

THE EDITOR & PUBLISHER

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

44 Pages in Two Sections Including A Survey of Food Products Advertising

Part One

\$3 a Year (Copyright, 1917, by The Editor and Publisher Co.) NEW YORK, SATURDAY, MAY 26, 1917

10 Cents a Copy

For the maker of food products:
In 1916 The Chicago Daily News printed more advertising of food products on its six publishing days a week than any other Chicago newspaper printed on the same days. The figures (in agate lines) are:

The Daily News	(6 days)	256,158	lines
The Tribune	(6 days)	254,168	"
The Herald	(6 days)	121,176	"
The American	(6 days)	103,700	"
The Journal	(6 days)	93,366	"
The Examiner	(6 days)	89,585	"
The Post	(6 days)	70,499	"

The wise food manufacturer will consider these figures carefully in planning his campaign in Chicago.

The Chicago Daily News
"It Covers Chicago"

Making Money "Hand Over Fist" in the South Gives the National Advertiser an Exceptional Opportunity

THERE never was so good a time for the national advertiser to tackle the South!

The people down there are literally rolling in wealth and the war is speeding up food production to an extent that is going to surprise even the Southerners themselves. But they are doing more than merely grow food.

All kinds of raw material that the South produces are being called for both here and abroad.

It is not generally known that the South, in addition to its great farm output, which in 1916 amounted to \$4,650,000,000, annually produces over \$465,000,000 worth of minerals, \$5,000,000 worth of sulphur, \$16,000,000 worth of aluminum, \$25,000,000 of turpentine and rosin, \$3,698,000,000 worth of mill and factory products, \$1,000,000 worth of marble, \$350,000,000 worth of lumber, besides millions more worth of fish, oysters and game.

These figures, while incomplete, are absolutely trustworthy and serve to give one a hint of the varied and colossal resources of the South.

From one Southern port district alone (Savannah) last March was exported \$9,399,654 worth of merchandise. Thru another Southern port annually passes merchandise of greater value than that of any other port in the United States except New York and Philadelphia—and the Southern export trade grows greater every year.

The manufacturer who wants to popularize his goods in territory that seems more inviting than any other section, should consider the advisability of an immediate publicity campaign in the Southern field and the logical media to use for this purpose is leading Southern dailies.

If you would like to know how your proposition appeals to the Southern people, any of the papers listed here will gladly give you such information upon request.

These Newspapers Reach Centers of Southern Industry

Papers Welcomed in Southern Households

	ALABAMA.	Net Paid Circulation	2,500 lines	10,000 lines
Birmingham Ledger	(E)	33,259	.06	.06
Birmingham Age-Herald	(M)	17,000	.07	.05
Birmingham Age-Herald	(S)	28,000	.08	.06
Birmingham News	(E)	38,936	.07	.07
Birmingham News	(S)	41,106	.08	.08
Mobile Register	(M)	16,500	.04	.04
Mobile Register	(S)	22,000	.05	.05
Mobile News-Item	(E)	9,500	.03	.03
Montgomery Advertiser	(M)	18,213	.05	.04
Montgomery Advertiser	(S)	20,783	.06	.05
KENTUCKY.				
Louisville Courier-Journal	(M)	26,294	.10	.07
Louisville Courier-Journal	(S)	49,058	.12	.09
Louisville Times	(E)	43,805	.10	.08
Louisville Herald	(M)	49,073	.07	.07
Louisville Herald	(S)	42,860	.07	.07
Lexington Herald	(M)	8,239	.0179	.0179
Lexington Herald	(S)	8,239	.0179	.0179
TENNESSEE.				
Chattanooga News	(E)	13,951	.03	.03
Chattanooga Times	(M)	25,815	.06	.06
Chattanooga Times	(S)			
Memphis News-Sentinel	(E)	45,000	.11	.10
Memphis Commercial Appeal	(M)	63,981	.12	.10
Memphis Commercial Appeal	(S)	102,081	.14	.12
Nashville Tennessean & American	(M)	36,665	.05	.05
Nashville Tennessean & American	(S)	39,129	.06	.06
Nashville Banner	(E)	50,557	.07	.07
Knoxville Sentinel	(E)	19,036	.05	.04
NORTH CAROLINA.				
Asheville Times	(E)	6,176	.015	.015
Charlotte Observer	(M)	12,309	.035	.025
Greensboro Daily News	(M)	10,988	.03	.025
Daily News	(S)	14,645	.03	.025
SOUTH CAROLINA.				
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	18,561	.05	.04
Greenville Piedmont	(E)	4,769	.0143	.0143
GEORGIA.				
Atlanta Georgian	(E)	46,122	.08	.07
Atlanta Sunday American	(S)	85,027	.12	.10
Columbus Ledger	(E)	7,425	.0215	.0178
Augusta Chronicle	(M&S)	8,000	.035	.025
Macon Telegraph	(M)	19,719	.04	.04
Macon Telegraph	(S)	19,719	.04	.04
Augusta Herald	(E)	12,049	.03	.03
Augusta Herald	(S)	12,049	.03	.03
Savannah News	(M & S)	14,037	.04	.03
FLORIDA.				
Pensacola News	(E)	4,628	.0139	.0139
Pensacola Journal	(M)	5,309	.0172	.0172
Pensacola Journal	(S)	5,309	.0172	.0172
Jacksonville Times-Union	(M & S)	24,508	.055	.055
Jacksonville Metropolis	(E)	18,185	.04	.04
LOUISIANA.				
New Orleans Item	(E)	55,043	.10	.10
New Orleans Item	(S)	68,875	.12	.12
New Orleans Times-Picayune	(M)	55,336	.10	.10
New Orleans Times-Picayune	(S)	68,299	.12	.12
New Orleans Daily States	(E)	37,462	.08	.06
New Orleans Daily States	(S)	36,569	.08	.06
VIRGINIA.				
Richmond News Leader	(E)	39,401	.08	.06
Newport News Press-Times-Herald	(M&E)	10,355	.025	.025
Newport News Daily Press	(S)	6,993		
Norfolk Virginian	(M)	25,691	.05	.05
Norfolk Virginian	(S)	33,016	.06	.06



The New York Evening Post

will publish its second

JAPANESE SUPPLEMENT

on June 30th



IT will be practically double the size of the first supplement, and will be devoted to the commerce and industries of Japan and her business relations with the United States.

Articles by representative Japanese and American business men and statesmen will feature. Valuable trade statistics and business information will be given. The list of contributors will be as distinguished as that of the first issue, which included Baron Eiichi Shibuwasa; Viscount Y. Uchida, ex-Ambassador to the United States; Dr. Jokichi Takamine; Dr. Sidney L. Gulick; Lindsay Russell, President the Japan Society; Dr. Toyokichi Iyemaga, and others.

The issue will carry on, in a nota-

ble way, the mission which The Evening Post began with the first supplement—namely, the promotion, between Japan and the United States, of mutual understanding, of interchange of culture, of trade progress, and of national friendship. It will have an international circulation. Business men throughout the United States will read and file copies, while thousands additional will be distributed in Japan, Hawaii, the Philippines and other parts of the world.

Orders for copies should be placed at once. The first supplement was oversold three days after publication. Five cents; send names and remittances to Circulation Department.

Write for Partial Table of Contents showing complete scope of issue.

The New York Evening Post

20 Vesey Street

More than a newspaper—A national institution



THE ST. LOUIS STAR

STAR BUILDING

STAR SQUARE

LANSTON MONOTYPE MACHINE CO., March 17, 1917
PHILADELPHIA, PA.,

Gentlemen:

The St. Louis Star has just finished a rigid test of the Monotype System of Non-Distribution, covering a period of six months.

This test has proved conclusively to us that the Non-Distribution System enabled us to increase the output of our ad-room twenty per cent without increasing our force.

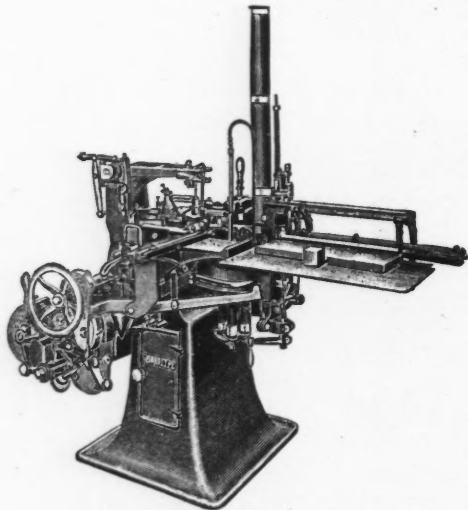
Our satisfaction with the system is best evidenced by the fact that we have recently added another machine and are now operating two.

The two machines working one shift, provide us with an abundance of material. No time is lost in distribution or hunting sorts and our make-up men clean out dead pages in a fraction of the time formerly required.

With our own complete type foundry we publish the Star each day with a brand new dress. To hold the distinction of producing the best printed newspaper has undoubtedly helped the Star's unprecedented growth both in circulation and advertising.

Very sincerely yours

(Signed) T. L. STEENROD,
Foreman Composing-room,
The St. Louis Star.



OUTPUT INCREASED 20 PER CENT Without Increase of Force

Among
the Many
Satisfied
Users
of the
Monotype
and Non-
Distribution
are these
Prominent
Journals

Inquirer Philadelphia
Plain Dealer Cleveland
News Dallas
Blade Toledo
Telegraph Quebec
American Boston
Enquirer Cincinnati
Evening News Buffalo
Sun Baltimore
Record Philadelphia
Star Washington
American Chicago
Union New Haven
Post Pittsburgh
Journal Minneapolis
Oklahoman ... Oklahoma City
Constitution Atlanta
News Birmingham
Times Seattle
Tribune Tacoma
Star Montreal
News and Times Denver

THE MONOTYPE

LANSTON MONOTYPE MACHINE CO., PHILADELPHIA

NEW YORK
World Building

BOSTON
Wentworth Building

CHICAGO
Plymouth Building

TORONTO
Lumsden Building

THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, MAY 26, 1917

No. 50

ZONE POSTAL RATES FOR SECOND CLASS MAIL PASSES THE HOUSE—NO TAX ON ADVERTISING

Measure Now Goes to the Senate Committee on Finance, and Later On to the Senate—Publishers in Washington to Protest Against Passage of the Measure that Will Put Hundreds of Newspapers and Periodicals Out of Business.

WASHINGTON, May 23.

THE House of Representatives passed the zone postal rate, increasing the amount publishers will have to pay for the carrying of second-class mail. This was done regardless of the protests of publishers, who have been in Washington for the past two weeks, opposing that feature of the measure. Officers of the various editorial associations of the United States have been wiring and writing to their representatives, in an effort to get them to vote against that clause in the bill, which will now have to be fought out with the Senate Committee on Finance and later on in the Senate. The increased postal rates proposed by the House bill it is estimated, will give additional revenue to the amount of \$27,000,000, an increase of \$8,000,000 over the first estimated.

The tax on advertising, which was proposed for the purpose of raising \$7,000,000, was eliminated from the measure as passed.

The increased mail rates were adopted by a vote of 198 to 71, the vote being taken by tellers, no record being made of the Representatives who voted for or against it.

WILL INJURE PUBLISHING BUSINESS.

The new rates go into effect in three periods, by March, 1918. They will increase the present charges from a half more in the first parcel post zone to six times as much in the eighth zone. Those opposing the increased rate freely predicted that many newspapers and magazines will be driven out of existence and that many others will suffer materially.

An amendment by Representative Madden, of Illinois, making the rate of one cent a pound on reading matter and three cents a pound on advertising matter, was defeated by a vote of 146 to 61. Representative Moore, of Pennsylvania, proposed an amendment making a flat rate of two cents a pound throughout the country. This was defeated by a vote of 160 to 80.

Representative Nicholas Longworth, who supported the increase, read a letter from former Senator George T. Oliver, publisher of several Pittsburgh newspapers, in which Senator Oliver said: "The standpoint taken by many publishers is selfish and they should be willing to bear their share of the tax burden."

Representative Mann in opposing the increase said: "The second-class privilege was instituted for educational purposes, and should continue. Besides, the newspapers and magazines have

GIVES FREE ADS FOR LIBERTY WAR BONDS— SUGGESTS THAT OTHERS DONATE SUPPLIES

Complying with a Request for Free Space in His Newspaper, J. T. Murphy, of the Superior (Wis.) Telegram, Tells Mac Martin that He Admires His Nerve, and Offers Some Timely Suggestions to the Effect that Others Who Are Anxious to Serve the Nation Be Asked to Take the Same Course.

The Federal Reserve Bank of Minneapolis, through Mac Martin, has been asking the newspapers in that reserve district for free advertising space for the Liberty Bond issue. The newspapers that donate space are asked to send in receipted bills for the service rendered, in order that they may be properly thanked for their donations, and also so that the results of the advertising campaign may be checked up, to demonstrate the selling power of advertising, so that in future campaigns the Government may determine whether it will ask for additional free space, or pay for the space at card rates.

J. T. Murphy, of the Superior (Wis.) Telegram, who received one of the letters, charmed by the nerve exhibited in the request, agreed to donate space, and gave Mac Martin, who signed the letter to his paper, some information and suggestions, to the effect that the Government follow the same plan when dealing with munitions makers, and others who supply Uncle Sam. He also suggested that the banks also buy bonds and return them to the Government cancelled.

The correspondence follows:

FEDERAL RESERVE BANK OF MINNEAPOLIS.

MAY 11, 1917.

Gentlemen:

The Secretary of the Treasury of the United States has placed the entire responsibility for the sale of the "Liberty Loan" in the States of Minnesota, Wisconsin, the Dakotas, and Montana in the hands of the Chairman and Federal Reserve Agent of the Federal Reserve Bank of Minneapolis. A large committee of citizens here and throughout these States have donated all of their time to the Government, that these bonds may be sold in the shortest possible period. Many of metropolitan newspapers, farm papers, and foreign-language papers have offered to donate to the Government whatever size is deemed a sufficient amount of advertising space.

All donations of space will be reduced to a definite dollars and cents basis. Those who care to give the amount of space required are to send receipted bills to the Federal Reserve Bank. Those bills are to be at the regular card rates. Records will be kept of all such donations, and the formal thanks of the Government extended to the donors. The committee will report the exact amount of space, in money, used in the campaign, and through this method give the United States Government a demonstration of the selling power of advertising, so that in the future the Government may determine whether or not it cares to ask for donations or whether it prefers to pay for such publicity at regular card rates.

All of this advertising will be sent out as plate matter, and all advertisements in the daily newspapers will be four columns wide, measuring full length of column. The committee feels that eight such advertisements in your paper, the Telegram, will be the maximum needed.

If you care to make such a donation to your Government at this time and under these con-



BONDS—WHICH?

In the New York Evening Post of May 18 Cesare, the famous cartoonist, presented the best advertisement for the sale of the Liberty Bonds yet devised. This notable cartoon is here reproduced, in reduced size, through the courtesy of Emil M. Scholz, publisher. Cesare, in this cartoon, has made vivid and impressive the "selling argument" which should dispose of the bonds—and the cartoon should be brought to the notice of all Americans.

contributed more to the growth of business than any other influence."

Representative Steenerson's bill, offered in the form of an amendment which proposed a circulation rate was defeated.

Representative Steenerson, in presenting his amendment, said in part:

"Mr. Chairman, when this bill came up it was suggested that nobody should move to strike out any revenue provision unless he was prepared to offer something in the place of it. I move to strike out this clause relating to newspapers and periodicals, but I have

(Continued on page 10b)

ditions, will you please fill out the accompanying card and mail it at once.

MAC MARTIN,
Chairman Advertising Committee.

Following is Mr. Murphy's reply to the above letter:

MR. MURPHY'S ANSWER.
MAY 15, 1917.

Gentlemen:

Your favor of the 11th inst. asking the Superior Telegram for a donation of approximately 10,000 lines of advertising space, to be used for the purpose of urging the purchase of Government bonds, is received. In reply will say that we accept your suggestion and will cheerfully donate these 10,000 lines to the Government. Whether you send plates or otherwise is immaterial, but would prefer matrices.

We would go further, however, and while recognizing and congratulating you on your nerve, desire to make a few respectful but pertinent suggestions. The daily expense of publishing the Evening Telegram is about \$350 to \$400, and of course this expense has grown materially since the war started, without extra income as an offset. Still, the paper is prosperous and growing constantly in circulation, and, we trust, in influence, so there is no reason in war times why we should not donate part of our only assets to the Government.

But may we not hope that, through some agency like your own, the Secretary of the Treasury or otherwise will ask the munition makers to donate a large part of their product free to the country; will you not use your influence to see that the Government urge shoe manufacturers, lumber merchants, and rubber, coal and all dealers, that they each separate themselves from a part of their capital or receipts in the common cause; perhaps you may be able to persuade farmers, commission men, and others to donate wheat, corn, potatoes, and other products free of cost or expense; and more important than all, you should have sufficient influence with the banks doing business in the Northwest in connection with the Federal Reserve Bank to convince them that they ought to use a part of their surplus and part of their profits toward the purchase of United States bonds, and then, as soon as the transaction be completed, return these bonds to the Government marked paid and cancelled.

HOW NEWSPAPERS ARE AFFECTED.

If the present taxation bill becomes a law, not only will newspapers, small and large, pay the same proportion of income tax on their profits that every other corporation or partnership will pay, but besides they will pay a large increase in postal charges. This increase itself, as now suggested, will mean to the Evening Telegram office a sum not less than \$5,000 per year net in excess of former cost. Advertising space is the only thing the newspapers have to sell for money with which to provide white paper, pay telegraph bills, and support a large number of men and families connected with them, 75 to 100 people in our own case. You will readily see that if newspapers contribute this, their only saleable product, free, then there is no reason why other business organizations should not be equally generous.

Pursuing the subject just a little further, we want to say to you that anything we have we will gladly give the Government at this time, and welcome, if the Government needs it—we will give our office and our machinery, our money, our right arm, or even our lives, to Uncle Sam; but please see to it, so far as you have influence, that every other business and every other industry shall do likewise, and especially see that the banks with which you are associated shall buy the Government bonds and then return them cancelled.

WILL HELP THE BOND SALE.

In closing would say that we have been donating and shall continue to donate, without any suggestion from anyone, all the free space in the way of news and editorial that could possibly help in advertising the bond sale. We have gone so far as to agree to give 10,000 lines gratis to our local Council of Defence to advertise potato raising, corn raising, wheat raising, and other subjects to the farmers, for the reason that the local Council of Defence has no money. But we say to you frankly that it was not our original intention to give the free display advertising space to the Government. We have spent our time, as you have, and will do that much further; we have given free local and editorial and every other kind of space except the display; we have subscribed for bonds ourselves, as everyone should do; and now, as you say so, we will give also the free display space for the bond sale.

But again let us congratulate you on your nerve, and permit us to convey to you and your

advertising committee the assurance of our most distinguished consideration.

J. T. MURPHY, Pres't.

On May 18, Mr. Martin replied to Mr. Murphy's letter as follows:

MAC MARTIN'S ANSWER.

Dear Sir:

I have read your good letter of the 15th, and have turned it over to the governors of this bank, that they may clearly understand the position of the newspaper publishers at this time of crisis.

I thoroughly agree with your view in everything that you have said.

The National Advertising Advisory Board, of which I am a member, submitted a plan for paid advertising to the Secretary of the Treasury, and while the Advisory Board was to furnish its services without compensation, the Government was to pay for all advertising space used, just as it pays for munitions, foods, and other materials. The proposition was receiving favorable consideration when Senator Hitchcock, owner of the World-Herald of Omaha, introduced a discussion in Congress which resulted in a bill giving all departments of the Government the privilege to accept donations of advertising space. I, personally, had something over twenty telegrams sent to Congressmen in an effort to kill the bill. At the same time so many of the publishers offered to donate space that a campaign of paid publicity would have been nothing more than embarrassing, under the circumstances.

Something over a week ago this bank asked me to take charge of the advertising committee, gave me no appropriation, but placed upon me the responsibility of an advertising campaign sufficient to sell \$80,000,000 worth of bonds in this district. I told the governors I would accept the appointment and work day and night without compensation, provided:

(1.) That no space was formally asked for.

(2.) That no publisher was allowed to give more than any other publisher.

(3.) That all donations of space be reduced to a monetary basis, so that this bank and this committee would submit an actual report to the Government of the amount of money actually donated by the publishers.

In this way we will have a record which we can submit to the Government, and I trust this will influence the Government in the floating of the \$3,000,000,000 loan which it is understood will follow.

This, I trust, will express the position in which the committee finds itself. I am glad you have written as you have. Your voice will have weight.

I will not do you the injustice not to furnish you with the mats for this campaign, but I trust you will use your own judgment, in the face of these conditions, as to the action you take.

With very best personal wishes, I am,

(Signed) MAC MARTIN,
Chairman Advertising Committee.

THE TELEGRAM.

Mr. Murphy answered the above letter May 17, as follows:

My Dear Mr. Martin:

Your very nice letter of May 16 is received. I shall not be at all surprised if it develop that newspaper men themselves may be responsible for the trivial value which the public at Washington and elsewhere has placed on newspaper advertising space.

I assure you that your statement of the situation is quite illuminating, and I thank you for your correct interpretation of my letter.

When your copy is ready, please send it along and I will try to have your original suggestion complied with, so far as possible.

With assurance of highest respect and regards,

J. T. MURPHY.

CAR SHORTAGE BILL PASSED

New Law Will Improve Handling of News Print Paper.

WASHINGTON, May 23.—The Pomerene Car Shortage bill which will materially relieve the shortage in freight cars and which will necessarily improve the handling of news print paper, has passed both Houses of Congress and should shortly be upon the statute books. The Pomerene bill, to promote export trade was taken up in the Senate on Wednesday and with another day's consideration should pass the Senate. This bill will materially increase business and will necessarily accrue to the interest of the publishing and advertising business.

NEWS PRINT INQUIRY IS CONTINUED IN CANADA

Government Not Inclined to Yield to Manufacturers' Plea That Present Rate of 2½ Cents Be Raised on June 1—Mills Claim to Be Selling at a Loss—Manufacturers Meet Commissioners.

TORONTO, May 22.—At the resumed sitting of the Canadian paper inquiry at Ottawa yesterday, it was shown by the paper manufacturers that the cost of producing news print paper in Canada at the present time ranged from \$51 to \$78 per ton, or from \$2.55 to \$3.90 per 100 pounds. This was the only detail of the information submitted by the manufacturers, in response to the order of the Commission, which was given out. On the basis of this showing it was argued by J. R. Booth, the veteran Ottawa manufacturer; George Chahoon, Jr., president of the Laurentide Co.; J. A. Bothwell, manager of the Brompton Pulp & Paper Co., and counsel for the manufacturers, that the Commission should at once file an interim report, setting forth that the manufacturers were being forced to sell paper at less than cost and that an order should be made by the Government raising the price after June 1.

To this plea, the Commissioner replied that he was not prepared to accept the statement of cost presented. The information had merely been received—not investigated—and until it had been examined he could not take upon himself the responsibility of accepting it. He promised, however, to discuss the situation with the Government, and gave it out as his impression that the 2½-cent rate would be continued for two or three months after June 1, when the present order expired.

During the course of the inquiry, Commissioner Pringle asked how the manufacturers squared their alleged cost price of from \$51 to \$78 a ton, with the finding of the Federal Trade Commission, which found the price in Canada to be \$28.50 per ton. George Chahoon, Jr., replied that he regarded the finding of the Commission as more a political than a business one, while J. A. Bothwell pointed out that the Commission's figures were compiled at a time when the manufacturers had on hand a large supply of raw materials bought at low prices in 1915. Since then these were much higher in price.

INQUIRY'S SCOPE ENLARGED.

That the scope of the inquiry had been enlarged to embrace book and half-tone papers, was announced by the Commissioner, who intimated, however, that it would probably be some weeks before he could get round to a consideration of these items. A hearing on the news print question was to be held in Calgary on May 30, following a meeting at that point of the Western Associated Press. As Western publishers would be present in considerable number at that meeting and an inquiry into special conditions in western Canada had been asked for, it was thought advisable to take advantage of the opportunity presented of getting a lot of the publishers together.

There was again some argument as to whether the business of the newspaper publishers should be investigated, with a view to seeing whether enough was being charged for subscriptions and advertising. Counsel for the Government contended that this was superfluous, as, if exorbitant prices were being charged for paper, it was unnecessary to prosecute the inquiry further. Counsel for the manufacturers, how-

ever, took strong ground on this point, and argued that the matter was vital to the question.

The Commissioner was inclined to agree with the latter view, and he intimated that when he was in Calgary he would tell the Western publishers in no uncertain terms that there must be curtailment of waste, especially in Winnipeg. He also stated that he had no intention of inquiring into the question of whether a combine existed, except so far as it would have a bearing on the price of paper.

WOOLLEYS PLEA TO EDITORS

All Are Asked to Help Float Big Liberty Loan.

