON, sixty-eight years old, city editor of the Paducah (Kan.) News-Democrat and the oldest newspaper man in western Kentucky, died recently. He had been in the newspaper business continuously for fifty years.

ISAAC ROGERS, a newspaper man whose whimsical stories earned for him the sobriquet of "The Galesburg Liar," died last Friday, at his home in Galesburg, Mich. He was eighty years old.

OLIVER B. MUNROE, formerly Mayor of Melrose, Mass., and for many years a writer on financial and textile subjects, died last Thursday at Melrose Highlands. Mr. Munroe, who was fifty-nine years of age, was graduated from Brown in 1878 and for ten years was financial editor of the Providence (R. I.) Journal. In 1890 he went to Boston and was editor of the Cotton and Wool Reporter up to five years ago, when he retired.

DR. FRANK STUART REYNOLDS is dead at Vancouver, B. C., aged 63. He was a pioneer newspaper man of the Canadian Coast Province, having established and edited successively the Nanaimo Herald, the Ladysmith Herald and the Vancouver Daily Ledger.

THOMAS C. CARTER, who died in Boston last week, was for many years a valued member of editorial staff of the Kingston (Ont.) Whig, and also saw service on the Kingston News.

WASHINGTON I. LUDLOW, inventor of the Ludlow typograph, died at his

home in upper Euclid Avenue, Cleveland, Ohio, at the age of eighty-one years. He was famous for his inventions of newspaper machinery, designed especially for use in small newspaper offices which could not afford the expensive apparatus. His nephew, the Rev. Arthur C. Ludlow, officiated at the funeral services.

JULIAN O. KNOX, well known advertising man of the Middle West, died at his home in Lakewood, Ohio, last week, after an illness of four days with pneumonia. At the time of his death, Mr. Knox was advertising manager for the Glidden Varnish Co.

GEORGE ALBERT JOHNSON, forty-four years old, financial editor of the Chicago Herald and a newspaper man for twenty years, died on Sunday at his home in Chicago. He was born in Chicago and began his newspaper career on the Inter-Ocean. Later he became connected with the Herald.

GEORGE E. DEVYR, a descendant of a family of newspaper writers and editors, and himself widely known for his writings both serious and humorous, died of a complication of diseases on Saturday at his home in Brooklyn, N. Y. He was born in the Williamsburg section of Brooklyn seventy-two years ago, where his father, the late Thomas Devyr, was the proprietor and editor of the Morning Post, the first newspaper established in that section.

FRANK V. HULT, assistant auditor of the Brooklyn Daily Eagle, with which newspaper he had been connected for nineteen years, died of a complication of diseases on Saturday at Yarmouthville, Me., where he had been stopping in hope of regaining his health. He became connected with the Eagle in 1897 and worked through various departments to the post of assistant auditor.

FRED LEIGHTON, city editor of the Concord (N. H.) Monitor, and one of the oldest newspaper men in point of service in New Hampshire, died suddenly March 5 while on a week-end trip to Webster. He had been in charge of the Monitor city staff for the past seven years. Mr. Leighton was born in Concord in 1857 and first entered newspaper work as a printer on the Concord People, which was later merged with the Patriot. After 11 years in the composing room he became city editor of the Patriot in 1885, leaving there to go to the Monitor in 1909. Mr. Leighton was a charter member of the New Hampshire branch of the Sons of the American Revolution, and was a delegate to the convention in New York in 1899, at which a national body was formed.

HENRY WILLIAM CHEROUBY, widely known in this country and in Germany as a lecturer, and who was the president of the Cherouby Printing & Publishing Company, of New York city, died on Monday of complications, after an illness of some length. He was seventy-four years old.

WILLIAM F. KELLEY, United States Consul at Rome, Italy, died in that city last Saturday.

### Death of Edwards Gable

PITTSBURGH, March 6.—After a brief illness, Morgan Edwards Gable, chief editorial writer of the Pittsburgh Gazette-Times died at his home in this city Friday evening. He was born in Lancaster County April 18, 1862, and at the age of 14 started to learn the printing trade at Tamaqua, Pa. When 19 he was made managing editor of the Reading (Pa.) Herald. In November 1887, he came to Pittsburgh as assistant to Frank M. Higgins, of the Commercial Gazette. The following year he was made city editor of the paper and the following November he resigned to establish a special news bureau. This he conducted for over two years when he was called to the city editorship of the Pittsburgh Times.

# WIN THE NEW YORK MARKET FOR YOUR PRODUCT!

Greatest State Affords To Manufacturers Greatest Advertising and Distributing Opportunity—Newspapers Listed Here Are Tested and Proved Market-Finders.

Some Comments on the New York Advertising Zone, By W. D. Showalter.  
The Showalter Advertising Service, New York.

It was a happy inspiration to call New York "the Empire State." The man who originated that designation had a real sense of proportion. And, more and more each year, the state grows toward that status.

If the state of New York were all of this nation of ours, we would still be a great country.