WASHINGTON, May 23.—An appeal to the editors of America has been made by Robert W. Woolley, director of publicity for the Liberty Loan, for them to assist in disseminating information regarding the \$5,000,000,000 war loan to be floated by the Government. The appeal after commenting upon the spirit of patriotic helpfulness, universal in the American press, concludes:

"It is recognized that much of the matter sent out by this Bureau can be better expressed by the editors to whom it is sent. It is only asked that each week the newspapers cooperating with us have articles along similar lines so that concert of action may be obtained. The matter is sent in form ready for the printer. Each paper joining in the Liberty Loan campaign is requested to send at least one marked copy to this Bureau.

"The Secretary of the Treasury keenly appreciates the tremendous service the American press can render the nation in this matter and asks your help."

INLAND DAILY PRESS MEETING

Men Prominent in the Newspaper World to Address Gathering in Chicago.

Well-known men in the newspaper publishing world will address the members of the Inland Daily Press Association meeting to be held at the La Salle Hotel, in Chicago, May 31.

Lincoln B. Paimer, manager of the American Newspaper Publishers Association, will talk on the postage mail rates and the evils of free publicity, and will probably consult with the members on these important subjects.

A. J. McIntyre, representative of the paper committee of the A. N. P. A., will discuss the news print situation at the present time.

William A. Thomson, director of the Bureau of Advertising of the A. N. P. A., will deliver an address on advertising and tell what the Bureau is doing for the newspapers.

Other matters of importance will be discussed by the members, who represent daily newspapers in Missouri, Kentucky, Minnesota, Indiana, Wisconsin, Michigan, Iowa, and Illinois. The meetings are always largely attended, for the addresses are invariably of a constructive character. In calling this meeting, Secretary Wil V. Tufford, of Clinton, Ia., urges all members to be present, stating, among other things, "the life of your newspaper may be at stake, and some member of your organization, with power to act, should be in attendance."

Welcome the discipline of work and the habit of obedience.

Getting in on the ground floor frequently means crawling out through the cellar window.

NEW YORK MERCHANTS ADVERTISE WAR BONDS

Space to the Amount of Approximately One Page Daily Being Utilized by the Department Stores and Other Advertisers, to Help the Government Sell the Liberty Loan Securities.

New York's Department stores are advertising the Liberty Loan war bonds through the newspapers. The campaign started last Sunday, and up to Thursday they had sold more than \$600,000 worth of the securities.

"The campaign is purely patriotic on the part of the merchants," said L. Stewart, Jr., treasurer of James McCreery & Co., who is a member of the Retail Merchants' Liberty Loan Committee, at 366 Fifth Avenue. "The campaign started last Sunday morning, the first publicity being through the medium of the newspapers. We asked each daily newspaper in New York City to donate one page of space, to start it. That is all we expected free. The World, Herald, Brooklyn Citizen, New York Telegram, New Yorker Herald, and Staats Zeitung each published a full page, which was furnished in matrix form. We were very grateful to get those advertisements, and we were disappointed that the other newspapers did not contribute their space. Of course, we realize that advertising is a commodity, and is sold as such, but so is our window space, which we are giving up. We supplemented this by devoting a portion of our space to the war bonds. The amount of space which we merchants donated Sunday amounted to more than one page—possibly as much as one and one-half pages of space.

GETTING RESULTS.

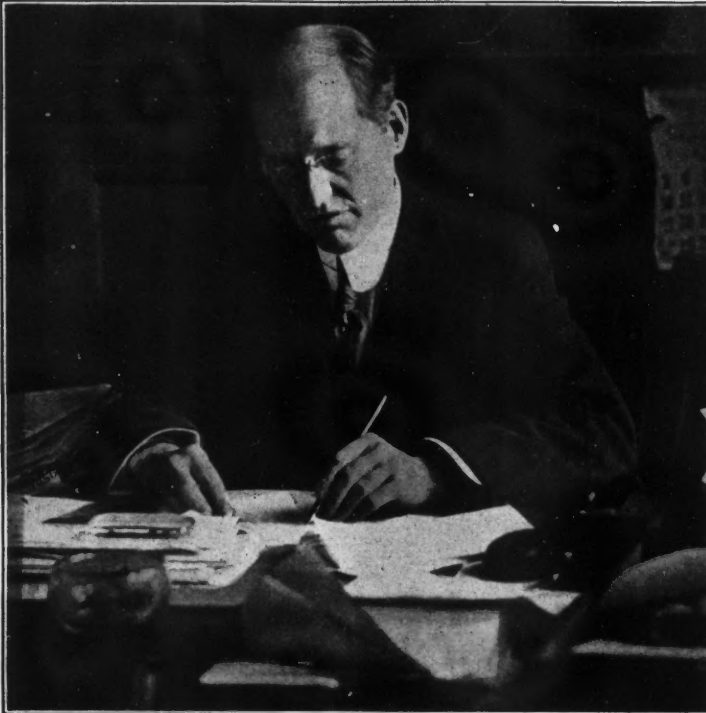
"We had a meeting Tuesday and discussed the matter as to whether the space which we are giving should be consolidated into one large advertisement, and I believe that we are getting the best results by allowing each one to advertise in separate space, for that means carrying the message to the patrons of all the stores, on different pages of the newspapers. I should say that nearly one page of extra advertising has been used by the merchants since that time, at a cost of approximately \$550 a page.

"Patrons of dry goods and department stores feel that they are a part of them. They have dealt with them so long, and their relations are so intimate, that they purchase the bonds through us and our selling organization readily, because they understand one another so well. In this respect, I will state that McCreery's store has secured one single subscription of \$30,000, Altman's one of \$20,000 and one of \$10,000; Franklin-Simons, a subscription of \$12,000. There are a few \$1,000 subscriptions. There are a vast number of subscriptions of smaller amounts, however, the aggregate of which goes to swell the total to more than \$600,000—quite an achievement, I think.

"The committee, which is comprised of representatives of probably fifty of the largest retail merchants and local advertisers of the city, is growing in size, and is meeting with the success it anticipated at the outset, and we feel that if the same plan or a similar one is followed in other lines, that there will be no question about the complete success of the biggest war loan ever floated in the history of nations."

Louis Stewart, president of James McCreery & Co., is chairman of the Retail Merchants' Liberty Loan Committee, and Lauren Carroll is secretary.

NEWSPAPER MAKERS AT WORK



CARR C. VAN ANDA.

By CHARLES H. GRASTY.

HE didn't go into the newspaper profession because getting in was a bit easier than other things. He was born a newspaper man and never had a thought of anything else. He was raised in a print shop. He was Ohio born and city-broke in Cleveland. His journalistic character was moulded in the old New York Sun office. At the golden age of thirty-nine, having had the best possible preliminary experience, he went to the New York Times.

There is no more interesting figure among working newspaper men than Carr V. Van Anda, managing editor of the Times. He is an unexploited subject among the celebrities of journalism. Everywhere among newspaper men the New York Times is a subject of discussion; they revel in the romance of its success; they take a pride in its high standards; they speculate in respect to its internal workings. The craft have come to know a great deal of Mr. Ochs and much of Charles R. Miller, but Mr. Van Anda has kept rigidly to the seclusion of the sanctum.

It isn't modesty that holds him back. The managing editor is quite the most aggressive man in the Times circle. There is no subject upon which he doesn't have an opinion, which he always makes bold to express without reserve. He is an influence within the office for progressivism. He possesses a rare acid quality of intellect. In the office counsels he is positive and determined. But in his outside contacts he has a typical newspaper man's aloofness.

Van Anda was born on December 2, 1864, in Georgetown, O., but the honor of nurturing him in his early formative years must be accorded to a Buckeye town that rejoices in the name of Wapakoneta. From his earliest childhood his thoughts were of printing and at six years he established a newspaper, and perhaps a record as the youngest editor. His paper was a double sheet of foolscap upon the four pages of which were pasted clippings of prose and poetry from newspapers. At this early age there were intimations of the force which he later developed in an unusual degree. Having fixed the price of his paper at ten cents, he instituted in his own family circle a system of compulsory purchase. When he was ten years old he got hold of some type and proceeded to complete his printer's equipment by manufacturing a press out of wooden boards. He was all right until it came to the ink roller and there he was stuck. Finally he took a broom handle and wound some cloth from an old dress of his mother's round it. On that press was actually produced copies of a paper—the Boy's Gazette.

When he was twelve he secured employment at odd times in the village printing offices, but soon started an amateur shop of his own, which he operated in competition with the other fellow. He bought a second-hand Excelsior and two fonts of type for \$5, paying \$1.50 cash and giving a two-months' note, endorsed by his father, for the balance. The first Saturday, by working all day and most of the evening, he cleared \$3.75. He spent the surplus twenty-five cents to see a pedestrian endeavor to walk 25 miles in four hours. The other \$3.50 he kept two months against his debt, his creditor refusing to allow a discount for cash.

Young Van Anda went to the high school working between times and afterward, until he was sixteen years of age. He then put in two years at the Ohio University at Athens. Coming home at eighteen he went to work on one of the three papers in Wapakoneta, the Auglaize Republican, as foreman. It is barely possible that he might have stayed and risen to the proud position of proprietor of the Auglaize Republican, but for an unhappy incident. There was one other employee, properly subordinate. A dispute arose as to who should carry a broken frisket from the Washington hand-press to the village blacksmith shop.

(Continued on page 18)

A. P. USES TELEGRAPH PRINTERS FOR NEWS

Machines that Automatically Write the Words of the Sending Operator Installed for the First Time on Long-Distance Circuits Running Out of New York City.

The Associated Press, as was the case in city delivery, is the first news distributing organization to use automatic telegraph printers to handle its news on long-distance circuits.

Two weeks ago automatic machines leased from the American Telephone & Telegraph Company were placed on one of the day wires between New York and Boston, and since that time have been used successfully in place of Morse operators to convey the world's news to Associated Press members in New Haven, Hartford, Worcester, Springfield, and Boston.

A few weeks before the New York-Boston circuit was put into operation, similar machines manufactured by the Morkrum Company were placed on the Associated Press circuit from Chicago to Milwaukee, Minneapolis, and St. Paul, and have been successfully operated since that time. This was the first time automatic telegraph printers had ever been tried on a long-distance circuit handling press dispatches.

DISPENSES WITH RECEIVING OPERATORS.

On both circuits a typist in the transmitting office uses a keyboard similar to that of a typewriter. As he depresses the keys a tape is perforated, differently for each letter. This tape automatically runs through an electrical apparatus, which in turn sends out electrical impulses over the wire which work corresponding units on the receiving typewriter-like printing machines in all the newspaper offices on the circuit. The copy thus made is ready for the editor.

Automatic telegraph printers were first used in distributing news about three years ago, when the Associated Press put "Morkrums" in the offices of their New York members. The machines were designed to take the place of messengers and Morse operators in delivering the report from the Associated Press office to the New York newspapers. There was considerable prejudice against the machines, and in some quarters the experiment was ridiculed and failure of the idea freely predicted. Through the resourcefulness of the Associated Press chief of traffic, Kent Cooper, and his faith in the method, however, the prejudice was not long lived in New York, and it was but a short time before the idea was pronounced a success and the telegraph printers had come to stay in the press association business. They were installed elsewhere by the Associated Press and other news organizations soon followed the lead. The latest Associated Press feat marks a new era in the method of transmitting news.

Lord Northcliffe's Appointment

Lord Northcliffe, who has accepted the chairmanship of the committee which will consider what steps should be taken to develop and regulate aviation for civil and commercial purposes after the war, and to what extent the trained personnel and aircraft, surplus of the services' requirements, could be utilized for the purpose. The appointment is in every way an admirable one, as Lord Northcliffe has a very wide knowledge of the subject.

Cultivate the power of decision.

SPEAKERS AND TOPICS FOR THE BIG A.A.C.W. CONVENTION OPEN IN ST. LOUIS JUNE 3

Announcement by the Chairman of the Programme Committee for the Advertising Men's Sessions, Telling When and Where the Various Men Who Will Deliver Addresses Will Appear—Newspaper Departmental to be Attended by an Unusually Large Number of Representative American Publishers.

THE Newspaper Departmental of the Associated Advertising Clubs of the World will meet in the Municipal Court Building, in St. Louis. John Ring, jr., first vice-president of the Advertising Club of St. Louis and publicity manager of the Mercantile Trust Company, of that city, together with George M. Brown, president of the Certain-teed Products Company, of St. Louis, have been added to the list of speakers who will address the members of the Newspaper Departmental. Mr. Ring will speak on "Financial Newspaper Advertising," and Mr. Brown on "Certain-teed Roofing Advertising Experiences." J. W. Barnum, secretary-treasurer, has received assurances from a large number of newspaper publishers, in response to the invitations he has sent out, to the effect that they will attend, and which indicates a representative gathering of publishers and delegates from the daily press of the United States.

"Why the Church Should Advertise" will be the subject discussed by well-known ministers, who will appear in the pulpits of the churches of the city Sunday, June 3. The ministers who will speak come from all sections of the United States, as follows:

MINISTERS WHO WILL DELIVER ADDRESSES.
Bishop E. R. Hendrix, L.L.D., of the Methodist Episcopal Church South, Kansas City, Mo.; the Rev. W. H. Foulkes, D.D., secretary, the Combined Boards of Ministerial Relief of the Presbyterian Church, Philadelphia, Pa.; the Rev. A. F. MacGarrah, D.D., church efficiency expert (organizing advertising campaigns throughout the country); the Rev. George W. Barney, D.D., Grace Methodist Episcopal Church, San Francisco, Cal.; Rev. Roy L. Smith, St. Paul's Methodist Church, Chicago, Ill.; Rev. J. T. B. Smith, D.D., publicity manager, Board of Conference Claimants, Methodist Episcopal Church, Chicago, Ill.; Rev. D. E. Wiegler, D.D., Messiah Lutheran Church, Philadelphia, Pa.; Rev. Christian F. Reiser, D.D., Grace Methodist Church, New York city; Rev. R. C. Keagy, Lyons Methodist Church, Clinton, Iowa; Rev. W. B. Norton, D.D., religious editor, Chicago Tribune, Chicago, Ill.; Rev. H. E. Rompel, D.D., First Methodist Church, Belvidere, Ill.; Rev. George M. Fowles, D.D., treasurer, Methodist Board of Foreign Missions, New York city; Rev. T. W. Graham, D.D., treasurer, Methodist Board of Foreign Churches, Kansas City, Mo.; Rev. Daniel H. Martin, D.D., Fort Washington Presbyterian Church, New York city, and Rev. J. H. MacPherson, St. John's Universalist Church, Joliet, Ill.

The Inspiration Mass meeting will take place in the quadrangle of Washington University Sunday afternoon; M. P. Linn, President of the Associated Advertising Clubs of St. Louis will be temporary chairman and Herbert S. Houston, President of the Associated Advertising Clubs of the World, will be permanent chairman of the meeting. The programme arranged for this occasion follows:

INSPIRATION MEETING PROGRAMME.

3:00 O'CLOCK.
Overture—"Artist's Life".....Strauss
St. Louis Symphony Orchestra.
"Hallelujah Chorus".....Handel
St. Louis Pageant Choral Society,
accompanied by St. Louis Symphony Orchestra.
Invocation—Archbishop John J. Glennon.
March—St. Louis Symphony Orchestra.
The Spirit of St. Louis.....Tierney
Dr. John L. Tierney.
Welcome from Missouri—Hon. F. D. Gardner,
Governor of Missouri.
Welcome from the city of St. Louis—Hon. Henry
W. Kiel, Mayor of city of St. Louis.
Shakespeare Chorus—"Wedding."
St. Louis Pageant Choral Society,
accompanied by St. Louis Symphony Orchestra.
Welcome by Washington University—Chancellor
Frederick A. Hall.
"America"—By audience.
Address—Senator Hiram W. Johnson, of Cal-
ifornia.
Benediction—Rt. Rev. Daniel S. Tuttle.

There will be an orchestra of fifty members and 150 members of the St. Louis Pageant Choral Society present on this occasion.

Herbert S. Houston will preside over the general sessions of the convention, which will open Monday morning, June 4, in the Jefferson Theatre, at Twelfth and Locust Streets, the programme for which will be as follows:

GENERAL SESSIONS PROGRAMME.

March—St. Louis Symphony Orchestra.
9:00—Music by Haenschen's Orchestra, W. Gus Haenschen, leader.
Singing by audience: Illustrated patriotic songs through the courtesy of John H. Paterson, president, National Cash Register Co.
10:00—Invocation, Rabbi Leon S. Harrison, Temple Israel.
10:05—Announcements, Lewellyn E. Pratt, chairman, National Programme Committee.
10:10—"The Spirit of the Convention," Herbert S. Houston, president, Associated Advertising Clubs of the World.
10:40—"The Relation of Publicity and Advertising to National Prosperity," Louis W. Hill, president, Great Northern Railway Co.
11:05—John North Willys, president, Willys-Overland Co., Toledo, O.
11:30—"Advertising and Its Relation to the Distribution of Credits," Hon. Festus J. Wade, president, Mercantile National Bank, and Mercantile Trust Co., St. Louis.

TUESDAY, JUNE 5.

9:00—Music by Haenschen's Orchestra, W. Gus Haenschen, leader.
Singing by audience: Illustrated patriotic songs, through the courtesy of John H. Paterson, president, National Cash Register Co.
10:00—Announcements, Lewellyn E. Pratt, chairman, National Programme Committee.
10:05—THREE CALLS TO SERVICE:
For the Nation—William H. Rankin, vice-chairman, National Advertising Advisory Board, president, W. H. Rankin Co., Chicago.
10:25—O. C. Harn, chairman, Committee on Plan and Scope, National Advertising Advisory Board; chairman, National Advertising Commission; advertising manager, National Lead Co., New York.
10:45—For the Red Cross—"Raising One Hundred Million Dollars," Charles Sumner Ward, secretary, War Finance Committee of the American Red Cross; secretary, International Committee, Young Men's Christian Association.
11:20—For the Bible—"Democracy and the Best Advertised Book in the World," Rev. William I. Haven, D.D., secretary, American Bible Society.

TUESDAY—JOINT OPEN SESSION.

2:00—Announcements.
2:05—Introductory remarks by chairman.
2:10—"Educating the People's Appetite," G. Harold Powell, president, California Fruit Growers' Exchange, Los Angeles, Cal.
2:35—Discussion.
2:45—"The Relation of the Factory to the Sales Organization," Hugh Chalmers, president, Chalmers Motor Car Co., Detroit, Mich.
3:10—Discussion.
3:20—"How Advertising Enabled Us to Maintain Our Relation Price in a Rising Market," Samuel C. Dobbs vice-president, the Coca-Cola Company, Atlanta, Ga.
3:45—Discussion.
3:55—John A. Bensch, president, Brown Shoe Company, St. Louis, Mo.
4:20—Discussion.
4:30—"The Guarantee of the Trade-Mark," Thomas E. Wilson, president, Wilson & Co., Chicago, Ill.
4:55—Discussion.

Lafayette Young, jr., of the Des Moines Capital, will preside over the meeting Wednesday morning, when the following programme will be given:

WEDNESDAY'S MEETING.

9:00—Music by Haenschen's Orchestra, W. Gus Haenschen, leader.
Singing by audience: Illustrated patriotic songs through the courtesy of John H. Paterson, president, National Cash Register Co.
10:00—Announcements.
10:05—Introductory remarks by chairman.
10:10—"The Earliest Ideal of the Advertising Clubs," former President W. N. Auchincloss, Paul Belch Co., Chicago, Ill.
10:20—"The Vitality of the Advertising Club Idea," former President E. D. Gibbs, Robert Stillson Co., New York.
10:30—"The Cash-Drawer Value of Confidence," Merle Sidener, president, Sidener-Van Ripper Advertising Co., Indianapolis, chairman, National Vigilance Committee, Associated Advertising Clubs of the World.
11:00—"Protecting It," H. J. Kenner, secretary, National Vigilance Committee, Associated Advertising Clubs of the World.
11:30—"Abusing It," Richard H. Lee, attorney, Cleveland, special counsel to National Vigilance Committee, Associated Advertising Clubs of the World.

Herbert S. Houston will preside over the afternoon meeting, the programme of which follows:

2:00—Announcements.
2:05—Introductory remarks by chairman.
2:10—"What Advertising Has Done for the Clothing Business," David Kirschbaum, president, A. B. Kirschbaum Co., Philadelphia.
2:30—Discussion.
3:00—Discussion.
3:10—"Building Up a Sales Organization," H. J. Heinz, president, H. J. Heinz Co., Pittsburgh, Pa.
3:30—Discussion.
3:40—"The Country's Distribution Problem as Viewed by the Express Companies," B. D. Caldwell, President, Wells Fargo & Co., New York.
4:00—Discussion.
4:10—"What the Housewife Thinks About It," Mrs. Julian Heath, president, National Housewives' League, New York city.
4:30—Discussion.
4:40—"Is the Question Answered," George W. Hopkins, vice-president and general sales manager, American Chicle Co., New York.
5:00—Discussion.

Herbert S. Houston will preside over both the morning and afternoon sessions of Thursday, June 6, for which the following programme has been arranged:

THURSDAY'S PROGRAMME.

9:00—Music by Haenschen's Orchestra, W. Gus Haenschen, leader.
Singing by audience: Illustrated patriotic songs, through the courtesy of John H. Paterson, president, National Cash Register Co.
10:00—Announcements.
10:05—"The Advertising Club Movement as National Business Leadership," former President Samuel O. Dohba, vice-president, the Coca-Cola Company, Atlanta, Ga.
10:15—"The Development of Our Association Into a Business Organization," former President William Woodhead, manager, American Weekly Magazine, New York.
10:25—"How to Enlarge the Terminal Facilities of Distribution," Frank Stockdale, secretary, National Educational Committee, Associated Advertising Clubs of the World.
11:05—"Democracy in Merchandising," William H. Ingersoll, market manager, Robert H. Ingersoll & Brother, New York.
11:40—"The Research Committee and the Present Crisis," Mac Martin, president, Mac Martin Advertising Company, Minneapolis, Minn., chairman, National Research Committee, Associated Advertising Clubs of the World.
1:30—Music by Haenschen's Orchestra, W. Gus Haenschen, leader.
Singing by audience: Illustrated patriotic songs, through the courtesy of John H. Paterson, president, National Cash Register Co.
2:30—Announcements.
2:35—Presentation of trophies.
Adoption of resolutions.
Confirmation of selection of 1918 convention city.
Election of officers.
4:30—Convention closes with an outdoor patriotic mass meeting.

VIGILANCE COMMITTEE SESSIONS.

On Monday, Tuesday, and Wednesday, June 4, 5, and 6th, in a room in the Municipal Courts Building, in St. Louis, there will be an informal conference of the vigilance workers of the A. A. C. W.

There will be no formal programme, but vigilance workers are asked to bring problems and questions, and start something.

H. J. Kenner, Secretary of the National Vigilance Committee, will be in charge. Topics discussed will be:

Monday: "Organizing and Financing Vigilance Work."

Tuesday: "Operation of a better Business Bureau or Vigilance Committee."

Wednesday: "The Principal Evils to be Corrected by Vigilance Workers." One topic will be "False Statements of Value in Advertising."

Addresses on Vigilance Work will be given Wednesday morning at the General Session. The subject of these addresses will be: "The Cash-drawer Value of Confidence," Merle Sidener will talk on "Creating It;" H. J. Kenner, on "Protecting It," and Richard H. Lee on "Abusing It."

The intelligence of the ancient Greeks was greater than that which obtains today. Only in the conveniences we enjoy do we excel. There was no need then for the drugs of which we stand in need now, because they had sense enough to live simply, while we are so ordered that we ignore the real for the unreal.

SILVER BOWL GIVEN TO THOMAS F. FLYNN

Entertained by Members of the S. C. Beckwith Special Agency on the Anniversary of his Twenty-Fifth Year With that Organization.—Dinner at the Martinique.

Thomas F. Flynn, secretary of the S. C. Beckwith Special Agency, celebrated his silver jubilee of service with that organization May 23, when he was presented with a silver bowl and was



THOMAS F. FLYNN.

entertained at a dinner at the Hotel Martinique in the evening. Employees of the agency were present to congratulate him upon his twenty-five years with the agency and to speak words of appreciation for his conduct toward them at all times.

C. T. Logan, who made the speech of presentation when the silver bowl was given to Mr. Flynn, spoke in part as follows:

"Mr. Flynn's example has raised us up to new energy. It is always pleasant to work under pleasant direction. That is Mr. Flynn's ideal in his business life. He has a definite purpose. He knows where he is going and what he is after, which is advertising all the time, night and day. I would not like to say all he knows about advertising, but he thinks about it all the time, and I believe if he ever got delirious from sickness he would be crying in his wild moments for more contracts! So far as work is concerned the days are never long enough for Mr. Flynn, nor the weeks, nor the months, nor the years. He keeps hammering on it, but without knocking and the telling blows he has delivered are represented in the splendid qualities of our super-six organization. I know we all wish him continued good health and happiness for himself, his little lady at home, and the kiddies, and when he looks into this beautiful little bowl, let him conjure up in his imagination the faces who are presenting the little gift to him to-day. They are all there and their hearts are in the bottom of it. Mr. Flynn, all hail as the chief of staff on your Silver Jubilee! May the lustre of your eyes never grow dim, and may you never send out any fewer pink and blue and yellow and green and white slips than you do now! We would miss them if you did."