If the manufacturer had no other market for his products than that afforded to him by New York state he would still have a great market.

As conditions are, many manufacturers—especially those placing commodities on the market for the first time—stand aghast at the task of covering the whole country with co-ordinated campaigns of advertising and distribution. The practice is growing in favor with such manufacturers of covering certain "Zones" thoroughly, and of extending their campaigns, as seems advisable, by the zone plan, until Nation-wide distribution has been secured.

The state of New York is a fine first-zone for any promising campaign. It is a zone BIG enough, RICH enough in which to test

any proposition. And not merely to test it, but to ESTABLISH IT—if the proposition appeals to enlightened people.

If you secure your New York state market you will be in a position to go after all other markets in turn—and if your product wins New York it will win the whole country, for New York is not merely the richest and most populous state, but it is the INDEX STATE. As New York decides, so far as your product is concerned, so will the Nation decide.

The New York market is not to be won through magazine advertising; nor through bill-board or car-card advertising. DAILY NEWSPAPERS AFFORD THE ONLY WINNING METHOD.

Through the newspapers listed on this page any good product may win this great market—at an advertising cost so moderate, considering the great aggregate circulation of these newspapers, that any live manufacturer may utilize ADEQUATE SPACE.

There could hardly be less costly advertising offered anywhere—there is no BETTER, no more high-grade, no more assuredly RESPONSIVE publicity to be had than this New York State list offers and affords.

## Newspapers in New York State Which Will Help Sell Your Goods

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M) ..	41,229	.06	.06	New York Evening Post (E) .....	20,598	.18	.16
Albany Knickerbocker Press (S) ..	33,836	.06	.06	New York Press (M) .....	110,869	.27	.225
Brooklyn Eagle (E) 3c .....	44,096	.16	.16	New York Press (S) .....			
Brooklyn Eagle (S) 3c .....				New York Sun (M&S) .....	71,749	.40	.36
Brooklyn Standard Union (E) .....	*58,623	.15	.15	New York Sun (E) .....	155,009	.30	.27
Brooklyn Standard Union (S) .....	*67,280	.15	.15	New York Times (M) .....	318,274	.50	.425
Buffalo Courier-Enquirer (M&E) ..	110,274	.14	.12	New York Times (S) .....			
Corning Evening Leader (E) .....	8,275	.0179	.0129	New York Tribune (M&S) .....	82,674	.25	.21
Elmira Star-Gazette (E) .....	20,057	.035	.03	New York Telegram (E) .....	223,848	.285	.27
Gloversville Leader-Republican (E)	5,512	.0143	.0108	New York Telegram (S) .....	232,640	.20	.18
Gloversville Herald (M) .....	6,489	.02	.015	New York World (M) .....	391,158	.40	.40
Ithaca Journal (E) .....	6,335	.035	.015	New York World (S) .....			
Newburg Daily News (E) .....	8,386	.0358	.0214	New York World (E) .....	403,787	.40	.40
Mt. Vernon Daily Argus (E) .....	5,907	.0214	.015	Oneonta Star (M) .....	6,484	.0107	.0136
New York American (M) .....	293,784	.40	.38	Poughkeepsie Star (E) .....	6,260	.0215	.0115
New York American (S) .....	690,889	.60	.57	Schenectady Gazette (M) .....	20,632	.06	.04
New York Globe (E) .....	187,429	.28	.27	Troy Record (M&E) .....	*23,230	.035	.035
New York Herald (M) .....	98,651	.40	.40				
New York Herald (S) .....					.50	.50	
N. Y. Journal of Commerce (M) ..	17,926	.18	.15				
New York Evening Mail (E) .....	159,520	.32	.29				
				*A. B. C.	3,931,710	6.8916	6.3802

Ratings Government Statements, Oct., 1915.

The Newspapers listed on this page offer 3,931,710 average Circulation at a total combined cost of \$6.38 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

Make your own deduction as to whether that is not Low Cost advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of New York State, and their suburbs, and covers them well with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the Benefit?

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, suite 1117, World Building, New York, Phones, Beekman 4330, 4331.

# Two Newspapers in the United States—

are doing big, constructive work for the development of improved efficiency in the distribution and selling of advertised merchandise.

## THE CHICAGO TRIBUNE and THE NEW YORK GLOBE

THE Globe is now working with 160 daily newspapers in 160 different selling centers in producing Graphic Commercial Surveys which in inclusiveness of information will approach in value the survey of Chicago made by The Tribune. In area of territory covered and in the manner in which the facts are presented, The Globe's survey will even surpass the usefulness of The Tribune's.

Facts about every included newspaper, necessary to the satisfactory planning of campaigns, and the most economic and effective investment of funds, will be presented in uniform, correct and concise shape. Figures vital to the intelligent purchase of space will be given accurately and briefly.

### *The Globe Announces A New Service To Advertisers Seeking Distribution In New York*

in connection with the publication of the first edition of this Graphic Commercial Survey. An outline of the scope of this service, together with a description of the Survey and its immense value to all distributors, will be published on this page next week.

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