J. T. Beckwith, president of the agency, presented Mr. Flynn with a diamond and pearl stick pin during the course of the dinner at the Hotel Martinique Wednesday evening.

NEW YORK CIRCULATORS VISIT THE CATSKILLS

Two Days Outing in the Mountains Enjoyed by Distributors of Metropolitan Newspapers, and Their Friends, Who Made Journey to Catskills by Steamer.

Circulation managers of New York daily newspapers, and their friends, accompanied by a number of the circulators of prominent newspapers from other sections, who are members of the I. C. M. A., spent two days in the Catskill mountains this week. They left Manhattan Tuesday evening on the Catskill Evening Line Steamer Ontora, the guests of the steamship company. Dinner was served on the boat. A. V. S. Olcott, general manager of the steamship company delivered an address, in the course of which he announced that during the coming season fast plying steamers will run through the Barge Canal from Buffalo to Rensselaer, connecting with the freight boats of the Catskill Evening Line, which will relieve the freight congestion with which the newspapers of New York and vicinity have been confronted during the past several months, resulting in better service in the delivery of their news print paper from the mills at points contiguous to the canal. This statement was greeted with enthusiasm.

Traffic Manager Rochester, of the steamship line welcomed the circulators, who have made the trip over his line for the past several years.

Toastmaster James McKernan, of the New York World, introduced the various speakers in a happy vein.

Howard Connelly, superintendent of the newspapers and periodical division of the New York postoffice, spoke on matters pertaining to the forwarding and handling of the mails, interspersing his remarks with humorous references that kept his audience in laughter.

A. E. McKinnon, director of circulation of the Philadelphia North American, said he found relief from the hustle and bustle of Philadelphia by running over to the suburb of New York to enjoy a rest. His good natured remarks provoked mirth on all sides.

"Jimmie" Henderson, circulation manager of the Montreal (Can.) Gazette, a member of the I. C. M. A., was introduced by Toastmaster McKernan, whose name was greeted with applause, for he is one of the most popular men in the organization. His speech was short, full of fun, and in it he told of the pleasure it afforded him to make a special trip to join the New York men on their outing.

CIRCULATORS INVITED TO NEW ENGLAND.

George H. Reynolds, of the New Bedford (Mass.) Mercury-Standard, vice-president of the New England Circulation Managers' Association, spoke, inviting the New York circulators to meet with their New England brethren on an outing at Montauk Point, July 11.

"Jack" Dempsey of the New York World circulation department rendered characteristic vocal selections. His posing was excruciatingly funny, and drew endorsements enough to make a regular actor turn a bright green with envy.

J. M. Annenberg, of the Schenectady (N. Y.) Union-Star, and chairman of the programme committee of the I. C. M. A., expressed his pleasure at being present.

M. L. Goodman, of the Scranton (Pa.) Scrantonian, was introduced as one of



EASTERN CIRCULATION MANAGERS ON CATSKILL TRIP.

the out-of-town men who accompanied the party as a guest. Other members were called upon and responded, the meeting lasting until midnight.

A TOUR OVER THE MOUNTAINS.

After breakfast on the boat, the party took a trip by special train over the Catskill Mountain Railroad, and over the Otis Elevated Railroad to Otis Summit, from which point they went to the Catskill Mountain House, where the members were photographed.

Luncheon was served at the Smith House at noon, after which the members were taken for an automobile ride to the surrounding resorts of Leeds, South Cairo, Purling, and Round Top, the journey ending at the Maple Lawn Hotel, where they were received by Mr. and Mrs. Locke, the owners, when an excellent repast was served. The party then broke up, played billiards, bowled, enjoyed music, and interchanged opinions and experiences.

Thursday morning, after breakfast at the Maple Lawn Hotel, the members were taken by automobiles in time to reach the Catskill dock by 11 A. M., when they took the steamer Robert Fulton for New York city.

SILVER SET FOR RICHARD BARRETT.

Richard Barrett, through whose efforts the trip was such a success, will celebrate his twentieth wedding anniversary this week. During the luncheon on the boat, Toastmaster McKernan paid him a splendid tribute for the zeal with which he has labored on behalf of the circulators, and gave him a surprise by presenting him with a silver set. Mr. Barrett was so overcome that he could not respond. He was applauded generously by all present.

Thanks were expressed to officials of the steamship line for their courtesy and the entertainment furnished by the company, and for their efforts to make their trip one of the most enjoyable in the history of the organization.

The party reached New York city at six o'clock Thursday evening.

Following is a list of those who made the trip:

THOSE WHO MADE THE TRIP,

A. V. S. Olcott, general manager Hudson River Day Line and Catskill Evening Line; Paul Rochester, traffic manager Catskill Evening Line; J. McDonough, superintendent Catskill Evening Line; Hon. B. Frank Appleby, ex-Mayor Asbury Park; Commissioner George D.

Morrow, Allenhurst, N. J.; Frank O'Raw, Mr. Dancy, New York Tribune; James Henderson, Montreal (Can.) Gazette; J. H. Annenberg, Schenectady Union-Star; H. B. Bonart, German Herold; J. M. Savadell, Fourth Estate; James McKernan, manager circulation department the N. Y. World; A. E. MacKinnon, director of circulation, the North American, Philadelphia; W. E. Rague, the Staten Islander; T. M. McLoughlin, New York Review; Howard Connelly, superintendent Newspaper and Periodical Division Railway Mail Service, New York Post Office; Geo. H. Reynolds, New Bedford (Mass.) Standard; Victor Ryberg, New York Telegraph; C. M. Cruse, New York Telegraph; Mr. Nell, Morning Telegraph; William Hoffman, Staats-Zeitung; William Horner, Brooklyn Daily Eagle; M. Goodman, Scranton (Pa.) Scrantonian; Mr. Kessler, Wilkes-Barre, Pa.; Mr. Wimmer, Scranton, Pa.; Martin Koro, F. E. Funston, Pictorial Review; Frank Frugone, Italian Evening Bulletin; Frank McCabe, classified advertising manager the World; S. P. Booth, circulation manager, the Globe; E. Scholz, Nick Myer, International News Co., accompanied by Hubert Myers, and Artie Schutz; Edw. Gans, Editor and Publisher; William Henry, New York American; J. J. Goode, the Goode News Co.; M. Mendoza, William Shimer, S. D. Samuels, W. J. Dempsey, Charles Monaghan, J. M. Scott, W. Ring, E. Weisman, the World; P. J. Butler, W. Jones, D. N. Fingar, President Saugerties Business Men's Association; John A. Snyder, President Saugerties and New York Steamboat Co.; W. Schlosser, F. Hollweg, G. A. Shipman, William Brenna, H. Heuss, A. Hesse, W. Braun, E. C. Hanford, Queen City News Co., Poughkeepsie; H. Deuster, Sterling Engraving Co.; E. Lang, Plainfield, N. J.; J. R. Ahrens, New York Evening Post; Fred Kirchner, R. K. Mason, Jamestown, N. Y., and John Kelly, New York Herald.

Freed of Murder Charge

L. D. Webster, well-known Texas newspaper man, was acquitted by a jury in the District Court of Bexar County, at San Antonio, Tex., of a charge of murder growing out of the fatal shooting of Dr. G. W. Emory, of Bryan, Tex., who was shot to death at San Antonio about a year ago. Mr. Wallace formerly was business manager of the Bryan (Tex.) Daily Eagle, and had been connected with other newspapers in Texas.

CHARLES H. GRASTY IS TO RETURN TO EUROPE

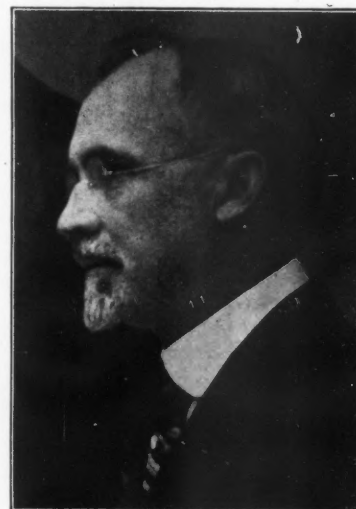
Treasurer of the New York Times Will Visit the Battle Fronts in France and Russia, and Write Letters from England — His Highest Ambition Is to Serve as a Reporter.

Charles H. Grasty, treasurer of the New York Times expects to leave for Europe either to-day or some time next week. Mr. Grasty will visit France, England, Russia, and other countries engaged in the war, and will write a series of letters to his newspaper, dealing with the conditions on all the battle fronts, keeping track of Americans who are there, and sending first hand incidents and impressions of the struggle which is now nearing the close of the third year. Mr. Grasty will not displace any of the correspondents of the Times who are at present located at various points in Europe. He will visit all of them, and will write matter in addition to what they are cabling to the Times daily.

ELLIS OFF TO CAUCASUS

Philadelphia Newspaper Man Will Later Visit War Zone.

As an aside to a unique assignment in the war zone, Dr. William T. Ellis, of Swarthmore, Pa., the well-known writer of syndicate and magazine articles, is to go to Noah's landing-place, Mt. Ararat, in



DR. WILLIAM T. ELLIS.

the Caucasus, to inspect the work of the American Committee for Armenian and Syrian Relief, of which committee he is a member. He will be accompanied by a Philadelphia lawyer, Charles E. Beury.

Dr. Ellis will sail from Vancouver on the Empress of Russia, June 7, for Japan and China, and then to Russia by way of the Siberian Railway. From Petrograd he will go down into the Caucasus and Persia, covering all the country from Trebizond to Tabriz.

After a month or so of touring the Caucasus, Dr. Ellis will return to Petrograd, and then go to Great Britain, France, and Italy, where he will write a series of syndicated articles on the religious and social conditions of the nations at war. He also bears a commission from the Saturday Evening Post.

He has done much of public speaking in recent years, especially at men's conventions. Dr. Ellis is a member of the National Press Club, Washington; of the Boston Authors' Club; of the Authors' League, and of the American Oriental Society.

PRESIDENT INSISTS ON SOME CENSORSHIP LAW

Renewed Efforts Being Made to Secure Provision in Espionage Bill, Because Wilson Says He Must Have Authority—Senators Sounding Sentiment as to Modified Section.

WASHINGTON, May 23.—Renewed efforts to secure a provision in the Espionage bill covering censorship are now being made by the Administration.

The conferees on H. R. 291, the Espionage bill, in which the censorship provision is contained, have adjourned until Friday.

Senators Overman, Fletcher, and Nelson, the Senate's conferees on the bill, were called to the White House and urged by the President to agree to a censorship section which the Senate once has rejected. They were asked to learn whether it is possible to allay the Senate's objections, and if possible bring out a new and so-called modified censorship clause.

President Wilson said to the Senate conference, as he did Tuesday in his letter to Chairman Webb, of the House Judiciary Committee, that he deems authority to invoke censorship of some sort absolutely essential. The President said he did not ask for a drastic provision, but felt he should have legislation giving him some degree of power to impose newspaper censorship. The President said he had complete reliance in the patriotism of American newspapers as a whole, but felt censorship authority was necessary to deal with isolated cases which might be detrimental to the national interest.

SENATE'S OPPOSITION STRONG

The Senate's opposition to any form of censorship was made plain to the President by the conferees, who expressed doubt that the Senate would consent to any censorship whatsoever. But all agreed, under the President's earnest request, to sound out sentiment and see if it is possible to pass a modified section.

Senator Overman thought that the most that could be done would be a modified compromise. He believed the House censorship provision, that juries shall decide whether violations of censorship regulations gave information to the enemy, would be rejected. If the new censorship provision can be agreed upon, Senator Overman thought it probably would not go further than one by Senator Cummins, once adopted and later stricken out by the Senate, which authorized "reasonable" censorship when in the interest of "public safety" it was deemed necessary for "public welfare."

THE PRESIDENT'S LETTER.

The President's letter to Mr. Webb, chairman of the Judiciary Committee of the House of Representatives, reads:

"My Dear Mr. Webb:

"I have been much surprised to find several of the public prints stating that the Administration had abandoned the position which it so distinctly took, and still holds, that authority to exercise a censorship over the press to the extent that that censorship is embodied in the recent action of the House of Representatives is absolutely necessary to the public safety. It, of course, has not been abandoned, because the reasons still exist why such authority is necessary for the protection of the nation.

"I have every confidence that the great majority of the newspapers of the country will observe a patriotic reticence about everything whose publication could be of injury, but in every country there are some persons in a position to do mischief in this field who cannot be relied upon and whose interests or desires will lead to actions on their part highly dangerous to the nation in the midst of war. I want to

say again that it seems to me imperative that powers of this sort should be granted.

"Cordially and sincerely yours,
"WOODROW WILSON."

The Washington corps of correspondents held a meeting on Wednesday in the House press gallery to consider the censorship situation but finding the Administration so strongly in favor of some censorship feature, decided not to take any definite action.

The fact that Marshal Joffre and the French Commission have returned safely to France without a word being printed in American newspapers relating to their departure, is pointed to here as evidence that the American press is keeping faith with the self-imposed censorship regulations.

OPENS ST. PAUL OFFICE

Alonzo F. Carlisle to Have Charge of G. Logan Payne Co.'s New Branch.

Alonzo F. Carlisle will be in charge of the new office which will be opened June 1 by the G. Logan Payne Co., special newspaper representatives, in



ALONZO F. CARLISLE.

St. Paul. The office will be located at 2429 University Avenue, and the Minneapolis office in the Lumber Exchange Building. The G. Logan Payne Co. has offices in New York, Chicago, Detroit, and Boston, the new branch making the fifth it has opened.

FALSE ECONOMY OPPOSED

Merle Sidener and George Walt Fleming Plead for Sanity.

False economy now being preached by many misguided souls came in for a few bangs when Merle Sidener, chairman of the National Vigilance Committee of the A. A. C. of W., spoke before the Cleveland Advertising Club on May 16. Sidener stated that sane business men always did and always will advocate a wise economy, but that too much cannot be said against the idiotic wall that has arisen in some quarters since war was declared.

On this subject an ad club member, George Walt Fleming, of the Kaynee Company, blouse makers, had the following to say:

"When prosperity gives us the glad hand, why bat it in the solar plexus and lynch it? Why not encourage the stimulus to monetary circulation by preaching moderation and help keep the red blood of business bubbling through the great heart of the world, so that we who advertise may reap the reward of our courage, instead of having our industries paralyzed by the insanity of a misguided press? What's the answer?"

TRUCE AGREED UPON IN MERRY NEWSPAPER WAR

Detroit Newsboys, Pending Further Parleys, Will Sell the Evening News and Journal, Although No Concessions Have Been Made—Two-Cent Afternoon Papers Unlikely.

The afternoon newspapers of Detroit have been having a merry little war, extending over about five weeks, and the end now appears to be in sight through a truce which has been agreed upon.

The newsboys of Detroit precipitated the war by demanding that the returns privilege be maintained—or that the selling prices of the papers be advanced to two cents. The publishers refused to restore the wasteful returns privilege, and the Evening News and Journal readily agreed to the proposition to advance the selling price from one to two cents, with the proviso that James Schermerhorn, publisher of the Times, should also adopt that policy.

Mr. Schermerhorn declined to do so, on the ground that the Times was essentially a penny newspaper, conforming to the penny-price idea in size, in general character of contents, in the way news and feature matter were condensed, etc. The newsboys thereupon declared a strike against the Evening News and Journal, but continued to sell the Times.

The Newsboys' Union held a meeting last week and declared a truce in the controversy, pending further parleys, still insisting, however, that the larger afternoon papers should sell for two cents. Mr. Schermerhorn claims that, as he is publishing the only newspaper in Detroit which should sell for a penny—a newspaper much more compact in size than those of his rivals in the penny field—he should not be considered as a disturbing force through his decision to hold to that price. He believes that the News and Journal should either reduce the sizes of their issues to the size of the Times, or increase their selling prices to two cents. Naturally the managements of the larger afternoon newspapers do not relish surrendering the penny field to a rival, and thus it is said that Detroit is not likely, for the present at least, to have two-cent afternoon newspapers.

REPRIMANDS WASHINGTON HERALD

George Creel Rebukes Newspaper for Commenting on Defective Shells.

Disregarding the declaration of the President that there was no desire to limit discussion and criticism of Government affairs and policies, George Creel, chairman of the Committee of Public Information, on May 23, telephoned the editor of the Washington Herald and reprimanded him for publishing an editorial entitled "Defective Shells." The editorial was based on a statement made in the official report of Rear-Admiral Earle, Chief of Ordnance of the Navy, to Secretary Daniels, which was made public the day before. This is the first attempt to rebuke an editor for commenting on facts made public in an official report issued by an official of the Government. The editorial suggested that the Navy Department ascertain the cause of the premature explosion and the actual defects in shells like those that exploded with fatal effect on board the steamer Mondolia. Commenting on the action of Mr. Creel, despite the fact that there is no censorship law, and the assurances that

there is no desire to prevent criticism of Government policies, the Herald, on May 24, said in part:

"Within a few hours after the editorial appeared George Creel, chairman of the Committee on Public Information, who will be the official Government censor if a Censorship law is enacted, called the Washington Herald on the telephone questioning the spirit and correctness of the 'statements' contained in it.

"If this is not an attempt to control editorial opinion, what is it? There were no misstatements of fact in the editorial: a single typographical error turning 'seventeen' years into 'seven' was its only inaccuracy. Mr. Creel did not venture to impugn any of the Herald's statements of fact, which were based on Admiral Earle's official report, but he did question the editorial.

"The incident would be beneath a moment's notice if it were not a straw showing which way the wind was blowing. If the press of the nation, if the people of the nation, are not alive to the sinister elements involved in the proposed censorship, it is high time that they wake up."

After reading what the Herald had to say Mr. Creel issued the following statement:

MR. CREEL'S STATEMENT.

"The Washington Herald's charge that I have attempted to control its opinion is without base in truth. I did not question any editorial or quarrel with one. No reprimand was hinted or even dreamed of.

"While in the Navy Department yesterday, I happened to meet Admiral Earle. We spoke of the Mongolia's defective shells, and he cited the Herald editorial as an example of incomplete knowledge in connection with a highly technical subject. I urged upon him, as I have urged upon all others, the importance of personal contact with the press as an aid to the full understanding that is now a national necessity.

"Admiral Earle assented instantly and stated that he would be only too glad to have the direct relation established. I called up the Herald office and told them of Admiral Earle's willingness to be seen and interviewed whenever any ordnance matter arose. They expressed the utmost appreciation and thanked me for my efforts in the matter.

"These are the facts: From the outset the policy of this Committee has been one of cooperation, not supervision. I have assumed the patriotism of the press and its eagerness for truth and service, and my one effort has been to open up the business of government to public inspection."

AGAINST ZONE POSTAL RATE

Senate Finance Committee Proposes Tax on All Advertising as Substitute.

WASHINGTON, May 24.—The Senate Finance Committee to-day began its revision of the War Revenue bill, passed yesterday by the House. At the end of an all-day discussion, the Committee decided to strike from the measure the zone postal-rate system for newspapers and periodicals, substituting a direct tax on advertising, including newspapers and magazines, billboards, posters, and street cars. A 2 per cent. tax is favored.

Strong men have purposes—others have wishes.

Analyze the minutes and the hours will fulfill your wishes.

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THE MACHINE THAT LASTS



© TRADE **LINOTYPE** MARK ©

11040 Ems an Hour on a Model 16

Produced in a test in the composing room of the Brooklyn Daily Times by an operator in the employ of the Burr Printing House, New York City.

The operator set a "take" of 7 point, 13 ems, and a "take" of 12-point, 26½ ems, at the rate of 11040 ems an hour.

Result—The Burr Printing House ordered four Model 16 Linotypes and one Model 17 Linotype.

Illustrated catalog of Models 16 and 17 Linotypes sent on request.

MERGENTHALER LINOTYPE CO.
TRIBUNE BUILDING, NEW YORK

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NEW ORLEANS

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OKLAHOMA DIRECTOR HAS HAD BRILLIANT CAREER

H. H. Herbert, Recently Appointed Head of the School of Journalism at the University of Oklahoma, Is Probably the Youngest Man Ever Named to Hold a Similar Position in a University.

Harold H. Herbert, recently appointed director of the school of journalism in the University of Oklahoma, is perhaps the youngest man to occupy such a position in this country. Born on a farm in Illinois in 1888, he was under no immediate influences to enter journalism until his high school days, when he became editor of the Freeport high school *Polaris*. Here editorial duties brought him in contact with printer's ink, and his future career was determined. After graduation he was successively "devil," typesetter, office helper, proofreader, and reporter in the office of the Freeport Daily Journal, and after a year's varied experience entered the University of Illinois.

Having chosen the course in journalism, he was drawn into student newspaper work, and served in successive years as reporter, assistant editor, managing editor, and editor of the Daily Illini, the eight-page morning paper of the University. This work, together with the duties of associate editor of the Illio, University annual, occupied plenty of time, but not enough to prevent him from winning Phi Beta Kappa honors, as well as election to senior honor society, to Scribblers' Club, a writers' society, to Delta Kappa Chi, commercial fraternity, and to Sigma Delta Chi, journalistic fraternity.

Business office and editorial room experience on several of the Freeport newspapers drew him back to that city after graduation in 1912. He became city editor of the Journal, on which five years before he had been composing-room devil. When opportunity came, however, he moved on, and became telegraph editor of the Peoria Evening Journal. It was while in this position, a year later, that the death of Chester C. Wells, then national president of Sigma Delta Chi, left almost untouched the work of establishing a course in journalism in the University of Oklahoma.

Mr. Herbert was appointed to the place his friend and classmate was to have filled. With less than two weeks' notice he left the telegraph desk for the classroom. Twenty students and three courses occupied his attention during the first year. Gradually the scope of the work was extended. To the elementary courses in news writing and news editing, feature writing and editorial writing were added others in the history of journalism, comparative journalism, principles and practice of advertising, technique of advertising, newspaper advertising, newspaper circulation, ethics and laws of the press, the general information and reference.

The Oklahoma school of journalism, during the four years Mr. Herbert has been associated with it, has increased the number of its courses from three to eighteen, the total number of credit-hours of work from eight to forty-four, and the number of unduplicated students from twenty to more than fifty. The school now offers a three years' course in conjunction with the work for the bachelor of arts degree, and requires a minimum of twenty-four credit-hours of journalism of the student who wishes to obtain a certificate in journalism in addition to the B. A. degree.

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

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism



HAROLD H. HERBERT,

Newly appointed director of the school of journalism in the University of Oklahoma.

Graduates of the school since 1915 are now in responsible positions in Oklahoma and other States, and the school is unable to supply the calls which come in to it for reporters, desk men, and others. In every important office in the State students from the school of journalism are given the preference in the filling of vacancies, and several of the largest papers have made standing offers to take every well-qualified reporter the school can turn out.

Under Mr. Herbert's direction students in journalism have transformed their twice-a-week newspaper into a four-page morning daily, with a paid staff, a stiff advertising rate, and a profit from each year's business. As chairman of the publication board he oversees the operations of this paper, and at odd times himself edits the University of Oklahoma Magazine. Besides he is secretary-treasurer of the Oklahoma Interscholastic Press Association, and each year conducts conferences and contests among editors and managers of high school newspapers, magazines, and annuals that have already done much to improve the quality of high school journalism in the State.

As a specialist in journalism, Mr. Herbert's field is the editorial. Several summers spent in graduate study in the University of Wisconsin have added materially to his attainments in this subject, and he has already laid the plans for "the book" which it is the ambition of every teacher of journalism to write. One of his special fields of interest is the bibliography of journalism, and he has collected enough titles and data to fill an ordinary volume.

Montana Summer School

The State University of Montana during the coming summer school will offer courses in news writing and current events. A. L. Stone, dean of the School of Journalism, will be in charge.

With this issue, the department of news from the schools and departments of journalism in the colleges and universities will be discontinued. It will appear again in the fall when the colleges re-open.—[Ed. Note.]

WASHINGTON TEACHER RESIGNS

E. E. Troxell to Give Full Time to Washington Newspaper Association.

E. E. Troxell, assistant professor of journalism at the University of Washington, has resigned, effective August 1, to become full-time executive secretary of the Washington Newspaper Association. Mr. Troxell has been handling three courses in advertising and a course in newspaper administration.

The Washington Newspaper Association is a cooperative organization with eighty-five weekly newspapers of Washington as members. It was organized in 1916 and was parented by the department of journalism and the Washington State Press Association. Mr. Troxell has been acting as executive secretary in addition to his teaching duties, but the double duty became too heavy for one man.

In August Mr. Troxell will go East on Association business. He expects to remain East a full semester. The Western business of the Association will be carried on by several employees.

The Association will have quarters next year in the new home of the department of journalism, in which two rooms have been set aside for it.

The department is now in quest of a successor to Mr. Troxell, and wants a man who can teach advertising from the seller's, the consumer's, and the agency standpoints, and preferably a man who can teach country journalism and circulation.

Students Heard Practical Talk

Students in the School of Journalism of the University of Oklahoma are now meeting regularly at bi-weekly luncheons at which a prominent newspaper or advertising man of the State gives a practical talk on some aspect of the profession. Four of these luncheons have already been held, and addresses given by Walter M. Harrison, managing editor of the Daily Oklahoman, Oklahoma City, by Senator John Golobie, editor of the Oklahoma State Register, Guthrie; J. W. Kayser, editor of the Chickasha Star, and by Harold H. Halsell, advertising manager of the Williamson-Halsell-Frasier Company, wholesale grocers, Oklahoma City.

Journalism Bulletin Published

The department of industrial journalism, Kansas State Agricultural College, has published a bulletin, "Preparation for Editorial Work on Farm Papers," by N. A. Crawford, head of the department. The bulletin embodies the results of an investigation of the needs and requirements of agricultural journals, and is the first publication attempting to deal with this subject.

JOURNALISM TEACHERS FEEL WAR CONDITIONS

Farm Service and Military Service Call Thousands of Men from the Colleges and Universities—Selective-Draft Measure Will Also Take Thousands Out of the Educational Institutions.

This coming week will see the closing of most of the colleges and universities of the United States. Some few will not close until the following week. Many are closing earlier than originally planned because of war conditions.

Teachers of journalism everywhere are not a little bit apprehensive of the possible effect of the war upon the higher educational institutions of the country next fall. Thousands of men have already withdrawn from college to engage in farm work, to enter the officers' reserve corps and other branches of the military service. Most of the colleges and universities many weeks ago allowed all students who could and would obtain farm work to withdraw and receive full academic credit for the year's work. Students have also been permitted to withdraw and lose no college credit if they wished to enlist. As a result, departments of journalism all over the country—like all other departments in the college—have seen class registrations decrease steadily.

The possible influence of the selective draft measure upon the college next year is also a matter of speculation among teachers of journalism. It is generally agreed that the junior and senior classes will be the most seriously affected. Freshman students will be least affected. In most of the institutions where any large number of students have enlisted, an average of 85 per cent. of the men examined were accepted.

In most of the States, teachers of journalism are active this time of year in getting summer employment for their students. In many institutions, three months' practical experience for three consecutive years is part of the four years' course of study. This year the problem has been a curious one. Many of the students who planned to do summer work are enlisting. Others who have not enlisted believe they will be called when the selective draft is made. As a result the demand for students of journalism is unusually great this year.

The possibility of more women entering newspaper work is one that also is interesting teachers of journalism today. In all of the institutions where instruction in journalism is developed to any extent, there is always a fairly large percentage of women. Many of these are now obtaining employment which under ordinary conditions was not open to them.

Institutions dependent upon income from private endowments and upon tuition fees face serious financial problems such as are unknown to most of the State colleges and universities. However, war conditions will probably retard seriously development of instruction in journalism in most of the colleges. What the future holds in store, of course, no one knows. But the teacher of journalism like every one else has his concerns these days.

A. P. Buys Liberty Bonds

At a meeting of the executive committee of the Associated Press it was unanimously resolved to transfer from the present investment the sum of \$200,000 of the emergency reserve fund (an accumulation which has been set aside for extraordinary news events) to the purchase of Liberty Loan bonds.

NEWS PRINT OUTPUT FOR MONTH OF APRIL

Machines in Both the United States and Canada Run to a Higher Percentage of Efficiency This Year than Last—Storage Less This Year than in 1916—Some Interesting Figures.

The news print mills of the United States and Canada produced 128,782 tons of paper during the month of April, 1917, compared with 129,485 for the same period one year ago. There were forty-four mills reporting to the News Print Manufacturing Association last year, while only thirty-eight reported for April of this year. The actual production was at the rate of 5,151 tons a day, which is 97.1 per cent. of the maximum. The shipments for the same period were 138,666 tons, compared with 142,897 tons for the same month a year ago. The shipments this year were, therefore, at the rate of 104.5 per cent., being in excess of production, and to do which it was necessary to take stock from storage. One year ago the shipments also exceeded production by 1.1 per cent. The number of tons in storage at the end of April, 1917, was 38,731 tons, compared with 68,066 a year ago, or 29,335 tons less this year than last.

HIGHER PERCENTAGE OF MAXIMUM.

For the month of April the American mills produced 3,231 actual tons of news print a day, and the Canadian 1,920 tons. The American mills ran 97.1, and the Canadian 97.1 per cent. maximum. The amount of paper in storage in the United States mills amounted to 27,649, and in the Canadian 11,082 tons.

For the four months of 1917, ending with the last day of April, the total production of all of the mills of the Association was 515,974 tons. The mills of the Association produce normally about 80 per cent. of the news print of the continent, so that the total production for the four months ending on the last day of April was apparently about 644,900 tons for the first third of the present year.

The per cent. of production for the mills of the entire continent for April, 1917, was 97.1, compared with 91.6 one year ago, an increase of 5.5 per cent.

REPORTERS WERE INTERNED

Boston Newspaper Sleuths Held for Hours on Submarine Chaser.

Held virtually prisoners for several hours aboard the navy patrol submarine-chaser Shada, was the recent experience of eight young newspaper men of Boston recently. The men were returning from the dedication of the Naval Flying Squadron Station at Squantum, and had accepted an invitation from a reserve ensign to return to town on the boat.

The rigid Navy Department rule that no person shall pass either in or out of the yard gate without a written pass was not considered by either the ship's ensign or the newspaper men until the aft deck of the ship, while two armed "jackies" patrolled the gangplank in true military style.

According to one of the reporters it was a joyful party until the seriousness of the breach of naval etiquette was forced on them by commanding officer, Lieutenant Blakeslee, the naval news censor at the yard succeeded, after about two hours' work, in getting a large portion of the red tape with which the situation was bound up unreeled and the reporters were sent ashore.

"Among those who were present" were: Whitcomb and Jacoby, of the Post; McCarthy and Dresser, of the American; Davis, of the Globe; Blood and Plummer, of the Record; Williams, of the Journal, and Waldren, of the Traveller.

GETZ TO BE NEWS EDITOR

Will Join Staff of "Editor and Publisher" on June 1.

THE EDITOR AND PUBLISHER announces the appointment of Carl H. Getz, until recently assistant professor of journalism at the Ohio State University, as news editor.

Mr. Getz has had newspaper experi-



CARL H. GETZ.

ence in New York, San Francisco, Seattle, Denver, Salt Lake City, Portland, Ore., and Tacoma, Wash. His experience includes everything from editing a country weekly newspaper in Pomeroy, Wash., to press association work in New York. He has had experience as a reporter and copy-reader in half a dozen cities.

After graduating from the University of Washington in 1913, Mr. Getz made a tour of the United States to study newspaper problems and to engage in newspaper history research. As a result he taught at the University of Washington for one year, at the State University of Montana for two years, and at the Ohio State University for one year. Mr. Getz is to-day secretary of the American Association of Teachers of Journalism and vice-president of the Association of American Schools and Departments of Journalism.

Mr. Getz will take up his new duties June 1.

WISCONSIN FEDERATION CONVENES AT MADISON

Economy and Efficiency the Slogans During Three Days' Session of Publishers and Printers—Gov. Philipp and Censorship Chairman Creel Among the Speakers—Novel Dinner Menu.

War-time economy and high efficiency in the printing and newspaper publishing business were discussed by the State Conference of the Wisconsin Federated Press and Printing Associations at Madison, Wis., in a three days' session, opening May 17. Two hundred editors and employing printers took part in the discussions, which hinged mainly upon re-trenchments imposed by prevailing business conditions.

At the opening session, J. L. Frazier, of the Inland Printer, Chicago, gave an illustrated talk on "Artistic Job Composition." At noon the visitors were guests of the girl classes in home economics at the State University, and at luncheon ate pies, cakes, salads, and delicacies made from alfalfa, clover hay, straw, and other roughage.

"Conscription has come, and it is the duty of every newspaper editor to educate the people of Wisconsin to accept it intelligently," was the gist of Gov. Philipp's proclamation to the convention Friday morning.

The Governor was followed by George Creel, Chairman of the National Censorship Board, who said: "The press of the country will be the chief power in the task of educating the people during the present conflict. In order to have a willing people back of it, the press has the solemn duty of educating the public to a realization of what conscription means."

Among other speakers were Jason Rogers, publisher of the New York Globe, and Herman Roe, secretary of the Minnesota Editorial Association.

OPPOSE POSTAL INCREASE.

A resolution was adopted asking Congress to defeat the bill proposing an increase in postal rates. This was asked in view of the fact that the press of the country have been doing a great work to further the governmental food and economy campaigns, and to impose an additional tax was viewed an injustice.

The State Franklin Club on Saturday elected the following officers: President, George Harrington, Oshkosh; vice-president, H. F. Mertens, Wausau; treasurer, Walter A. Mayer, Madison; secretary, Louis A. Zimmerman, Burlington; executive committee, Rudolph Haessler, Milwaukee; Frank W. Cantwell, Madison.

The Wisconsin Press Association

WAR TIME CIRCULATIONS OF METROPOLITAN NEWSPAPERS

Comparative statements of the gain or loss in the circulation of nineteen daily newspapers, printed in New York city, taken from post-office statements made to the United States Government on April 1, 1917, and for the corresponding periods in 1916-15-14, are interesting. The gains range from 1.2 per cent., to 120.2 per cent., while the losses run from 1 to 6.3 per cent. The figures, compiled by the statistical department of the New York Evening Post, follow:

	1914		1915		1916		1917		Gain over Apr. 1, '16.	Loss over Apr. 1, '16.	P. C. gain.	P. C. loss.
	April 1.	April 1.	April 1.	April 1.	April 1.	Apr. 1, '16.	Apr. 1, '16.					
Government statements:												
American	352,164	333,345	335,435	413,918	78,483	23.3						
Herald	101,006	106,580	92,853	133,918	41,065	44.2						
Press	81,931	94,025	103,657									
Sun	65,514	71,708	68,309	150,439	82,130	120.2						
Staats-Zeitung	62,337	140,102	120,252	112,657		7,595						6.3
Times	163,118	226,478	334,744	844,436	6,692	2.8						
Tribune	55,335	70,965	93,848	100,766	6,918	7.3						
World	380,540	376,590	391,831	387,549		4,282					1.0	
Evening Journal	758,534	762,504	774,604	825,299	50,665	6.5						
Evening Mail	130,137	135,861	144,381	147,666	3,285	2.2						
Evening Post	17,475	22,010	21,151	23,682	2,531	11.4						
Evening Sun	110,059	140,203	120,464	186,185	15,721	9.2						
Evening Telegram	163,809	226,478	307,663	215,282	7,619	3.6						
Evening World	360,902	390,065	398,727	423,810	25,083	6.2						
Evening Globe	144,982	181,347	175,267	204,138	28,871	16.4						
Brooklyn Citizen	32,863	32,972	34,260	34,683	423	1.2						
Brooklyn Eagle	44,754	44,552	44,776	43,209		1,567					3.5	
B'klyn Standard Union	42,142	61,984	61,251	67,717	6,466	10.5						
Brooklyn Daily Times	38,142	41,787	43,540	44,923	1,382	3.1						

*Morning Sun and Press consolidated.

chose officials as follows: President, Frank O. R. Van Meter, New Richmond; secretary, B. E. Walters, Mosinee; treasurer, E. J. Scott, Shawano.

The University of Wisconsin School of Journalism added largely in the success of the convention, members attending and participating in the live discussions which marked the business sessions. Dr. Charles McCarthy, chief of the legislative reference library, was among interested visitors who were invited to address the members.

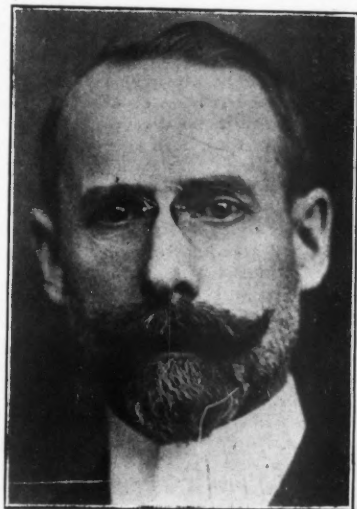
A. S. VAN WESTRUM DEAD

Was Literary Editor of New York Tribune and Other Publications.

Adrian Schade Van Westrum, member of the editorial staff of the Tribune since 1910, and literary editor for the last four years, died last Sunday afternoon at his home, 538 West 136th Street. He was fifty-one years old and had been ill for several months.

Mr. Van Westrum was born at Amsterdam, Netherlands, on June 14, 1865, and received his education in the schools of that city. At twenty he came to America, where he was naturalized in 1892.

His first important engagement was as assistant editor and later as editor of "Book Chat," in 1887, a connection which lasted until 1894. From 1895 to 1898 he was assistant editor of The Critic. In 1904-1906 he was literary editor of the Mail and Express; in 1907 he



A. S. VAN WESTRUM.

filled the same position on the New York Commercial, and in 1908 he became editor of the International Commercial Bulletin.

It was in May, 1910, that he became a member of the staff of the Tribune. He was a writer of editorial articles, of book reviews, and of important biographical sketches, and during the greater part of 1913 he served as dramatic critic of this paper. In March, 1913, he became literary editor of the Tribune, a place which had been filled by only four predecessors, and down to the failure of his health he distinguished himself by the amount and high quality of his work, the versatility of his knowledge, and the breadth and impartiality of his critical judgment.

Mr. Van Westrum wrote three novels and contributed book reviews and articles on literary topics to many magazines. He was ill for six months before his death. His funeral was held on Tuesday, interment being private.

To-day is the opportunity for those who govern to also serve.

POSTAL ZONE MEASURE PASSES IN THE HOUSE

(Continued from page 5)

newspapers and periodicals, but I have prepared something to put in place of it that will bring more revenue than the original committee provision. It will bring in the neighborhood of \$36,000,000. It will not be upon the zone plan either. It will be a straight flat rate, based on the number of thousands of circulation of each paper. I grade it from 1 cent a pound for 5,000 circulation; from 5,000 to 50,000, 1½ cents; 50,000 to 100,000, 2 cents; 100,000 to 200,000, 3 cents; 200,000 to 300,000, 4 cents; 300,000 to 400,000, 5 cents; 400,000 to 500,000 6 cents."

OPPOSED THE INCREASE.

Representative Ferris, of Oklahoma, made one of the strongest arguments against the proposed increase. Mr. Ferris said:

"The exact rate that prevails to-day has prevailed for thirty-two years. There has been no change in it in that time. This bill proposes to increase it 100 per cent. on some papers, and goes on up to even more than that.

"Last year 800 papers died on account of the increase in the price of wood-pulp paper. I am not in favor of killing 800 more by a tax that they cannot stand. [Applause.]

"Education never pays a daily balance in dollars and cents, neither in colleges nor elsewhere. It does not pay here in dollars and cents, and the Committee on Ways and Means does not make out their case when they show it does not pay. But in the broad prairies of the West, in the undeveloped land of the South, where education is needed, where development is needed, this amendment goes much further than to scorn and cast words of derision over the Curtis Publishing Company and a few other publishing companies of that sort. [Applause.]

"I do not need to defend myself and say that I do not represent the publishing companies. We do not have any such animal out there. I speak a word for the people who read. I speak for the West, which desires to develop. I speak a word for the South, which needs development. [Applause.] And it is much more than to assault a few big newspapers that are making money and can afford to pay more." [Applause.]

Mr. Sweet, of Iowa, set forth a strong argument why the increased rates should not be made. He said as follows:

TAXES BUSINESS, NOT PROFITS.

"I am opposed to the postal rates imposed upon the daily and weekly newspapers, farm journals, and labor periodicals by this section, and in a few brief sentences I shall endeavor to tell you why I have taken that position.

"In the first place, it is a direct tax upon the business of the newspapers of this country, and not on the profits of their business.

"Because it will go into operation on June 1, right in the middle of a business year, and the newspapers must pay the postal rates each month.

"Because the bill does not allow the daily newspapers, farm journals, and labor periodicals to adjust themselves to the heavy burdens it will impose; in other words, during the first six months or year of its operation daily newspapers and farm journals and periodicals will be penalized, because the most of their contracts and obligations with their patrons, subscribers, advertisers, and readers were made at the beginning of the year and must be carried out regardless of the tax.

"Because if this burden is imposed immediately it will drive some of them out of business or into bankruptcy.

"How do we know this will be the result? Because every member of Congress has letters, telegrams, or communications from newspaper men of integrity and ability who state that such will be the case in many instances.

"Because we should not 'kill the goose that lays the golden egg.'

"Because legislation of this character will have a tendency to interfere with the freedom of the press.

"Because the newspapers of this country have already absorbed a large increase in the price of white paper.

"Because there will be a large falling off in the circulation of the newspapers and farm journals.

"Because during this critical period in our country's history the editors of our papers should be giving their thought and attention to the welfare of this Government and the promulgation of patriotism, and their time should not be spent nor their energies wasted in an endeavor to weather the financial storm that would be raging about them.

"Because an effort should not be made at this critical period in our country's history to readjust our whole postal system.

"Because the zone system is wrong and tends to provincialism, and not nationalism."

The rate as now proposed in the House bill and which the Senate will have to approve before it can become a law, reads as follows:

THE PROPOSED RATES.

"Section 1201.—That on and after July 1, 1917, the zone system applicable to parcel post shall apply to mail matter of the second class, and (a) from that date until November 1, 1917, the rate of postage shall be as follows, except as hereinafter provided: One and one-sixth cents a pound or fraction thereof when for delivery within the first zone, 1 1-3 cents a pound or fraction thereof when for delivery within the second or third zone, 1 2-3 cents a pound or fraction thereof when for delivery within the fourth or fifth zone, 2 cents a pound or fraction thereof when for delivery within the sixth zone, 2 1-3 cents a pound or fraction thereof when for delivery within the seventh zone, and 2 2-3 cents a pound or fraction thereof when for delivery within the eighth zone, and (b) from November 1, 1917, until March 1, 1918, the rate of postage shall be as follows, except as hereinafter provided: One and one-third cents a pound or fraction thereof when for delivery within the first zone, 1 2-3 cents a pound or fraction thereof when for delivery within the second or third zone, 2 1-3 cents a pound or fraction thereof when for delivery within the fourth or fifth zone, 3 cents a pound or fraction thereof when for delivery within the sixth zone, 3 2-3 cents a pound or fraction thereof when for delivery within the seventh zone, and 4 1-3 cents a pound or fraction thereof when for delivery within the eighth zone, and (c) after March 1, 1918, the rate of postage shall be as follows, except as hereinafter provided: One and one-half cents a pound or fraction thereof when for delivery within the first zone, 2 cents a pound or fraction thereof when for delivery within the second or third zone, 3 cents a pound or fraction thereof when for delivery within the fourth or fifth zone, 4 cents a pound or fraction thereof when for delivery within the sixth zone, 5 cents a pound or fraction thereof when for delivery within the seventh zone, and 6 cents a pound or fraction thereof when for delivery within the eighth zone.

"Section 1202.—That the rate of postage on daily newspapers, when the same are deposited in a letter-carrier office for delivery by its carriers, shall be the same as now provided by law; and nothing in this title shall affect existing law as to free circulation and existing rates or second-class mail matter within the county of publication: Provided, That the Postmaster-General may hereafter require publishers to separate or make-up to zones in such a manner as he may direct all mail matter of the second class when offered for mailing.

"Section 1203.—That in the case of newspapers and periodicals entitled to be entered as second-class matter and maintained by and in the interest of religious, educational, philanthropic, agricultural, labor, or fraternal organizations, not organized for profit and none

of the net income of which inures to the benefit of any private stockholder or individual, the second-class postage rate shall be, irrespective of the zone in which delivered (except when the same are deposited in a letter-carrier office for delivery by its carriers, in which case the rates shall be the same as now provided by law), 1½ cents a pound or fraction thereof from July 1, 1917, until March 1, 1918, and thereafter 1½ cents a pound or fraction thereof. The publishers of such newspapers or periodicals before being entitled to the foregoing rates shall furnish to the Postmaster-General, at such times and under such conditions as he may prescribe, satisfactory evidence that none of the net income of such organization inures to the benefit of any private stockholders or individual.

"Section 1204.—That where the total weight of any one edition or issue of any publication mailed to any one zone does not exceed 1 pound, the rate of postage shall be 1 cent for each 8 ounces or fraction thereof.

"Section 1205.—The rates provided by this title shall relate to the entire bulk mailed to any one zone and not to individually addressed packages.

"Section 1206.—That where a newspaper or periodical is mailed by other than the publisher or his agent or a news agent or dealer, the rate shall be the same as now provided by law.

"Section 1207.—That the Postmaster-General, on or before the 10th day of each month, shall pay into the general fund of the Treasury an amount equal to the difference between the estimated amount received during the preceding month for the transportation of first- and second-class matter through the mails and the estimated amount which would have been received under the provisions of the law in force at the time of the passage of this act.

"Section 1208.—That the salaries of Postmasters at offices of the first, second, and third classes shall not be increased after July 1, 1917, during the existence of the present war. The compensation of Postmasters at offices of the fourth class shall continue to be computed on the basis of the present rates of postage, but in no case shall such compensation be less than that received during the fiscal year ending June 30, 1917."

PRESS-TELEGRAPH MERGER

Philadelphia Papers Combine Resources but Maintain Separate Entities.

PHILADELPHIA, May 23.—The "working merger" of the Press and the Evening Telegraph, both owned by Rodman Wanamaker, went into effect on May 19. This simply means a combination of resources and equipment, which makes for increased business efficiency. It is announced that both papers will continue as separate entities, retaining their present names, but the mechanical and advertising departments will be combined, the evening paper using the outfit during the day and the morning paper ruling the roost at night.

The Telegraph has been moving its presses and other mechanical belongings for some time past to the Press Building at Seventh and Sansom Streets, and it is expected that everything will be in place by July 1, while the editorial department, which is to be installed on the second floor of the Press Building, will be "at home" after June 1, or thereabouts. The advertising departments of the two papers are consolidated, under the able management of E. L. Gilchrist, who has been advertising manager for the Press.

A further announcement of great interest is that Lewis Gilman, who has been the foreign advertising representative of the Press in the East, with offices in New York, will be hereafter the representative of both papers, in the foreign field, for the West as well. He will open a Chicago office in the Tribune Building, while his New York office will be located in the World Building. Mr. Gilman's selection for this responsible post is said to be highly popular, and the move is significant of the big way in which the two papers are broadening out under the Wanamaker management.

EMIL SCHOLZ PROPOSES A TAX ON CIRCULATION

Believes It Would Be Fairer to All Concerned, and Would Pass Question of Second-Class Mail Rates to a Commission to Study and Investigate the Subject.

A tax on circulation, rather than second-class mail rates, and passing the question of the cost of the transportation of newspapers and periodicals to a commission for investigation, is a plan proposed by Emil M. Scholz, publisher of the New York Evening Post, who wired his plan to Frank P. Glass, at present in Washington on behalf of the American Newspaper Publishers' Association, where the matter of the proposed zone-rates is being protested before the Senate Finance Committee. Discussing the matter, Mr. Scholz said:

"Why mix up regulation of postal matter with the revenue taxation? No fair plan of adjustment of post-office second-class costs has ever been presented for consideration. No real basis of cost has ever been presented. Zone systems are dangerous, because of the sectionalism they create. Selfish motives are behind most zone-system plans to punish a few publications at the expense of the smaller and least profitable. Congress should let alone the adjustment of postal rates until a commission has had an opportunity to study the whole matter and make recommendations that will not be confiscatory to either newspapers or periodicals.

"If newspapers and periodicals should feel the burden of taxation during the war, let them pay a tax on their circulation.

"All daily newspapers now make a semi-annual report of their paid circulation to the Government. Weeklies and monthlies can do the same without any difficulty, and as a war measure let the Congress tax all circulation on a flat basis of say five or ten cents per subscriber per year. Based on their entire circulation as reported to the Government, newspapers and periodicals of big circulation get high advertising rates on their enormous circulation, and they would not have to pass such a tax on to the reader. It would also make publications with a craze for big circulations pay for the benefits they derive from such."

BUFFALO NEWS PRINT ECONOMY

Prints 134 Pages, With a Gain of 29½ Pages in Advertising Matter.

Summarizing the news print economy or waste of the Buffalo, N. Y., newspapers, the statistical department of the Buffalo Evening News furnishes the following figures. The morning and evening papers of the city, combined, printed a total of 3,180 pages during the month of April, 1917, compared with 3,314 for the corresponding period one year ago, or 134 pages less for April of this year than last. The number of pages of advertising printed during April, 1917, amounted to 1,231½, compared with 1,202½ pages in April, 1916, gain of 29½ pages in ads. There were printed in the newspapers of Buffalo, during April, 1917, 1,948½ pages of reading or news matter, compared with 2,111½ pages of reading printed for the same month one year ago, a loss of 163½ pages of reading matter.

Making Paper Houses in Japan

The Japanese are constructing country houses entirely of paper, as well as furniture and articles of wearing apparel, such as waistcoats and ties.

Share the Prosperity of ILLINOIS

Illinois is more prosperous than ever this year.

The prices for foods, in spite of the country-wide condition of slightly shorter crops, have brought a larger income to the farming class than ever before—\$500,000,000.

That money drifts to the cities for the purchase of manufactured commodities—and it is all *new* wealth.

The value of the manufactures of Illinois is tremendous, now over \$2,000,000,000 annually. With all its having the second largest city in the country, the state is wonderfully balanced in the proportion of its urban and rural population, in the wealth of its agriculture and manufactures.

The transportation facilities of Illinois are better than any state possesses, 11,878 miles of trunk line railroad, and waterways on the Great Lakes and the Mississippi and Ohio rivers. And its location to other states and cities is the most central of any.

Eighty per cent. of Illinois' population is native born. The percentage of illiteracy is less than half that of the rest of the country. The money deposited in the banks of the state amounts to \$2,007,918,000, and in the wealth of its farm lands it stands far ahead of any, with a total valuation of \$3,905,321,075, and a net value of products for 1916 of over \$500,000,000.

Share this prosperity by using the advertising columns of the great Illinois papers here listed—nearly 2,500,000 circulation a day in the most prosperous sections of a very prosperous state.

They will help distribute and help sell your merchandise. This year the market for that merchandise is greater than ever before.

To get your share of this Illinois prosperity the way is plain.

ILLINOIS

First in farm land value— \$3,905,321,075. **Second in railroads—** 11,878 miles.

First in packing industry. **Third in population—** 5,638,591.

Largest grain market in the world. **Third in manufactures—value** \$1,919,277,000.

Largest railroad center in the world. **Third in coal mined and pig iron produced.**

Most centrally located for water and rail transportation. **Value of farm and dairy products** \$500,000,000.

Automobiles, over 250,000. **Bank deposits** \$2,007,918,000.

Prepared by Walter G. Pietsch, Chicago

	Paid	2,500	10,000
	Cir.	Lines	Lines
Aurora Beacon News (E).....	*16,008	.04	.04
Bloomington Pantagraph (M).....	*16,733	.03	.025
Champaign Daily News (E)†.....	6,593	.015	.015
†Champaign-Urbana 30,000.			
Chicago American (E).....	*392,279	.40	.38
Chicago Examiner (M).....	192,414	.28	.23
Chicago Examiner (S).....	516,460	.50	.46
Chicago Herald (M).....	*207,015	.36	.25
Chicago Herald (S).....	*241,177	.40	.28
Chicago Journal (E).....	*122,699	.24	.21
Chicago Daily News (E).....	*452,204	.43	.43
Chicago Post (E).....	61,879	.25	.12
Chicago Tribune (M).....	392,483	.40	.30
Chicago Tribune (S).....	619,023	.53	.42
Elgin Courier (E).....	6,577	.0143	.0143
Freeport Journal-Standard (E)....	6,154	.015	.015
Galesburg Evening Mail (E).....	8,208	.0129	.0129
Moline Dispatch (E).....	8,280	.025	.025
Peoria Star (E).....	19,261	.045	.035
Quincy Journal (E).....	7,131	.02	.02
Rockford Register-Gazette (E)....	11,758	.025	.025
Rock Island Argus (E).....	6,400	.015	.015
Springfield News-Record (E).....	10,054	.025	.025
Springfield State Register (M)....	21,288	.035	.035
Springfield State Register (S)....		.035	.035

† Government Circulation Statement, October 1, 1916.

* Government Circulation Statement, April 1, 1917.

EDITORIAL

NO AUTOCRATIC POWER SHOULD BE GIVEN TO A GOOD PRESIDENT WHICH WOULD BE REFUSED TO A BAD PRESIDENT

THE President's letter to Chairman Webb, of the House Judiciary Committee, in which he calls for the enactment of a censorship provision in the Espionage bill, "for the protection of the Nation," has served to grieve and shock many of Mr. Wilson's most enthusiastic admirers and supporters. It has likewise served to arm his critics with a real weapon, such as he has not before placed in their hands.

All newspaper men, all patriotic American citizens, hoped and believed that the matchless address of our President to the Congress, in which the highest ideals of Americans were voiced and the chart of the New Freedom for all mankind was drawn in phrases of inspirational force and clarity, had marked the end for us of criticism of the great Pilot of the Ship of State.

That address silenced partisanship and erased sectionalism in our country. It made Woodrow Wilson the actual as well as the titular head of the Nation. It made the great American President the spokesman for all men who love free institutions—for all men who are fighting for democracy in the world.

The burdens of leadership placed upon the President have been heavier than those allotted to any man of our time. He has shown a giant's strength in carrying them—a strength replenished day by day from the exhaustless reservoirs of the affection, trust, and loyalty of a great people, grimly facing an unexampled crisis in human affairs and grateful to that Providence which had decreed for the crisis a leader measuring up to the task.

In that address to the Congress the President aligned himself with the founders of this Government in his championship of a free press—showing that the present tragic war had its origin in the policy of secrecy in governmental affairs under which intrigue alone prospers. He made it clear that if Germany had been blessed with a free press the present struggle would have been impossible. He did not phrase it that way—but that was the substance and conclusion of his argument.

Newspaper makers realized that certain reactionary advisers of the President would be sure, as always happens in such circumstances, to urge upon him a restrictive censorship of the press; but they have felt an assurance that such counsels would not influence the man who conceived and uttered the memorable address to the Congress.

That the President has listened to these advisers seems now assured through his call for a censorship law. That the Congress shall heed the call is, happily, not assured. That the national welfare shall best be served by the preservation to ourselves of the one institution upon which the peace and progress of the world must be eventually founded—a free press—will, we believe, be the judgment of the Congress.

Nobody believes that the interests of the country, in war or in peace, would be endangered by placing autocratic power in the hands of President Wilson. But, in following that policy we should court disaster to the ideals of democracy—for democracy must be based on the policy of placing the same limitations of power upon a good and popular ruler as are placed upon a tyrannical and reactionary one.

If, instead of Woodrow Wilson, we had in the office of President a man who lacked the complete trust of the people—a man in whose record of progressiveness and sense of justice the people could not rely as they feel that they can safely do in the case of President Wilson—would any one feel that it would be safe to give to that man virtual control of the press of the country? If the proposed censorship law would be a dangerous weapon to give to a reactionary ruler, why should it be given to a progressive and well-beloved one?

The President cannot, personally, execute the proposed censorship provisions. He cannot do more than to delegate their enforcement to subordinates. They would be a club in the hands of the two Cabinet officials who have been chiefly instrumental in urging it upon the President and the Congress. And the enforcement of a law, in itself violating the plain

"In joining France in this war the United States will not be paying a debt. Lafayette did not come to these shores to help young America. He came to promote democracy and liberty, and you are coming to us in France, not so much to help your allies as to help make the world what it ought to be. The sword of the United States has been drawn, not alone to help France, but to protect and more securely establish democracy."—Rene Viviani.

constitutional guarantee, by officials whose public acts are properly the subject of press criticism, carries the prospect of petty tyrannies to which newspapers may not submit without abrogating their duties to the people and to the Nation.

GETTING IN BY THE SIDE DOOR

AUTOMOBILE advertisers have a habit of sending to the newspapers interviews with officials of their companies, or even signed statements by the heads of such companies, in which it is made to appear that these gentlemen have at last come to the conclusion that newspaper advertising is the best of all, and that in the future they propose to utilize the daily papers on a larger scale.

Usually matter of this kind, if from a high source, and so prepared as to be an effective brief for newspaper advertising as compared with other forms, is accorded generous space in the news columns, in close proximity to the automobile ads. The manufacturer, in the course of his argument in support of newspaper advertising, does not neglect to haul into the spotlight the particular car in whose sale he is primarily interested. He secures news publicity for that car through his clever appeal in behalf of the newspaper as an advertising medium.

The plan has long been in use by real estate operators. They write to a newspaper, in whose columns they may have been advertising real estate offerings, testifying to the wonderful pulling power of that newspaper and enlarging upon the importance of the real estate proposition in question. Usually, for the sake of the testimonial, the newspaper reproduces the letter, giving to the advertiser a form of free publicity which probably attracts more attention to his offerings than he could command through the use of small space in the classified columns.

These calls for free space are hard to turn down. They are designed to be so. Even in offices where the usual forms of space-grafting are barred they often "get by." Yet they accomplish all that the space-asker desires—and he assumes the attitude of having especially favored the newspaper.

What should be the rule covering these lines of assault upon the news columns of newspapers? THE EDITOR AND PUBLISHER would be glad to have the views of newspaper men who have solved the problem to their satisfaction.

MUDDYING THE WATERS FOR UNCLE SAM

MAC MARTIN, a member of the National Advertising Advisory Board, acting for the Federal Reserve Bank at Minneapolis, asked J. T. Murphy, publisher of the Superior (Wis.) Telegram, to donate a large amount of display advertising space to the Government for the advertising of the Liberty Loan bonds. The space was to be charged at card rates, and receipted bills for same presented to the Government, so that Uncle Sam might be able to judge the value of newspaper advertising space, and to make up his mind as to whether or not he should buy any of it in the future!

Mr. Murphy, as told in our news columns, made the donation promptly, but suggested that others who sell commodities which the Government needs should do likewise. He especially urged that the banks which purchased Liberty Loan bonds should be asked to at once return them to the Government, cancelled.

Mr. Martin, who is an advertising man with sound ideas, assured Mr. Murphy that he was in entire sympathy with his stand on the matter; that the board of which he is a member had presented a plan to the Government (as recently mentioned in THE EDITOR AND PUBLISHER) providing for a campaign of paid advertising; but that Senator Hitchcock (himself a publisher) had assured Congressmen that the newspapers would gladly donate all the space needed, and that it would be folly to buy such space. Legislation permitting Uncle Sam to accept such donations followed, against the protest of members of the board of advertising experts—and so we are having the grotesque spectacle of Uncle Sam soliciting gifts of a commodity of which he is in as urgent need as of supplies for his soldiers.

And the matter takes on a more sinister aspect in the suggestion that the Government will decide, after utilizing donated space, as to whether newspaper advertising has any real value. What should be thought if the Government should request donations of flour, of munitions, etc., on the same basis—and that it was intended to determine, from the use of these donations, whether such commodities have enough value to justify Uncle Sam in paying for them in the future?

Is the question of the value of advertising space to the Government, in the present juncture, one open to argument? Could there be conceived a more impudent proposal than this one—that publishers should GIVE the commodity, on the sale of which their chief revenues are based, in order that somebody in high place at Washington may be able to decide as to whether that commodity has a real cash value, or is merely something of such uncertain status that while it may be accepted as a gift it may not be bought and paid for?

ADVERTISING FOOD PRODUCTS

IN the Advertiser Food Products Section of this issue of THE EDITOR AND PUBLISHER the evidence is made clear that a feat in economics has been accomplished through the successful advancement of retail prices of standard branded goods, keeping pace with the increased cost of basic materials.

Representatives of large food-producing concerns interviewed by THE EDITOR AND PUBLISHER during the past week, bear testimony of the fairmindedness of the public in accepting the disagreeable situation. A review of the methods that most of the manufacturers have used to meet the condition warrants a testimonial to their integrity.

Behind this situation lies an extraordinary opportunity, in our opinion, for unexampled constructive work by newspaper advertising men. It has been a hair-trigger economic situation for months. The atmosphere is clearing now. Advertisers have made their great discovery in regard to advancing the prices of trade-marked goods. The people are highly receptive on the food subject. There are indications of a good food yield, especially corn and its auxiliary crops. The wheat yield may surprise the nation if conditions are even reasonably fair, despite the short winter crop.

The advertiser who makes a virtue out of what has seemed to be adversity will display that business acumen which characterizes the most successful.

There was never a better time to talk newspaper advertising to food producers.

F. A. VANDERLIP told the bankers of New York State that unless they subscribed to the Liberty Loan now we might have, later, an Indemnity Loan—to which they WOULD subscribe. The expression might be construed as containing "comfort for the enemy," but it obviously contains *needed counsel for our own people*—and its utterance was in the nature of public and patriotic service.

A MANUFACTURER'S market is as important to him as his plant. He finds his market through advertising.

TO afford aid and comfort to the enemy is an offence already well defined in our laws. Is there any further weapon needed for use against any irresponsible newspaper which might, conceivably, show disloyalty to the American cause in this war?

PERSONALS

NEW YORK—W. K. Starrett, since leaving the New York Tribune, has been doing magazine and book illustrating. He is incidentally turning out one cartoon a week.

H. T. Webster, cartoonist for the New York Globe, and creator of "Boyhood Thrills," recently broke his arm. Fortunately for him it was his left arm, so that he could still use his drawing arm.

A. Palma, for some time court reporter on the Brooklyn Citizen, is now filling the same position on the Standard-Union.

Roy W. Howard, general manager of the United Press Associations, has returned to New York, after visiting Columbia, Mo., where he delivered an address during Journalism Week at the University of Missouri, visiting St. Louis on his way back.

OTHER CITIES—Kent Watson, former news editor of the Port Arthur (Tex.) Daily Record, is now night-relay editor at the Dallas (Tex.) bureau point of the Associated Press. He is succeeded at Port Arthur by Carl White, formerly of the Beaumont (Tex.) Daily Enterprise.

James Alexander McDonald, editor of the Toronto Globe, will deliver the address at the seventy-third commencement of the Ohio Wesleyan University, Delaware, O., June 13.

Chas. B. Parmer, of the editorial staff of the St. Louis (Mo.) Post-Dispatch, was in the initial list of those called to Fort Riley for service in the Officers' Reserve list.

Edgar Guest, humorist of the Detroit Free Press, spoke to the Cleveland Advertising Club at its meeting on May 24, the last noonday meeting of the year.

Dr. A. E. Winship, editor of the Journal of Education, Boston, was a speaker at the Rhode Island Normal School at Providence last week.

W. H. Mason, night city editor of the Providence (R. I.) Journal, and A. M. Crowell, foreman of the press-room, have been selected as press committee for the Slocum Light Guard Veteran Association.

T. Howard Kelly, of the Pawtucket (R. I.) Times city staff, has been accepted for the officers' training camp at Fort McPherson, Ga. Mr. Kelly formerly worked on the Washington (D. C.) Herald, and was also connected with the United Press Bureau in that city.

Leon Starmont is writing for the Cleveland Press from Fort Benjamin Harrison, Ind., where Ohio recruits for the officers' reserve are in training.

John W. Raper, of the Cleveland Press, spoke Tuesday night before the retail merchants' board of the Lakewood Chamber of Commerce, Wednesday, to the Cleveland Caterers' Association, and Thursday to Union National Bank employees at Hotel Olmsted. His subject was "The High Cost of Living."

George W. Danielsop, retiring Chief Crier of the Providence, R. I., Town Criers, was given a leather travelling bag at the Monday meeting in recognition of his administration during the past year.

Pitcher Anderson, one of Connie Mack's southpaws, who is a sports writer on a Grand Rapids newspaper during the winter, is one of the few newspaper scribes tossing on the big circuits.

James A. Norton, of the Portland (Me.) Express-Advertiser, has been ap-

So kindly is the world arranged, such great profit may arise from a small degree of reliance on one's self; and such, in particular, is the happy star of this trade of writing, that it should combine pleasure and profit to both parties, and be at once agreeable, like fiddling, and useful, like good preaching.

—Stevenson.

pointed private secretary to United States Senator Hale, of Maine.

William A. Eglan, of the Georgetown (O.) News-Democrat, has been appointed State Supervisor of Public Printing for Ohio.

W. L. Johnston, founder of the Yoakum (Tex.) Daily and Weekly Times, has been selected secretary of the Commercial Club of that city.

Alfred E. Kern, city editor of the Belleville (Ill.) News-Democrat and a graduate of the Culver Military Academy, has joined the navy and gone into active service.

Hershe Mowrey, of the Harrisburg (Pa.) Patriot, has enlisted in the Quartermaster's Corps, and gone to the army barracks at Columbus, O., for duty.

William G. Naylor, who has been editor of the Olean (N. Y.) Times for two and one-half years, in addition to being secretary of the Times Publishing Company, has tendered his recognition, effective upon the appointment of his successor. Mr. Naylor will go South, where he has formed a partnership with F. C. Challen, of Asheville, N. C., in newspaper promotion business, a field in which he was occupied previous to going with the Times.

John J. Toomey, of South Boston, Mass., for twenty-eight years on the Globe, has been appointed chairman of the City Election Commission of Boston.

Louis L. Collins, of the Minneapolis Journal, has gone to France to serve in the Norton-Harjes Ambulance Corps of the American Red Cross, and Jefferson Jones, of the same paper, is also on his way to France to serve in the aviation service.

William B. Osborne, a Schenectady (N. Y.) newspaper man, has been appointed to direct the Federal draft census at that place.

L. R. Hazzard, Raymond H. Cole, and Claude R. Bertman, of the Pittsburgh Dispatch, have been sworn in as members of the United States Engineers Regiment of that city.

W. D. Meffort has been made editor of the Harrison (Ind.) News, succeeding the late Walter Hartpence.

A. M. Loomis, agricultural editor of the Jamestown (N. Y.) Journal, has gone to Albany to serve on the Agricultural Mobilization Board.

John R. Hess, jr., Donald Adams, and William M. Tugman, of the Providence (R. I.) Journal, have been accepted and are now at the officers' training camp at Plattsburgh, N. Y.

Montgomery Hallowell, formerly an editorial writer on the Chicago Tribune, but more recently Eastern manager of foreign advertising for the New York Times, has become connected with the new business department of the National Bank of Commerce of New York.

H. F. Harrington, teacher of journalism at the University of Illinois, will be with the Columbus (O.) Monitor during the coming summer.

R. P. Dorman, newspaper man of Jacksonville, Fla., has joined the Aviation Corps, and is now in training at Pensacola.

W. M. Owens, of the Augusta (Ga.) Chronicle, has been made State editor of the Macon Telegraph.

John L. Davis, of the Sacramento (Cal.) Bee, has been appointed head of the statistical department of the State Corporation Department of California.

Thomas G. Armstrong, telegraph editor of the San Diego (Cal.) Union, has resigned to go into training for a commission in the army.

Roy B. Wallis has been appointed business manager of the Macon (Ga.) News, having been promoted from the position of advertising solicitor R. L. McKinney, owner of the paper, who has been doing this work, will devote his time in the future to the editorial end of the work.

A. E. McKee, recently Columbus correspondent of the Cleveland (O.) Plain Dealer, has been appointed on the Ohio State Clemency Board, effective July 1.

Ralph J. Cropper, of the Philadelphia Evening Telegraph, and Harry B. Nason, jr., son of H. B. Nason, Sunday editor of the Telegraph, have enlisted in the Naval Coast Defence and are serving as chief yeomen at the censor's office.

Arthur Capper, Governor of Kansas and owner and editor of the Topeka Capital, has announced his candidacy for the United States Senatorship, to succeed William H. Thompson, the present incumbent, whose term expires in 1918.

CHICAGO.—Victor F. Lawson, publisher of the Chicago Daily News, was one of the boxholders at the benefit given for the American Theatrical Hospital in the Auditorium, Sunday afternoon, May 20.

Anthony Czarnecki, of the Chicago Daily News staff, has been appointed a member of the Chicago School Board by Mayor Thompson. Mr. Czarnecki was formerly a member of the Board of Election Commissioners.

Frederick Donaghey was stage director of the Red Cross tableaux given at

the Auditorium Theatre during the week to assist Red Cross recruiting. Mr. Donaghey is music critic for the Chicago Tribune.

Five men from the Chicago Daily News have joined the officers' training camp at Fort Sheridan. They are Gene Morgan, who was correspondent for the News at the Mexican border; Henry F. Grove, jr., John Van Alstyne Weaver, jr., Charles H. Bruning, and George C. Clements, jr.

The classified ad department of the Chicago Tribune, not to be outdone by the editorial department, wishes it known that seven members have joined the military forces. The following have gone to Fort Sheridan: F. M. Brewer, Earl Hyde, R. S. Miesse, W. E. Reynolds, R. H. Ristine, and E. B. Thomas. J. M. Goad goes to Fort Riley, Kansas. Among those from the Chicago Evening Post who have enlisted for military duty is Alfred K. Eddy, of the reportorial staff, who has gone to Fort Sheridan.

Park Brown, City Hall reporter for the Chicago Tribune, has been assigned to make a study of the training methods employed at the Fort Sheridan camp.

"Beatrice," the Chicago Tribune's ostrich, presented to Lincoln Park, has "done her bit" by laying a four-pound egg. Cy de Vry, boss of the park animal kingdom, offered congratulations.

Frederick Russell Clark has been engaged by the Chicago Daily News as a lecturer to explain the huge war map installed by the News in the old Inter-Ocean Building. The profits from the venture are to go to the Red Cross. Detachments of the National Guard have assisted in making the lectures a success.

Henry J. Reilly, military expert for the Chicago Tribune, has been appointed colonel of the First Illinois Field Artillery by Adjutant-General Dickson, of the I. N. G.

Visitors to New York

J. C. Eastman, of Chicago Journal
A. M. Lawrence, of Chicago.
George H. Reynolds, New Bedford Standard.
J. M. Annenberg, Schenectady Union-Star.

A sharp-shooter hits the bull's eye by aiming at the target.

The Nashville Tennessean has contracted for the Haskin service.

PHILADELPHIA.—Arthur Joyce, assistant city editor of the North American has gone to St. Augustine, and the post is now filled by Maurice J. Racusin, who went over from the Press.

Richard J. Beamish, of the Press, won the first prize of \$50 offered by the local Drama League, for the best short play, the contest being open only to writers living within a radius of twenty miles from City Hall. Francis Hill, of the Record, carried off the \$100 prize for the best long play "The Notice," a comedy. The plays will be produced by the Drama League. Forty manuscripts were entered in anonymous competition, and the judges were H. T. Craven, of the Evening Ledger, Herman L. Dieck, of the Record and Henry Starr Richardson, of the Evening Star.

Louis Hanlon, of the Ledger art staff is painting large murals for the new Dutch Roof Garden of the Hotel Bingham.

H. Devitt Welsh, of the Press art staff is assisting Lyman Sayen, leader of the futurist artists in this city, in perfecting plans for wireless-equipped automobile hospitals, the first of the kind in the world, which are designed to see service on the battle line with the American army in Europe. The hospitals are to carry X-ray apparatus and expert operators.

PITTSBURGH.—Miss Jeanne Stevens of the staff of the Pittsburgh Dispatch has gone to New York city to re-enter journalistic work there.

A. P. Moore, editor-in-chief of the Pittsburgh Leader took ten boys to Oyster Bay to request Col. Roosevelt to address a patriotic meeting in Pittsburgh to help recruiting.

E. H. Martin, of the International News Service in Pittsburgh has been transferred to the St. Louis office. J. F. Schofield, succeeds him. Jack McCloskey is now wire operator at Pittsburgh, having been transferred from the Elkhart, Ind., office.

J. E. Trower, advertising manager of the Pittsburgh Post and Sun, is on a Western trip.

Col. Charles A. Rook, publisher of the Pittsburgh Dispatch, was a visitor in New York.

Louis J. Mackey, of Erie has been appointed assistant to Gen. Charles Miller, president of the Franklin Evening News. O. R. Washburn becomes contributing editor, and E. T. Stevenson editor.

John R. Eustis, a New York newspaper man, delivered an illustrated lecture on "Warfare by Automobile," at Motor Square Garden, Pittsburgh.

Leonard Johnson, editor and manager of the Farrell office of the Sharon Herald, will enter the infantry service.

R. C. Breth, formerly city editor of the Du Bois Courier, has become managing secretary of the Phillipsburg Chamber of Commerce.

WASHINGTON, D. C.—Henry Minor and Ralph Waldo Emerson, who were associated with the publicity bureau of the Democratic headquarters, in Chicago, are now with the Liberty Loan Publicity Bureau here.

William J. Donaldson, superintendent of the House press gallery, and Mrs. Donaldson, are the happy parents of a newly-arrived son, William J. Donaldson, III.

Rodney Bean and John B. Pratt are recent additions to the New York Times bureau.

D. M. Edwards, recently of the New York Herald, is now the night manager of the International News Service.

Elmer Murphy, formerly of the New York Sun bureau, is now with the New York Herald bureau.

George L. Edmunds, until recently with the International News Service, is now with the New York Sun bureau.

R. B. Bates, recently of the Omaha News, is now with the Christian Science Monitor bureau, succeeding L. Milton Thompson, who has gone to Atlanta, Ga.

Stevenson H. Evans, formerly chief of the New York Tribune bureau here, has returned to the home office to take charge of the Washington desk.

Washington newspaper men who have recently joined our fighting forces are: Oliver McKee, of the New York World; John Nash, United Press; George R. Holmes, International News Service; W. S. Weissenger, International News Service; Steve Early, Associated Press; W. Sinckler Manning, New York Times; all of whom are in the Officers' Reserve Corps. Nelson M. Sheppard, of the Central News, who enlisted with the Marine Corps as a private, has been promoted to corporal. Felix Morley, of the United Press Association, who recently enlisted in the Officers' Reserve Corps, has served in the Amhulance Corps in France. Mark Watson, formerly of the Chicago Tribune, has returned to Chicago to enlist in the artillery as a private.

ST. LOUIS, Mo.—L. M. Harris, press representative of the St. Louis & San Francisco Railroad, and a member of the Press Club of St. Louis, has gone to Washington, D. C., to aid in the work of the Bureau of Public Information, of which George Creel is chairman. Harris was granted three months' leave of absence by the railroad at the request of the bureau.

L. M. Davis, until recently editor of the Sporting Goods Journal, has gone to Joplin, Mo., to become city editor of the News-Herald there.

Waller Edwards, former St. Louis newspaper man, is now secretary of the St. Louis Automobile Club.

Miss Lillian Dudley, a St. Louis newspaper woman, and William Trefts, formerly staff photographer on St. Louis newspapers, have opened a publicity bureau in the Times Building.

Charles W. Taylor has transferred his working allegiance for the St. Louis Globe-Democrat's editorial staff to that of the St. Louis Star.

John M. McCully, a newspaper reporter in St. Louis since 1898, and for ten years with the Globe-Democrat as police reporter, has been appointed Warden of the St. Louis city jail.

E. Lansing Ray, vice-president of the St. Louis Globe-Democrat, has returned from a visit to Washington, D. C., where he conferred with other newspaper men concerning the proposed increase in postage rates, affecting newspapers.

C. J. Egan, head of the St. Louis Republic's publicity department, has returned from Mexico, Mo., where he addressed the advertising club of that place.

Curtis Betts, political reporter and special writer for the St. Louis Post-Dispatch, has returned from Columbia, Mo., where he delivered an address at the Journalism Week exercises.

ST. PAUL.—William C. Handy, of St. Paul, for many years managing editor of the Pioneer Press and afterward City Controller, has been placed in charge of the publicity work of the Minnesota Public Safety Commission.

Farley A. Dare, editor of the Walker (Minn.) Pilot and Representative in the State Legislature, is critically ill.

BUSINESS PAPERS WILL HELP TO WIN THE WAR

Editors and Publishers of the Trade Press Will Redouble Efforts to Mobilize the Industries of the United States for the Prosecution of the War with Germany.

Representatives of the business press of New York were urged at a meeting held in the banquet room of the Automobile Club of America Monday night, to be present in Washington to attend a meeting with the National Council of Defence to listen to plans for mobilizing the industries of the country for national defence, May 25. The gathering will take place at the New Willard Hotel, and will be addressed by Secretaries Daniels, Baker, Redfield, Wilson, Houston, Lane, and Lansing; Franklin Scott, Director of Munitions; George Creel, Chairman of Committee on Public Information; Francis S. Peabody, National Council of Defence; David S. Houston, Van H. Manning, director United States Bureau of Mines; Walter Gifford, Director, National Council of Defence; Herbert C. Hoover, Food Administrator; Franklin H. Martin, Fairfax Harrison, George Otis Smith, Director, United States Geological Survey; R. W. Woolley, Director of Publicity, Liberty Loan of 1917; Frank Vanderlip, and others. The meeting will be one of the most important ever attended by editors of the business press of the United States, who will be told what they may do to quicken the industries of the United States, and aid in winning the war for democracy.

President Harry Swetland, president of the Business Papers, Inc., of New York city, who presided, asked that as many as possible attend.

Roy F. Soule, of the Hardware Age, spoke on "Patriotism and Salesmanship," in which he discussed the necessity for the business interests of the country getting together to keep the supply of money, food, and munitions

flowing in a constant stream to supply the soldiers of the Allies at present fighting in the trenches, and the army that will go from this country to join them.

DAVID JAYNE HILL'S SPEECH.

The Hon. David Jayne Hill, former American Ambassador to Germany, delivered one of the most impressive addresses of the evening. Mr. Hill told of the German state of mind, and the lengths to which the Government has gone in the past to imbue the people of that country with the thought that their present system of government is the correct one, and to prepare them, through education extending over a period of years, for the present conflict, by getting them in the proper state of mind. He deprecated the predatory methods Germany was following—in seeking to impose its form of government and its ideas on other peoples and nations—a thing against which we are fighting. Germany has no more right to make us change our form of government than we have to make her change hers, and that is the fight we are going to fight. That is democracy. It is the most sublime battle ever fought, for we seek not to impose, but to defend free government, not by conquest, but by reason.

Rabbi Joseph Silverman spoke on "What Is America Fighting For?" He advocated the sending of an army to France at the earliest possible moment, and reinforcing it rapidly, in order that the war may be won and civilization saved. All the world, he said, is a battlefield, and no spot is secure.

Col. Charles S. Sherrill, the last speaker of the evening, asked that the representatives of the business press urge upon the business men to cooperate with the Governor of the State to furnish the 10,000 men necessary to recruit the militia of the State up to war strength before the day set for registration under the selective draft system, which will go into effect in a few weeks.

George F. Authier, Washington correspondent of the Minneapolis Tribune, who returned to Minneapolis to apply for admission to the officers' training camp at Fort Snelling, was rejected as unfit for military service, he having a serious ailment of his digestive organs. He will undergo an operation.

C. Gardner Sullivan, formerly a well-known Minnesota newspaper man, is now chief of the Triangle-Ince scenario staff, has just written another comedy success, called "Happiness," in which Enid Bennett stars. He served on St. Paul, Duluth, Minneapolis, Des Moines, Sioux City, Omaha, Kansas City, Chicago, Cleveland, Pittsburgh, Philadelphia, New York, Washington, and New Orleans newspapers.

BOSTON.—Frank Sibley, of the Globe, who is vice-president of the Boston Press Club, is covering the Plattsburgh camp for his paper.

Holman Day, former Maine newspaper man, but now better known as an author and scenario writer, has taken up his residence in Boston.

William Hardy, of the staff of a Detroit newspaper, writes that he wishes he could have some of the famous Boston Press Club strawberry shortcake. Mr. Hardy was formerly attached to the Sunday Post.

H. Lyman Armes, Joseph Hurley, and Frank Hurley, who are fishing in the wilds of Vermont, have sent home some good-sized trout to an editor friend, to prove their success.

CLEVELAND, O.—Fred G. Johnston, formerly of the Indianapolis bureau, has succeeded Dan L. Beebe as manager of the Ohio-Indiana division of the United Press.

Ross Tenney is again sporting editor of the Press. George Appel, in the sporting department during Tenney's absence, resigned to go into advertising work.

Ernest R. Hoftzyer, of the Press general staff; John de Koven Hill, movie editor of the Leader; W. W. Marsh, of the Plain-Dealer, and Dean Davis, of the Leader, enlisted in the Officers' Reserve Corps and are now at Fort Benjamin Harrison, Ind.

Ralph Couch, Press movie editor, is the author of a series of articles on American history being sent out by the Newspaper Enterprise Association. Couch's work on "Chapters of Cleveland History" have caused much comment.

William J. Dowdell, on the Press local staff, is editor and publisher of the Cleveland Post, a humorous publication circulating among members of the Press editorial staff.

Harry Burton has succeeded J. H. Platt as editor of "Pep," house organ of the Newspaper Enterprise Association. Platt is now "somewhere on the Atlantic," with the naval militia.

Harry Cattara, formerly of the Plain Dealer, is now working the police beat for the Leader.

Failure cannot come to any one who refuses to be a "quitter."

LIQUOR DEALERS WILL USE NEWSPAPER SPACE

New York State Association Will Spend Through Irwin-Jordan-Rose Agency a Large Sum of Money During the Coming Summer—Tips for the Advertising Manager.

THE IRWIN-JORDAN-ROSE AGENCY, 166 West 32nd Street, New York city, will handle a large advertising campaign during the coming summer months for the New York State Wholesale Liquor Dealers Association, 27 William street, New York city.

THE WILEY B. JONES AGENCY, Binghamton, N. Y., will handle a largely increased advertising campaign now being planned by the Dae Health Laboratories, distributing "Nuxated Iron." The offices of the laboratories are located at 110 West 40th street, New York city.

THE MILWAUKEE FORWARD LEAGUE, an organization to promote the industrial welfare of Milwaukee, announces, through President Edward W. Hoffman, that a newspaper publicity campaign will at once be entered upon. In addition to local newspapers, space in leading Eastern publications will be employed.

THE THOS. E. BASHAM Co., Louisville, Ky., handles the pork and beans account of W. H. Dyer Co., Evansville, Ind., and the sporting goods account of Bourne & Bond, Louisville, Ky.

THE CHARLES H. FULLER Co., of Chicago, handles the brownstone hair coloring account of the Kenton Pharmacal Co., Covington, Ky.

THE SIGEFRIED Co., of New York, handles the jewelry account of Clark, Day & Co., 449 Washington St., and of La Pierre Manufacturing Co., of Newark, N. J.

COLLIN ARMSTRONG, INC., New York city, handles the embroidery floss account of Campbell, Metzger & Jacobson, 332 Broadway, New York city.

THE K. FROWERT Co., INC., New York city, handles the silversmith account of Critchton Bros., 636 Fifth Avenue, New York city.

HANFF-METZGER, INC., New York city, handles the Perrier water account of Perrier, Ltd., 1476 Broadway, New York city.

THE JULES P. STORM AGENCY, 35 West 39th Street, New York city, is handling the advertising campaign of "Brooks Baby Barley" and "Brooks Sugar of Milk," manufactured by the Brooks Barley Co., 2030 Washington Street, Boston, Mass.

THE SACKS AGENCY, 171 Madison Avenue, New York city, will handle the advertising of "Leahey's Heatless Trouser Press," made by the Auto Vacuum Freezer Co., Inc., 25 West Broadway, New York city.

THE CAMPBELL-EWALD AGENCY, of Detroit, Mich., will place the advertising of the "Hudson Cars," manufactured by the Hudson Motor Car Co., of Detroit, Mich.

THE McCLOY'S ADVERTISING AGENCY, Liberty and Sixth Avenues, Pittsburgh, handles the accounts of the American Vanadium Co., the Flannery Bolt Co., American Safety Hair Cutter Corporation, Koic Manufacturing Co., and the American Window Glass Co.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, Pa., place the advertising of the "Zeda Broom," made by the Lee Broom & Duster Co., Lincoln, Neb.

THE GEO. BATTEN Co., Fourth Avenue Building, New York city, is again placing orders with newspapers in selected

sections for "C. C. C." products of the Cliquot Club Co., Millis, Mass.

THE JOHN BUCHANAN ADVERTISING AGENCY, 176 Federal Street, Boston, Mass., is again placing orders with newspapers in selected sections for the Bangor & Aroostook Railroad, Bangor, Me.

THE DAUCHY Co., 9 Murray Street, New York city, is renewing a number of newspaper contracts for "Chichester Pills," manufactured by the Chichester Chemical Co., 2317 Madison Square, Philadelphia.

FENTON & GARDINER, 286 Fifth Avenue, New York city, are placing some advertising for the Locomobile Co. of America, of Bridgeport, Conn.

L. S. GOLDSMITH, 25 East 26th Street, New York city, is placing orders with a number of Southern newspapers for "Keep cool clothing," made by the Goodal Worsted Co., of Sanford, Me., and of which the Snellenburg Clothing Co., of Philadelphia, are the selling agents.

THE HICKS ADVERTISING AGENCY, 217 Broadway, New York city, is placing "Ayvad's Water Wings" copy of the Ayvads Manufacturing Co., Hoboken, N. J.

THE MARTIN V. KELLEY Co., 171 Madison Avenue, New York and Toledo, O., will use the newspapers largely for an advertising campaign for the "Stanley Steam Car" of the Stanley Motor Co., of Newton, Mass.

THE OTTO J. KOCH ADVERTISING AGENCY, University Building, Milwaukee, Wis., is again placing orders with Western newspapers for the F. Mayer Boot & Shoe Co., of Milwaukee, Wis.

THE ROBERT McMULLEN Co., Cambridge Building, New York city, is placing copy in newspapers for F. F. Dalley & Co., Ltd., of Hamilton, Ont., and Jersey City, N. J.

THE METROPOLITAN ADVERTISING Co., 6 Wall Street, New York city, is placing orders with a select list of newspapers for New Jersey resorts.

THE HARRY PORTER Co., 18 East 41st Street, New York city, is placing orders with newspapers in selected sections for the "Liberty Auto," of the Liberty Motor Car Co., 115 Lycaste Street, Detroit, Mich.

THE POWER, ALEXANDER & JENKINS Co., Journal Building, Detroit, Mich., is placing orders with newspapers in selected sections for the "Doble-Detroit Steam Car," made by the Doble-Detroit Steam Motors Co.

THE WM. H. RANKIN Co., 104 South Michigan Ave., Chicago, Ill., is placing orders with a few large city newspapers for the "Leader Home Water Systems," manufactured by the Leader Iron Works, of Decatur, Ill.

RUTHRAUFF & RYAN, 404 Fourth Avenue, New York city, will place the advertising of the Tulloss School of Type-writing, 1825 College Hill, Springfield, O.

THE SNITZLER ADVERTISING Co., Garland Building, Chicago, Ill., is making contracts with some Western newspapers for the Hess Warming & Ventilating Co., and 164-line 18-time orders for A. Steil & Co., of Chicago, manufacturers of Paris garters.

THE CHAMBERS AGENCY, Malson Blanche Building, New Orleans, is running 56-line copy in a selected list of Southern dailies for Rex-Roy Cigars.

The assayer finds the value of fine gold in the crude ore in order to determine its worth. So a man must ascertain the good qualities in another before he can judge him. The crude side represents the mass. The sterling quality is known only after it has been weighed.



The *largest* farm paper in the world is **THE FARM JOURNAL**. It is also *highest-priced*, for every copy is sold to the subscriber *on approval*—money back any time to any unsatisfied subscriber. **88%** of its circulation is *concentrated* in the states where there are most buyers, most wealth and most dealers.

Plow a Little Deeper— Get Your Full Crop of Business!

Without any additional overhead, most manufacturers can line up a lot more business!

If you newspaper men don't think this is practical, jump in to your cars any day and run out into the country and visit a farm or two.

It is safe to say that advertised goods are properly represented in the stores of your city. It is also safe to say that perhaps half of the business that is done in these stores is done with farmers and small-town folks who **COME IN TO DO THEIR BUYING!**

It is the country around a trading center that makes it a trading headquarters—yet so many manufacturers aim their advertising only at the cities.

So, friends, help us get the national advertisers to plow a little deeper to get **MORE** of this country business for the

stores in your city. Bigger business for these manufacturers in your cities is bound to mean more advertising for you, too—more local advertising, more foreign advertising.

The Farm Journal, with its one million circulation, stands ready to work with you to influence these big advertisers. Already it has been a dominant factor in building up many of the biggest national businesses in America.

More than 70% of The Farm Journal's advertising is on dealer-sold merchandise—the very kind of goods Mr. and Mrs. Farmer Jensen come to town for.

For further information about The Farm Journal—and for a free copy of "More Business for All of Us," address

Ryan & Inman
McCormick Bldg. Evening Post Bldg.
CHICAGO NEW YORK

BREAK IN NEWS PRINT COST DURING THE WEEK

Publishers Getting Stock for Four Cents a Pound To-day Which Cost Them Six Cents During the Latter Part of 1916—Price of Sulphite Is Coming Down, With Supply on Hand Increasing.

There has been a decided break in the market for both news print and book paper. Sulphite, that brought Klondike prices a few months back, is stumbling toward old levels. Ground wood is declining in price, also. The economies that publishers have adopted are responsible for this. The wrapping-paper market is overstocked, and some mills are put to it to find a market for this class of stock, and in order to keep their machines going, are putting them back onto news print.

Roll news print in carload lots is selling for four cents a pound. It brought as much as six cents in the latter part of 1916, and was hard to get at that price. Some publishers in the West claim to have paid still higher prices.

The house of Representatives eliminated from the war revenue bill the clauses placing a tax of ten per cent. on import of news print, ground wood, and sulphite, which threatened to increase the price of news print. This action, with the drop in the price of news print referred to, in the opinion of those who are posted on the situation, assures a steady decline in price for several weeks to come.

AGREEMENT ON CENSORSHIP

Conference Committees Draft Provision Acceptable to the President.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, May 25.—The conferees on censorship have agreed to the following: When the United States is at war, the publishing, wilfully, of information, with respect to the movement, numbers, equipment, description, or disposition of any of the armed forces of the United States naval or military operations, or with respect to any of the works intended for the fortification or defence of any place, which information is or may be useful to the enemy, is hereby prohibited, and the President may from time to time by proclamation declare the character of such above described information which is or may be useful to the enemy, and in any prosecution hereunder the jury trying the case shall determine not only whether the defendant did wilfully publish such information as set out in the indictment, but also whether such information was of such character as was or might have been useful to the enemy. Provided that nothing in this section shall be construed to limit or restrict any discussion, comment, or criticism of the acts or policies of the Government or its representatives or the publication of the same. Whoever violates this section shall upon conviction thereof be punished by a fine or not more than \$10,000 or by imprisonment for not more than five years, or both.

The difficulty of attaining success in one life is no excuse for living a double one.

THE STARR COST SYSTEMS

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

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



MORRIS'S DARKEST MOMENT

Well-Known Cartoonist Gives a Close-Up of Moment When Sun Has Set Forever.

The best cartoons never see the light of day. The cartoonists themselves will tell you so. To get a close-up of the pen and ink man when he is registering his feelings as the concrete-headed editor tells him that the picture is the best he ever has made in his young life—but the subject is taboo—would be like a circus—worth going miles to see. W. C. Morris puts the idea over in the little tragedy of a newspaper office that has been magnified into a catastrophe above. What Morris thinks of the editor would make the latter send out an S. O. S. for the police reserves, if he were a mind-reader.

The Morris cartoons are known from one coast to the other. His first pictures were made for the Spokesman-Review, of Spokane, Wash., in 1904. He made a home run with his effort, and has been attracting the crowds ever since. Morris is one of those men who

simply couldn't stay in the West—the East wouldn't let him. He received offers, and offers, and offers—and then he slipped his moorings and wound up in little old New York, where his work began to appear in Collier's, the Outlook, Harper's Weekly, Puck, the Independent, and Everybody's. He's a regular contributor to Puck and the Independent. He has published two books of cartoons. His pictures, like the one above, go straight to the point.

It's all in the expression, and when it comes to expression and originality, the people who follow Morris find his pictures as welcome as green grass in the spring.

Boston Evening Record

Government statement six mos. ending March 31.. 41,961
Average net paid month of March over 53,000
The Record is growing at a faster rate than any other Boston paper.

Represented in New York by
I. A. Klein
Metropolitan Tower

The Times-Dispatch
Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley
Special Representatives

200 Fifth Ave. New York
People's Gas Building Chicago
Mutual Life Building Phila.

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office Statement)

Sunday 68,942
Daily 55,365

INTERTYPE
"The BETTER Machine"

Model A, \$2100 Single Magazine
Model B, \$2600 Two Magazines
Model C, \$3000 Three Magazines
SIDE MAGAZINE UNIT, APPLIED BEFORE SHIPMENT, \$150 EXTRA



You can buy other composing machines for less money.

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

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

CIRCULATION MANAGERS OF ILLINOIS TO MEET

Convention Called at Chicago on June 12 to Effect a State Organization—Competent Speakers Will Discuss Various Phases of Important Problems—Much Interest Aroused.

The circulation managers of Illinois will hold a convention at the Hotel La Salle, Chicago, on Tuesday, June 12, for the purpose of effecting a State Association of Circulation Managers.

Early in April a letter was addressed to each newspaper in Illinois for the purpose of ascertaining whether or not sufficient interest could be aroused in the proposed organization. The responses were very gratifying, and it is expected to organize with an enrolment of at least thirty-five, with bright prospects for a rapidly increasing membership.

At the initial convention it is hoped not only to effect a permanent organization, but to enjoy papers on circulation by the various members. The following subjects will be discussed:

"Carriers' Contests I Have Held," Roy Parrish, Quincy Whig.

"A Good Plan to Get Rural Route Circulation," Clarence Eyster, Peoria Star.

"How to Get Subscribers Without Premiums," A. M. Clapp, Dixon.

"How to Build and Keep Country, Especially R. F. D., Circulation," Charles D. Chaffee, Aurora Beacon-News.

"Methods of Selling a Newspaper to Subscribers Through Advertising Space in Its Own Columns, City and Country," George H. Stegging, Moline Dispatch.

"City Carrier Collections," George Galloway, Rockford Register-Gazette.

The initial step in the organization of an Illinois Association of Circulation Managers was taken by L. V. Vanclave, circulation manager of the Rockford Republic, who was later assisted by George Galloway, manager of circulation of the Rockford Register-Gazette, each of whom have been members of the International Circulation Managers' Association for a number of years.

Any Illinois circulation managers or publishers interested should write immediately to either Mr. Vanclave or Mr. Calloway for further details.

Notable Special Issue

The Eastern Kentucky Progress and House Warming Number of the Lexington (Ky.) Herald, issued Sunday, April 15th, contained 174 pages, divided into 13 sections, one section being in color. It is a handsome paper, exploiting, as it does, the bluegrass region and its industries, leaving the reader fully convinced that the three most important things in this broad land of ours are barley, booze, and bay horses. It carried an immense amount of advertising, and its territory extended over that entire part of the State. Apparently there is a prosperous condition down there, and the business men of the blue grass district helped the good cause along splendidly, although it may occur to newspaper men who have handled such editions, that there was some work on the part of the Herald staff in getting all the business and feature stuff together in such a creditable manner.

Two-Cent Paper a Bargain

A. H. Messing, publisher of the Chicago Examiner, told the members of the Rotary Club of Chicago at their luncheon, May 15, at the Hotel Sherman, that readers of Chicago newspapers received more value for their two

cents than in anything else they could buy for the same amount.

"The Chicago newspapers, taken as a whole, are the best newspapers in the world," said Mr. Messing. "The modern big newspaper is a great power for good. It not only serves the reader with the latest important news, but it keeps him fully posted on everything he ought to know. The first copy of a newspaper such as I describe cost approximately \$10,000 each day to produce, and yet the reader could buy it for two cents."

To Encourage Proficiency

The Dallas (Tex.) Evening Journal has offered a cash prize of \$50 for the best-drilled squad of thirty-two men, under the noon-day and evening drilling plan now being followed by business and professional men of Dallas. The drills are being well attended by men from all walks of life. Drill masters are provided by the army and navy recruiting stations in Dallas.

Annual Outing in June

The annual outing of the employees of the Providence Journal will be held

June 24. A. W. Talbot has been appointed editor-in-chief of the Journal Junior, which comes from the press but once a year, that day being the day of the outing. The paper, a twenty-page, magazine size, is devoted to humorous matter based on various activities of the men and women connected with the Journal for the year.

A. B. C. ANNUAL CONVENTION

Programme for Chicago Meeting, Including Election of Ten Directors.

The fourth annual convention of the Audit Bureau of Circulations will be held in Chicago, at the La Salle Hotel, Friday, June 1.

The following programme has been arranged:

Thursday, May 31, at 10 A. M., to Friday, June 1, at 10 A. M.—Presentation of credentials and registration.

Thursday, May 31, at 2 P. M.—Meetings of various divisions to nominate their representatives for the board of directors, members of advisory committees, and transaction of other business.

Thursday, May 31, at 6:30 P. M.—Meeting of board of directors.

Friday, June 1, at 10:30 A. M.—Opening general sessions. Reading of minutes of last annual meeting. Report of president. Report of board of directors. Report of treasurer. Reports of other officers and committees. Appointment of nominating committee. Appointment of credential committee. Appointment of resolution committee. Presentation of resolutions and amendments to by-laws.

Friday, 12 M.—General luncheon. Programme of five-minute speeches.

Friday, 2 P. M.—General session. Reports from credentials and resolutions committees. Reports from various divisions. Voting upon amendments and resolutions. Election of new members to the board of directors. Election of officers.

Friday, 6 P. M.—Meeting of board of directors.

Friday, 8 P. M.—General session. Unfinished business. New business. Adjournment.

Become energized with enthusiasm.

The Ault & Wiborg Company of NEW YORK

News Ink

57 Greene St. New York City

Write Us—

INVESTORS PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS

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

Write for Details.

SINGER TOWER, NEW YORK

HIGH LIGHTS ON THE FOREIGN SITUATION

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

THE INTERNATIONAL NEWS BUREAU, INC.

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

**"America's Largest and
Best Newspaper Indus-
trial Advertising
Agency."**

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

QUALITY CIRCULATION BUILDER

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

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Colorado Springs

and

THE TELEGRAPH

An A. B. C. Paper

J. P. MCKINNEY & SON

New York Detroit Chicago

You MUST Use the

LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN..... 150,000

C. C. VAN ANDA OF THE NEW YORK TIMES

(Continued from page 7)

Van Anda wouldn't be put upon then (and never has been since). He quit. He had been local correspondent for Cincinnati papers and the Cleveland Herald. He applied to the latter for a job. They gave him one on the case and he set type, varying that occupation with a little reporting until the following autumn, when he was made telegraph editor, and his metropolitan career began.

That was in 1883. He stayed until the Plain-Dealer swallowed the Herald, worked for the former a year, then went to the Evening Argus. When it suspended publication Van Anda, then twenty-two years old, turned his face Eastward.

The man under whom he worked on the Argus had been night editor of the Baltimore Sun. Van Anda dropped off to see what Baltimore was like. At the Sun office he found his old chief's place still vacant and the head of the paper offered it to him. He took it and stayed in Baltimore two years.

At twenty-four Van Anda landed in New York and went to the Mecca of all aspiring young newspaper men of that day—Mr. Dana's Sun. He got a place reporting and doing desk work on Blizzard Monday, March 12, 1888. He was made night editor five years later, January 1, 1893. His experience covered the whole news side, as he took Chester Lord's place when that great managing editor was away on his vacations.

Mr. Van Anda had been on the Sun sixteen years and he stood out as the man for the Times when he accepted Mr. Ochs's offer on February 14, 1904.

For thirteen years, therefore, the application in detail of the principle of publishing "All the news that's fit to print" has been in Mr. Van Anda's hands.

Mr. Van Anda isn't in the show of life. He is an interested spectator, a looker on. He sits in the Tour St. Jacques and watches a procession in which his only interest is that it shall be truly described. He doesn't participate in any of the activities of the world. Perhaps that is why he can be impartial.

And impartiality is the hall-mark of the Times. No matter what it may believe and advocate editorially, the news columns will give the facts fairly and fully. The motto: "All the news that's fit to print" is Mr. Ochs. Mr. Van Anda interprets it in detail. He puts the accent on the "All."

He is a wolf for the news and a money-spender from way back, as Joe McCullagh was in the palmy days of the St. Louis Globe-Democrat. It makes a man feel strong in London or Paris or on the firing line, to know that Van Anda will stick to him against all comers for any quantity of cable, provided it's the real goods. In London, I think we carry more cable than all other New York papers combined. When O. K. Davis and I landed with Ambassador Gerard at Havana we bought the telegraph office for half a day. A correspondent that hustles for the office will be taken care of by the office. He will experience that greatest of pleasures to a true newspaper man—the pleasure of seeing his stuff printed intact as he sent it.

That's the biggest thing about the managing editor of the Times. He has a newspaper heart in him. In some other relations he may lack magnetism, warmth, sympathy (though he possesses personal charm); but when you

bring him the news he will meet you in a spirit of good fellowship.

I know of no managing editor with a better nose for news. I have spoken of his acid quality. When matter is subjected to his processes it is purged of non-essentials. What to others might be drudgery, the winnowing of the grain from the chaff, is Van Anda's sport. In other words, he is an artist in gathering and editing the news and in assembling it in the form. He is without a peer in his judgment of news values and in skill in "putting the paper together." He is famous for typing his pages—for what might be called typographical architecture—but he uses emphasis most sparingly. With only a few fonts of type, he makes display telling. It is what he doesn't "play up" that gives point to what he does. This delicate sense of worth in news has produced a result in the Times, which every reader feels rather than knows. The effect is comparable to that of sincerity in an individual. It is sterling quality and the stamp of it is everywhere in the Times columns.

In spite of his absorption in his own work, Mr. Van Anda is not narrow in his interest. It was he who found the rotogravure process (originally used for calico printing), in a German paper that came to the office. He called Mr. Ochs's attention to it and later went to Frankfurt, Germany, to investigate. The result was the adoption of the rotogravure in the Sunday Times and it proved a real discovery. Mr. Van Anda upon occasions that move him sufficiently to undertake such work, can write up editorials, the point of which no one can misunderstand. But he is an editor in a different sense from what the term is commonly used. As an editor of the daily history of the world he has won first place in our daily journalism.

Mr. Van Anda is the highest paid managing editor in the business. His earnings, savings, and investments in Times stock make him independent. He can go and come as he pleases. He doesn't please to do anything except stick at the Times office. He is there seven days a week. They can't drive him away. Even at holiday times he pulls a long face at turning his back on his job for three or four weeks.

His methods are simple. He comes down in the afternoon to the office council. His time at night is ten o'clock and you can set your watch by him. His fine organization has everything ship-shape against his arrival. He makes a record the first thing in a fine hand of the news in the office and in sight, so that he has to-morrow's paper clearly in his mind, can lay it out and can confer over the 'phone with Mr. Ochs and Mr. Miller, who have matters of editorial policy to deal with.

Mr. Van Anda has ethics without piety. He scents buncombe and fraud miles away. He is jealous of the news purity of his columns and wary at the slightest sign of their being used for an ulterior purpose.

For amusements this sketch must be blank. My subject has none, unless you count an occasional plunge into Egyptian hieroglyphics and a perennial and expert interest in mathematics. Latterly there has come into his life something that touches his love of excellence to the centre—the intellectual development of his son—a boy of eighteen, who has been a freshman at Harvard after taking an absolute A in every one of his six studies at Exeter—a record never before equalled in the 130 years of that school. It will not be difficult for those who have caught the spirit of this sketch to realize what such a son will mean to the father.

The True News

—FIRST—

Always—Accurately

International News Service
World Bldg., New York

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate
203 Broadway, New York

USE

UNITED PRESS

FOR

Afternoon Papers

General Office, World Bldg., New York

War-Talk From Washington

By Edward Riddle Padgett

Sunday Editor of the Washington Star. A new 3-a-week feature, with photos—beginning June 11th.

The International Syndicate
Established 1889 Baltimore, Md.

NEWSPAPER
prosperity is based on circulation.

FEATURE
elements of the right kind make and hold circulation.

SERVICE
by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
87 WEST 39TH ST., NEW YORK

The McClure Method

Our features are sold on individual merit. Any service may be ordered singly.

THIS MEANS:
The greatest possible variety from which to choose.

The submitting of each feature to your own editorial judgment.
The opportunity to order a budget consisting only of what you want.

A material reduction from individual prices on budgets.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate
120 West 32nd Street, New York City

**PROGRAMME OF A. N. A.
FOR DETROIT MEETING**

Semi-Annual Gathering of the Organization Will Be Held May 31 to June 2 at the Hotel Statler—List of Prominent Speakers Who Will Address the Convention.

The programme for the semi-annual meeting of the Association of National Advertisers to be held in Detroit May 31 and June 1 and 2 has been completed. The gathering will be held in the Hotel Statler. The programme, which has just been mailed to the members of the organization by Secretary John Sullivan, follows:

THURSDAY, MAY 31—MORNING SESSION.

10:00: Roll call, officers' reports, and appointment of committees.

10:45: Chmr to be taken by R. L. Prather, advertising manager, Thomas G. Plant Company.

Address: H. J. Kenner, secretary, National Vigilance Committee, A. A. C. of W., "How to Increase the Productiveness of our Advertising by Eliminating Objectionable Advertising"

THURSDAY, MAY 31—AFTERNOON SESSION.

2:30: Address, John N. Boyle, counsel to A. N. A., "Legislation, Present and Proposed, as Affecting Advertising and Advertising Interests"

3:45: Address, Edward Hungerford, advertising manager, Wells Fargo & Co., "Mobilizing Advertising for War."

THURSDAY EVENING—7 O'CLOCK.

Semi-annual dinner of members of the Association.

FRIDAY, JUNE 1—MORNING SESSION.

9:30: Address, Edward S. Babcox, advertising manager, Firestone Tire & Rubber Company, "Selling Your Advertising Plans to the Sales Organization."

Address, G. B. Sharpe, advertising manager, the De Laval Separator Company, "Selling Your Advertising Plans to the Sales Organization," from standpoint of advertising manager.

Address, George W. Hopkins, general sales manager, American Chicle Company of New Jersey, "Selling Your Advertising Plans to the Sales Organization," from standpoint of sales manager.

11:00: Address, George S. Fowler, Colgate & Co., "The Avoidable and Unavoidable Waste in the Distribution of Printed Matter."

Address, Robert S. Boyd, publicity manager, Beech-Nut Packing Company, "The Avoidable and Unavoidable Waste in the Distribution of Printed Matter," distributed through the dealer.

Address, Jack W. Speare, advertising manager, Todd Protograph Company, "The Avoidable and Unavoidable Waste in the Distribution of Printed Matter," distributed direct.

Address, Mark Kellogg, Burroughs Adding Machine Company, "The Avoidable and Unavoidable Waste in the Distribution of Printed Matter," distributed through branch offices.

FRIDAY, JUNE 1—AFTERNOON SESSION.

12:30: Divisional luncheons and meetings in separate rooms. Meetings to continue until 5:30. Round table discussion in general meeting hall for those not attending divisional meetings.

FRIDAY, JUNE 1—EVENING SESSION.

8:00: Address, Harry Tipper, "Copy that is and isn't."

9:00: Address, "Film Advertising," chairman, George Frank Lord, manager, advertising division, E. I. du Pont de Nemours & Co., and chairman Film Advertising Committee.

Address, Jack W. Speare, advertising manager, Todd Protograph Company, "Exhibiting a Special Film to Special Prospects," illustrated by the Protograph film, "Black Art."

Address, O. C. Harn, advertising manager, National Lead Company, "How to Use Trailers Instead of Slides," illustrated by a trailer film.

Address, Edward Hungerford, advertising manager, Wells Fargo & Co., "How to Get Films on Regular Circuits," illustrated by full-length film.

Address, Edward S. Babcox, advertising manager, Firestone Tire & Rubber Company, will exhibit the film "The Link," dealing with co-operation of salesmen with advertising.

Address, J. D. Ellsworth, advertising manager, American Telephone & Telegraph Company, "How to Get the Problems of the Public Service Company Across," illustrated by the film "Speeding the Spoken Word."

SATURDAY, JUNE 2—MORNING SESSION.

9:30: Address, B. A. Mackinnon, circulation manager, Pictorial Review, "How Higher Costs Have Affected the Circulation Question."

10:45: Address, L. B. Jones, advertising manager, Eastman Kodak Company, "Other Recent Circulation Developments."

11:30: Organization business.

12:30: Adjournment of semi-annual meeting.

DEATH OF THE REV. R. F. McCLEAN

Father of Business Manager of New York Evening Post.

The Rev. Robert Finley McClean, for forty-five years Presbyterian minister to churches in central Pennsylvania, died at his home in Mechanicsburg, Sunday, May 13, in his seventy-third year. He was graduated from Pennsylvania College in 1868 and from Princeton Theological Seminary in 1872. Before attending college he served an apprenticeship as a printer, and all through his life was a frequent contributor to religious and secular newspapers. He is survived by his wife, a daughter, and two sons, one of whom is Robert E. McClean, business manager of the New York Evening Post.

Speaking of the death of his father, Mr. McClean said: "Loss of my father was tempered by my being able to be with him the last week of his life. He was active up until the day he was stricken, and I like to think of his death as not death but the recall of an Ambassador by the King."

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:—

A special meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Tuesday morning, May 29th, at eleven o'clock, at the general offices of the Company, Piltzer Building, Suite 1117, 63 Park Row, New York, for the purpose of electing three directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY,

JAMES WRIGHT BROWN, President.

EDWIN D. DEWITT, Secretary.

New York, May 14, 1917.

FOR SALE

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

Why not be your own boss? An Ohio weekly for sale in nice town of 1,000; only paper in territory, ample plant, good business netted former owner \$2,250 cash every year, and can be increased; present owner in other business and hasn't seen business in seven months, yet it has made money; \$1,000 down and \$1,000 in two years will buy it. For particulars address Ohio, care Editor and Publisher.

LINOTYPE—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Model No. 4, Serial No. 11680, magazine, matrices, spacemans, liners, and blades. Winston Printing Co., Winston-Salem, N. C.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co.

**GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE
FOUR PAGE WIDE PRESS with Two Folders**

For Sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

CHANGE OF OWNERSHIP

Affords an extraordinary opportunity for promotion of both circulation and advertising—none to equal it, if made the most of—a like chance may not occur again in many years.

EFFECTIVE METHODS

For improving the opportunity to the utmost, in a comparatively short campaign, I will both plan and execute.

CHAS. S. PATTESON

Expert in Newspaper Publishing Methods.

Prince George Hotel, New York City

Advertising Man

with nearly five years of successful writing and soliciting experience, wants position in Eastern States. In present position, has produced more than substantial gains in advertising over previous months. Has capability, ideas, and energy. One employer writes: "His fitness for advertising work is apparent, and a paper would make no mistake in employing him." Age 25, unmarried. Well educated. Wants larger field at \$30. Mention No. 9103. We have available men for positions in the East, West, and South. Wire us your wants.

FERNALD'S EXCHANGE, Inc.
Third National Bank Bldg., Springfield, Mass.

HELP WANTED

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

NEWS EDITOR.—Able news editor on live six-page daily. Must be thoroughly dependable and able to take phone news service on typewriter accurately and rapidly. Good head writer and competent judge of news value especially desired. Only high grade man wanted. Surroundings pleasant, equipment sufficient to get paper out right. Good college, small city. Position permanent to man who can deliver. Address Michigan, care Editor and Publisher.

ADVERTISING SOLICITOR wanted by a leading daily newspaper in Massachusetts. Must be an aggressive worker and able to render copy service. Give references, details of experience, age and nationality. Address R. 3285, care Editor and Publisher.

SITUATIONS WANTED

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

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

FEATURE WRITER.—Young, energetic newspaper woman is ready to fill ranks depleted by conscription. Own ideas, forceful, with six years' experience on Metropolitan dailies. Feature writer at present. Wants job in big city. 24 years of age. Address R. 3282, care Editor and Publisher.

BUSINESS MANAGEMENT of good live daily wanted by experienced man who could invest two or three thousand dollars, and also work on part cash, part stock basis, if desired. Address R. 3283, care Editor and Publisher.

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

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

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

\$8,000 cash available for first payment on a daily newspaper property. Missouri, Kansas, Iowa, Nebraska, Minnesota and South Dakota locations preferred.

Proposition O. Y.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$4,000 Per Annum Net

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, balance deferred. This proposition will stand the acid test.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York

On "Easy Street"

Only paper in rich Central West city of 18,000, amply equipped and showing profit \$25,393.53 last fiscal year to owners for time and investment. Three-fifths interest offered for \$75,000 cash. Minority owner prefers to stay, but will sell on demand. Ask for Proposition No. 326x and kindly give financial references.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

PUBLISHERS' NOTICE

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

Branch office San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

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

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

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, fifteen cents a line, and 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, \$3.00 per year in the United States and Colonial Possessions, \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

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

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

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

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

**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

PHILADELPHIA
*America's Greatest
Industrial City.*

The PRESS
*Philadelphia's Great
Industrial Paper.*

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

Buffalo News
EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that cen-
sors its advertising columns. Many of
our advertisers use our columns exclusiv-
ely. The above is one of the many rea-
sons why."

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue, NEW YORK
Lytton Building, CHICAGO

The Evening Mail
New York
Last year **GAINED**
178,965 lines
of
Dry Goods Advertising
Only one other N. Y. evening
paper exceeded this record, and
three of them showed losses.

The New York Evening Mail

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
220 Fifth Avenue, NEW YORK
Lytton Building, CHICAGO

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

**EDWARD CARY, 46 YEARS
WITH N. Y. TIMES DIES**

Veteran Editorial Writer, Who Fought
"Spoils System" Passes Away, in His
77th Year—He Was One of the Most
Notable Writers Associated with the
Press of the Country.

Edward Cary, editorial writer for the
New York Times, died last Wednes-
day night, May 23, in his 77th year.
Mr. Cary had been connected with the
Times for nearly 46 years. He wrote
his last article for that newspaper May
21. Tuesday morning he suffered from
an attack of angina pectoris, from
which he did not recover. He was
born in Albany in 1840, and was gradu-
ated from Union College and the Al-
bany Law School. He elected, how-
ever, to follow journalism, and was the
first editor of the Brooklyn Union, now
the Standard Union, with which he re-
mained seven years in the closing days
of the Civil War. He joined the staff
of the Times in 1871, when that news-
paper was engaged in overthrowing the
Tweed Ring. Mr. Cary fought the
"spoils system" in politics through the
columns of the Times. In 1881 he be-
came a member of the Executive com-
mittee of the Civil Service Reform As-
sociation, and until the day of his
demise was active in the work with
the leaders of the movement. Mr. Cary
was an authority on finance and the
tariff. It is said that if his writ-
ings were printed in book form, they
would outbulk that of any other man
who has been employed in the daily
press of the United States.

When he completed forty years of
service with the Times, in 1911, he
was tendered a luncheon by his asso-
ciates, at which all of the members of
the editorial and reportorial staff were
present.

Mr. Cary married Ellen Elizabeth Lut-
her in Albany in 1864. He is survived
by his daughter, Miss Elizabeth Cary,
art critic for the Times.

The funeral services were held yester-
day afternoon, at 4 o'clock, from the
Cary home, 204 Oxford street, Brook-
lyn. The remains will be buried in
Albany, his birthplace.

In the Times of May 24, tributes
were paid to the late Mr. Cary by
George McAneny and W. C. Brownell.

Death of Col. W. C. Church

COL. WILLIAM CONANT CHURCH, foun-
der and editor of the Army and Navy
Journal, died of pneumonia in his home
No. 51 Irving Place, New York city, on
May 23, in his eighty-first year. He was
at his office last Saturday and had
previously enjoyed good health. Col.
Church was an authority on military
subjects. His paternal grandfather was
a Revolutionary War soldier. From
1855 to 1860 Col. Church edited and
published the New York Chronicle. At
the age of twenty-four he published the
Sun, withdrawing in 1861. He was at-
tached to the joint naval and military
expedition under Sherman and Dupont
in 1861 and was present at the capture
of Port Royal. Later he was on the
staff of Gen. Casey. With his brother,
Francis P. Church, he began publica-
tion of the Army and Navy Journal in
1863. In 1868 they also published the
Galaxy Magazine. He wrote lives of
U. S. Grant and Ericsson.

OBITUARY NOTES

ROLAND B. GELATT, aged 61, a veteran
journalist, publisher of the La Crosse
(Wis.) Tribune and Leader-Press, died
suddenly at his home in La Crosse on
May 11, excessive blood pressure caus-

ing death. Burial was at Kansas City,
Mo.

JAMES R. HOWE, 49, editorial writer
on the Milwaukee Leader, and one of
the best known newspaper men of Wis-
consin, died on May 12, at his home
in Milwaukee from erysipelas. He
went to Milwaukee twenty years ago
and was employed for ten years on the
Daily News. Later he served in a sim-
ilar capacity on the Milwaukee Jour-
nal, and for the last five years was
connected with the Leader.

ERNEST F. ACHESON, formerly editor
and publisher of the Washington (Pa.)
Daily Observer, past president of the
Pennsylvania Editorial Association, past
secretary of the National Editorial Asso-
ciation, a member of Congress from 1895
until 1909 from the twenty-fourth Penn-
sylvania District, died May 16, aged
fifty-five, at his home in Washington,
Pa., from pneumonia, after a short ill-
ness.

JAMES W. HOPPER, for many years as-
sociate editor and editorial writer on the
Louisville (Ky.) Courier-Journal, and
past grand master of the Grand Lodge
of Kentucky, F. & A. M., died May 8 at
Lyndon, Ky., of hardening of the ar-
teries. Mr. Hopper was in his seventy-
eighth year.

S. E. HARRIS, who for four years own-
ed the Wakarusa Tribune, died at the
home of his son, Dr. Harris, in Casey,
Ill., following a stroke of paralysis.

ROBERT A. RUNYAN, thirty-two years
old, former assistant city editor of the
St. Louis Times, died of nephritis May
11 at the St. Louis Mullanphy Hospital.
He had been ill three months.

GEORGE HOLBEIN, fifty-five years old,
editor Manistique (Mich.) Pioneer Trib-
une for over twenty-five years, died
May 12. He was confined to his home
over a year and edited the paper from
the sick bed.

J. B. FERGUSON, editor and publisher
of the Lock Springs (Mo.) Herald, died
in Kansas City May 15.

THOMAS W. JOHNSTON, for seventeen
years managing editor of the Kansas
City Star and later associate editor from
1904 to 1913, when he retired from the
newspaper profession, died in Kansas
City, May 18.

FERDINAND SCHLUETER, formerly as-
sociated with his father in the publica-
tion of the New Yorker Democrat, and
later for twenty years connected with
the American Agriculturalist, is dead at
his home, No. 182 White Street, Orange,
N. J.

CHARLES A. KUSBA, who, until com-
pelled by ill-health to resign, was local
editor of the Sauk Centre (Minn.) Her-
ald, and who had been a reporter in
Los Angeles, San Diego, and in Hono-
lulu, died recently.

FREDERICK P. FOX, originator of the
Phoebe Snow advertising slogan for
the Lackawanna Railroad, and a former
newspaper man, died in Norwalk, O.,
on May 14, aged sixty.


MRS. MARY DOROTHEA OLIVER, wife of
former Senator George T. Oliver, died
in Washington, D. C., after a short ill-
ness. She was born in Osnaburg, O.,
and married in Omaha, Neb., in 1871.
Besides her husband she leaves three
daughters and three sons, two of
whom, George S. and Augustus K., are
associated with their father in the
management of the Pittsburgh Gazette-
Times and Chronicle-Telegraph, of
which ex-Senator Oliver is president.

The man who "gets by" is interested
simply in holding his job. The fellow
worth while, is the one who tries to
deliver the goods.

The
Pittsburgh Post
ONLY
Democratic
Paper In
Pittsburgh.



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



DOMINATES
Its field in purchasing ability
per family and yet at lowest
advertising cost per thousand.
"TO-DAY'S HOUSEWIFE"
GEORGE A. McCLELLAN
General Manager
New York

Hemstreet's
PRESS CLIPPINGS
Tenth Avenue At 45th Street
New York

80,000
AND NO MORE
One of the unique features of "The
Paper That's Different" is its limited
Saturday circulation.
THE MINNEAPOLIS { 8c Per
DAILY NEWS { Line }
through co-operation and service is
"The Friend of the Advertiser."
G. D. BERTOLET
Boyce Building, Chicago

The
Pittsburg Dispatch
Possesses a clientele all its own,
representing incomes above the
average. It reaches the actual
buying power, therefore best for
advertisers.
WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

A Gain of 73%
During the past four years the Detroit
Free Press has enjoyed a gain of 73% in
circulation. Character and solidity explain
this increase. Advertising MUST pay in
a medium which calls forth such a tre-
mendous response from the public.
The Detroit Free Press
"Michigan's Greatest Newspaper."
VERREE & Conklin } Foreign } New York
Conklin } Representativ } Chicago
Detroit

AD FIELD PERSONALS

WILLIAM WOODHEAD, advertising manager of The American Weekly, N.Y., distributed with the New York American, Boston American, Chicago Examiner, San Francisco Examiner, Los Angeles Examiner and the Atlanta American, announces the appointment of E. F. Hooper as Western manager with offices in the Hearst Building, Chicago, Ill.

C. H. BROCKHAGEN, head of the advertising staff of the San Francisco Bulletin, has been appointed a member of the National Advertising Advisory Board, which has been designated to unify advertising connected with the Liberty Loan. Brockhagen will be chairman of the local committee in charge of the work.

B. MALCOLM NEIBUHR, from the H. K. McCann Company's New York office, is attached to the firm's San Francisco office in a special capacity. He will act as accountant executive on the California Packing Corporation's advertising, which is handled by the H. K. McCann Company there.

FRANCIS TODHUNTER has been appointed art director of the H. K. McCann Company's advertising agency in San Francisco. For several years Todhunter, as a free-lance in the field of commercial art work, has attended to a large share of this company's art work.

C. P. DERBY, for some time advertising director of Bacon's, Boston, is now in the employ of Eisenberg's, Baltimore. Mr. Derby is succeeded by William Howell, formerly of the art department of the Post.

GEORGE ENGLEHART, several years in charge of the advertising district of

New England for the National Jeweler, with headquarters in Providence, has joined the Fourteenth Provisional Training Regiment at Fort Riley. He was corporal in the famous Battery A, R. I. Troop, which saw service on the border last year.

HARRY L. DAVIS, Mayor of Cleveland, O., will head the delegation which will represent that city at the coming St. Louis convention of the Associated Advertising Clubs of the World, June 3 to 7. W. F. Mackay is chairman of the committee on arrangements.

EDGAR W. JORDAN, recently of the Brown, Blodgett & Sperry Company, of St. Paul, Minn., has joined the Bigelow Waggoner Company, of Indianapolis, Ind., as vice-president in charge of the business plans and service department.

RALPH SADLER, of the advertising department of the Transcript; W. A. Tomer, of the advertising department of the Herald, and George Wiswell, of the Gaulson Advertising Agency, of Boston, who have gone into service at Plattsburgh, N. Y., were given a farewell dinner by the "Round Table" fraternity of Boston, upon their departure.

WELLS HAWK, at one time general press representative for the Charles Frohman enterprises and at the time of his appointment in charge of the publicity for the film play "Joan the Woman" has been put in charge of the press work of the navy.

FRED S. YOUNG, formerly with Allen Motor Car Company, of Fostoria, O., has been appointed advertising manager of the Stanley Motor Car Co., of Newton, Mass.

CHARLES ALLEN, for five years a member of the Kansas City, Mo., staff of the Associated Press, has resigned his position to become advertising manager of the Campbell Baking Company.

V. S. HIBBARD has been appointed sales and advertising manager of the Ross Automobile Co., of Detroit, Mich.

D. C. MOORE, former sales manager for the Moore-Shenkberg Grocery Company, of Sioux City, Ia., has been appointed advertising manager for the Haas-Baruch Company, wholesale grocers, of Los Angeles, Cal.

JAMES A. BBADEN, formerly advertising manager of the Diamond Rubber Co., has been made advertising manager of the Standard Parts Co., of Cleveland, O.

THE CHAMBER OF COMMERCE AND MANUFACTURERS' ASSOCIATION, of Dallas, Texas, has voted to send John L. Horan, well known advertising man, to St. Louis, as a representative of that Association during the meeting of the Associated Advertising Clubs of the World, June 3 to 7.

D. A. RUEBEL, president of the Ruebel-Brown, Inc., Advertising Agency, St. Louis, has returned home from Chicago, where he attended a meeting of the Western Advertising Agents' Association.

G. PRATHER KNAPP, publicity director of the Mississippi Valley Trust Company, St. Louis, has joined the Officers' Reserve ranks at Fort Riley.

HYLAND L. HODGSON, of the Interstate Advertising Company, of Trenton, N. J., has enlisted in the Quartermaster's Corps.

E. A. BOLAND, advertising manager of the Forman Company, of Rochester, N. Y., has resigned to enter the Quartermaster's Corps.

Cattle on the plains drift with the blizzard and perish. The buffalo heads into the storm, and passes through it to fair weather by grim courage.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA	MONTANA
NEWS Birmingham Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER Butte Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.
CALIFORNIA	NEW JERSEY
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C.	NEW YORK
GEORGIA	COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICANO - New York DAY New York The National Jewish Daily that no general advertiser should overlook.
BANNER Athens A gilt edge subscription—not a mere circulation claim.	OHIO
JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	VINDICATOR Youngstown
ILLINOIS	PENNSYLVANIA
HERALD-NEWS (Circulation 15,190) Joliet	TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
IOWA	TENNESSEE
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	BANNER Nashville
SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TEXAS
KENTUCKY	CHRONICLE Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
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.	UTAH
LOUISIANA	HERALD-REPUBLICAN Salt Lake City
TIMES-PICAYUNE New Orleans	VIRGINIA
MICHIGAN	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	WASHINGTON
MINNESOTA	POST-INTELLIGENCER Seattle
TRIBUNE, Morning and Evening... Minneapolis	
MISSOURI	
POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis every day in the year than there are homes in the city. Circulation entire year, 1916: Sunday average 356,193 Daily average 204,201	
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	NEBRASKA
ILLINOIS	FREIE PRESSE (Cir. 128,384) Lincoln
SKANDINAVEN Chicago	NEW YORK
	BOELETINO DELLA SERA New York

New Orleans States

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

36,670 Daily

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

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

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

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOODMAN,
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

CHANGES IN INTEREST

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

EL CENTRO, CAL.—The Imperial Valley Daily Press has passed into the hands of Robert W. Weekes, formerly of Chicago, who will devote his interests entirely to the Imperial Valley. Weekes was managing editor of the St. Joseph (Mich.) Press.

BEAVER, UTAH—S. Carlton, of Riverside, Cal., now edits the Beaver Press. He has acquired an interest in the Press and also in the Beaver County News, at Milford, Utah. D. A. Webster, formerly of Santa Paula, Cal., will manage both newspaper properties.

UKIAH, CAL.—The sale of the Republican Press, of Ukiah, which was owned by the W. O. White estate, to C. A. West, has been confirmed in the Superior Court. West has been editor and manager of the paper for more than a year.

SANTA CLARA, CAL.—James T. Carey, Ashley J. Cooper, and J. M. Cunningham have assumed control of the Santa Clara News, which has been purchased from Henry R. Roth, of Santa Clara, who edited and published the paper during the last ten years.

FREDERICK, Okla.—J. L. Tullis, of Tipton, and F. G. Patterson, of Davidson, have leased the Semi-Weekly Star from R. H. Wessell.

KING CITY, Mo.—I. B. Williams is the new editor and publisher of the King City Democrat.

MONROE CITY, Mo.—J. Herald Frost is the new owner of the Monroe City Democrat, having purchased it from Herman W. Bell.

ATWOOD, Kan.—W. H. Hill has sold the Atwood Citizen-Patriot to Dempster Scott & Son, of this city, who have assumed possession of the plant.

REPUBLIC, Mo.—Means Ray has purchased the Republic Monitor and will take possession of the paper July 1.

MANCHESTER, Okla.—R. C. Wood and E. A. Wood have dissolved partnership as publishers of the Manchester Journal, and E. A. Wood will publish the paper in the future.

OKEMAH, Okla.—The Okfuskee County News, of this city, has been sold by John Duran to Messrs. Rice and Hinds, of Muskogee.

ALMA, Kan.—C. E. Carrol has purchased the Alma Signal.

PROSSER, Wash.—C. F. Lake, for the last year editor of the Republican Bulletin, has removed to Pasco, where he will operate the Progress. He is succeeded by W. E. Brainerd, of Sunnyside.

NEW PUBLICATIONS

ARKADELPHIA, Ark.—Roy Elliott is the owner and editor of a new local paper here, called the Daily News.

HILLSDALE, Wyo.—Eunice Hastie, editor of the Golden Prairie Herald at Burns, is starting a new paper here.

The Best Known Slogan
in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

WEDDING BELLS

Lewis Stiles Gannett, of the Morning World's rewrite staff, and Miss Mary Elizabeth Ross, of the reportorial staff of the same paper, were married at the home of the bride's parents in Buffalo, N. Y., on May 21. The newlyweds were classmates in the Pulitzer School of Journalism. The bride holds degrees from Vassar and the University of Michigan, and Mr. Gannett is a Harvard graduate.

Gilbert Crawford Ransom, of Chicago, and Miss Edna Jane Quigley, daughter of Mr. and Mrs. Louis A. Hornstein, of New York, were married on May 2, at Waukegan, Ill., by the Rev. S. W. Chidester. Mr. Hornstein is the publicity manager of the Mergenthaler Linotype Company in New York. Mr. and Mrs. Ransom will be at home in Chicago, at No. 1219 Leland Avenue.

Announcement of the engagement of Mr. James Bixby, editor and publisher of the Phoenix (Okla.), Phoenix, to Miss Esther Bailey, of that city, has been made. Mr. Bixby is now in the training camp at Fort Logan H. Root, Arkansas.

Samuel G. Kennedy, city editor of the Pittsburgh Chronicle-Telegraph, is to be married to Miss Helen Marshall Bradford, of Hot Springs, Ark., on June 5.

William Peter Hamilton, editor of the Wall Street Journal, and Miss Lillian Hart, of Brooklyn, were married May 19.

Mrs. Robert McClure Dead

Mrs. Mabel F. McClure, aged fifty-one, widow of Robert McClure and sister-in-law of S. S. McClure, the publisher, died on May 23 at her home on Park Hill, Yonkers, after a lingering illness. Her husband, who died three years ago, was vice-president of the McClure Publishing organization. Her two sons, Bruce, four, who is with a Red Cross unit in Albania, and Colin, twenty-one, a member of the Officers' Reserve Corps, were kept from her bedside at her death by war duty.

"When you are aspiring to the highest place," says Cicero. "It is honorable to reach the second or even the third rank."

Self-trust is the essence of heroism.

First in Dry Goods Advertising

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

UTAH
The Ogden Examiner

The big daily and Sunday paper of northern Utah, covers its field like a blanket. The only daily in northern Utah publishing Sunday auto section featuring auto news.

G. LOGAN PAYNE CO.,
Representatives
Kersage Bldg., Detroit
Marquette Bldg., Chicago

LIVE TOPICS DISCUSSED
BY OUR READERS

Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]

Agrees With Mr. Hannah

NEW YORK CITY, MAY 19, 1917.

I have received from Mr. James C. Moffett, of Louisville, Ky., the following letter, which I feel at liberty to send to you for publication:

"I want to thank you heartily for your article in the current issue of THE EDITOR AND PUBLISHER, just to hand, showing the absurdity of the proposition to be discussed next month at St. Louis, 'Advertising lowers the cost of distribution of goods,' as it appears to the consumer, who has to pay the freight on all advertising contracts in the long run.

"I am glad to find an advertising man talking so sensibly, and re-echoing what the man in the street, who thinks at all, is saying about this whole advertising business. Your remarks regarding selling Government bonds, too, are both sound and timely. That big economic readjustment after the war you refer to is going to shake up some of our over-zealous advertising advocates in a way that will make them see the falsity of much of their present theories on the cost of distribution.

"I hope you will keep up the good work, and as you gradually gain recruits to your cause you will bring back the advertising men of this country to their senses."

Trusting that Mr. Moffett's letter will interest many of you readers, I am,
HENRY KING HANNAH.

A. N. P. A. New Members

Manager L. B. Palmer, of the American Newspaper Publishers Association, advises that the Illinois Staats-Zeitung, of Chicago; the Forum, of Fargo, N. D.,

Flags For Immediate Delivery

"OUR FLAG"—of cotton bunting, sewed stripes, fast colors, 3x5 feet, price 88c. each quantity lots. Same flag, larger size, 4x8 feet: \$1.25 each in quantity lots.

SPECIAL for parades, school drills, etc., new line silk flags, mounted on black polished sticks with gold spear head, size 1 1/2 x 17 inches. Price 27 1/2 c. each; quantity lots.

FLAG PICTURE.—Size 11x15 inches beautifully colored with national anthem. Price 8 cents each; quantity lots.

FLAG TRANSPARENCIES for automobile headlights, wind-shields and windows. Size 4 1/2 x 7 inches at \$25.20 per thousand. Size 9x15 inches at \$60.00 per thousand.

*PLACE ORDERS NOW FOR DECORATION DAY, FLAG DAY AND FOURTH OF JULY!

S. BLAKE WILLSDEN
29 E. Madison St. CHICAGO



Clean
Comics

With Plenty of Real
Humor Are What You
Get in NEA Service.

THE NEWSPAPER
ENTERPRISE ASSOCIATION
1279 West Third Street
Cleveland, Ohio



and the Daily Times, of Watertown, N. Y., have been elected to active membership, and the Daily Record, of Ridge-way, Pa., to associate membership in the A. N. P. A.

THE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

CHICAGO EVENING POST
INDIANAPOLIS STAR
MUNCIE STAR
TERRE HAUTE STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
LOUISVILLE HERALD

Hearty co-operation extended to
advertisers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street Chicago

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY
NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

MANHATTAN
PHOTO-
ENGRAVING CO.

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

We can increase your business—
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City
Established a Quarter of a Century



Over the Fence

is a land of plenty.

North of "Forty-five" Canada bravely sends her sons to battle and busily tends shop.

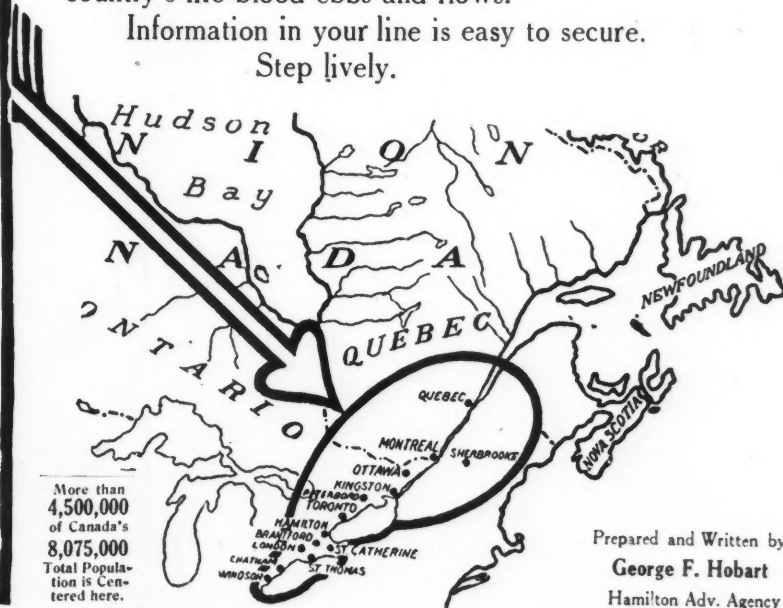
Enriched by the expenditure of over one thousand millions of dollars worth of war orders, her farmers gathering in crops whose value is double or more to the acre than they have ever been before, everyone busy, workmen earning high wages—Canada finds herself shut off to day from her usual sources of supply and actually finds it hard to spend her wealth.

United States exports to Canada have increased 75 millions in two years. Has **YOUR** trade shared in this expansion?

The market is easier to reach than generally supposed—Canada is long—but the bulk of her trade can be reached in a strip extending north of Detroit and stretching to Quebec City, here are its greatest markets, its financial and commercial nerve centres, its great trading and manufacturing cities—the heart from which the country's life blood ebbs and flows.

Information in your line is easy to secure.

Step lively.



More than 4,500,000 of Canada's 8,075,000 Total Population is Centered here.

Prepared and Written by
George F. Hobart
Hamilton Adv. Agency

PROVINCE OF ONTARIO

Population 2,523,274

	Circulation.	Lines.	Net Paid
			2,500-10,000
Brantford Courier (E)	4,892	.0105	.0085
Chatham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0425	.04
Hamilton Herald (E)	16,900	.04	.035
Kingston British Whig (E)	5,641	.015	.01
London Advertiser (M N & E)	31,766	.045	.035
London Free Press (M N & E)	39,750	.05	.04
Ottawa Citizen (M & E)	29,639	.05	.05
Ottawa Journal-Press (M & E)	31,160	.05	.05
Ottawa Le Droit (E)	15,125	.0281	.0188
Peterborough Examiner (E)	4,900	.0131	.01
St. Thomas Times (E)	6,330	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	84,676	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.02	.015

PROVINCE OF QUEBEC

Population 2,002,731—English 397,392

French 1,605,339

Montreal Daily Mail (M)	22,928	.05	.05
Montreal Gazette (M) (2c-86 yr.)	24,388	.075	.06
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-\$5 yr.)	13,959	.051	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025

994,372 1.4442 1.1669

The newspapers listed on this page offer 994,372 average Circulation at a total combined cost of \$1.14 per line or a fraction less than one and one-half tenths of a cent per line per thousand.

Make your own deduction as to whether that is not Low Cost Advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of the most populous portion of prosperous Canada and their suburbs, and covers them well with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the benefit?

The successful introduction of good foods
on the New York Market

Is Easy When You Know How

It is not the insurmountable task requiring the expenditure of many thousand dollars in investigation, introduction and advertising as many think it is.

The New York Globe

Which for upwards of three years has been successfully putting honest foods on the market

Knows the HOW

This service is available to anyone entitled to the information and who is desirous of getting results at lowest expense.

The Globe carries nearly twice as much food advertising as any other New York newspaper. Its record of success is the reason.

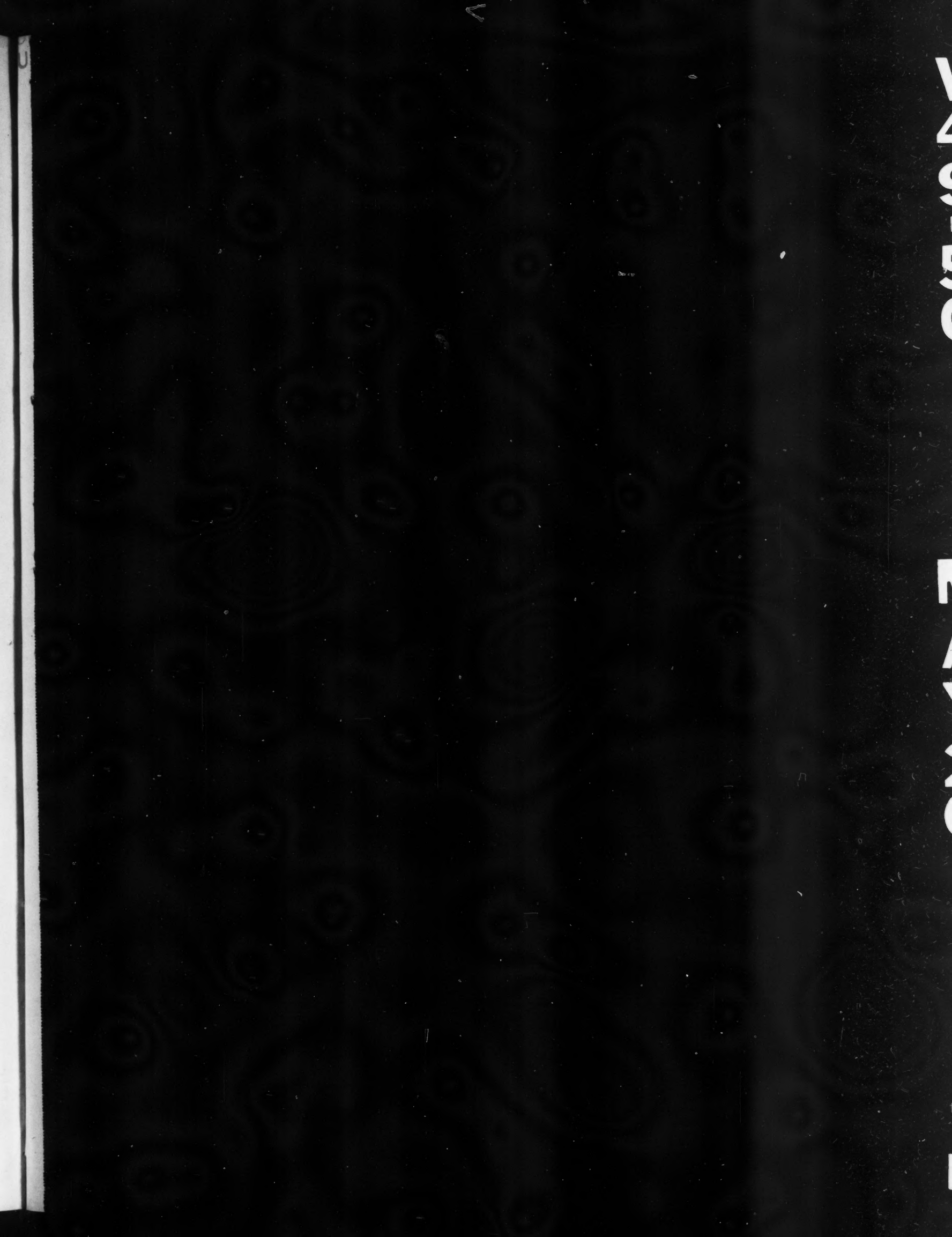
Now over 200,000 a day

O'MARA & ORMSBEE, Inc.

Special Representatives

CHICAGO
Peoples Gas Bldg.

NEW YORK
Brunswick Bldg.



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THE EDITOR & PUBLISHER

The Newspaper Advocate

Vol. 49. No. 50.

NEW YORK, SATURDAY, MAY 26, 1917

Part Two

THERE has been no more remarkable development in any industry in recent years than the measures American newspapers have adopted to definitely co-ordinate advertising and distribution of food products. Efficient selling campaigns now center around local newspaper methods. The local appeal, backed by scientific merchandising, is economically opening the way for many products. A glimpse of modern newspaper methods may be had by a reading of this section of THE EDITOR AND PUBLISHER.

Standard Trade Marked Food Products

advertised in **The Washington Star**
The Capital City's Greatest Newspaper

Welch's Grape Juice

Aunt Jemima's Pancake Flour

Swift's Premium Oleomargarine

Golden Egg Brand Macaroni

Krumbles

Lux Soap

Cottolene

Victor Coffee

Betterkorn Meal

Pearl Hominy

Orange Whistle

Royal Baking Powder

Baker's Breakfast Cocoa

Grape-Nuts

Post-Toasties

Salada Tea

Lea & Perrins Sauce

Franklin Sugar

Maxwell House Coffee

Sealdsweet Grape Fruit

Pompeian Salad Dressing

Morris' Supreme Ham

Wesson Oil

Barrington Hall Coffee

Karo Syrup

Instant Postum

Pin Money Pickles

Boscul Coffee

Shredded Wheat Biscuits

Deerfoot Farm Sausage

White Rock

Horlick's Malted Milk

Clicquot Club Ginger Ale

These national advertisers during the last three months used their full line of copy in the Evening Star and in many cases used the Star exclusively, because this paper is read in every worth while home in the District of Columbia.

WASHINGTON—THE MARKET PLACE

Washington as a market place is the advertiser's first choice. It can be covered fully and completely by one evening paper which reaches practically the entire population of 360,000 people of *much above the average means*. All campaigns on new products and any tests can be more economically planned and executed in Washington than any other territory. A favorable verdict of the trade and consumer in Washington is a forerunner of success in other cities.

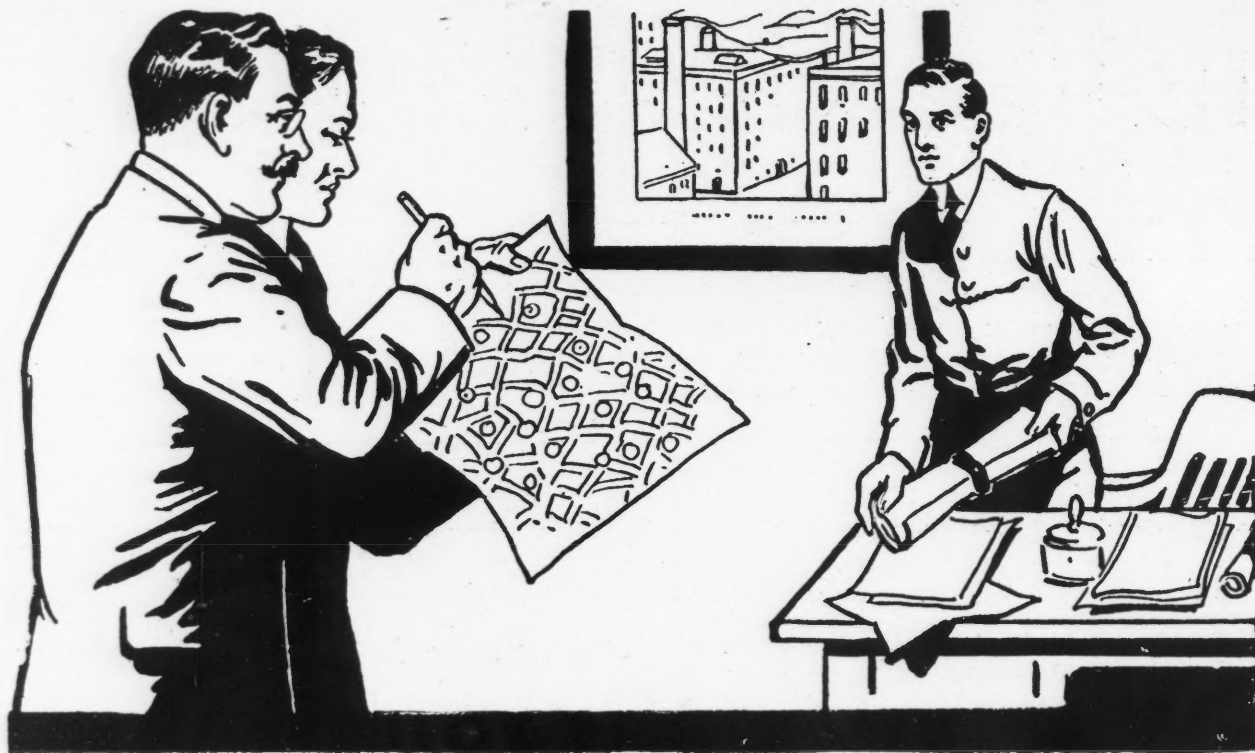
If interested in selling and distribution in Washington address:

The Evening Star

Eastern Office
DAN A. CARROLL
Tribune Building
NEW YORK CITY

Washington, D. C.

Western Office
J. E. LUTZ
First National Bank Bldg.
CHICAGO, ILL.



Increase Your Boston Sales

Let us help you analyze this territory—district by district and section by section—let us show you where you are strong—where you are weak, and where and how you can strengthen your campaign.

The Merchandising Service Department of the Boston American will help you take your Boston sales problem to pieces and analyze it bit by bit. It will make a thorough trade investigation—submit a report consisting of facts, figures and charts which will show you how to get all the sales you should get.

This department will co-operate with your salesmen—designate the responsive sections and chart your men over the territory by supplying **TRADE MAPS** which show the exact location of dealers. These maps are for the use of salesmen while in Boston.

A letter of inquiry will bring the necessary details regarding the work of this department.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

New England's Greatest Home Newspaper

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

PRICE RAISING OF ADVERTISED BRANDED FOODS ECONOMIC TRIUMPH OF NEWSPAPER VALUE

The Seeming Impossible Has Happened and Fair-minded Public Goes on Buying As Usual—Prices Vault on Many Brands from 25 to More than 50 Per Cent.—Good Will Established by Advertising Standing Merchants in Good Stead Now—EDITOR AND PUBLISHER Investigation Indicates Great Opportunity for Constructive Campaigns, Making a Virtue of What Pessimists Have Called Adversity.

BY MARLEN PEW.

EVEN adversity has its compensations.

Until war prices for basic materials became so greatly advanced that the manufacturer faced destruction unless he advanced prices, the average producer of a standard, advertised food product believed that his advertised retail price was inflexible.

National advertisers are discovering that, for instance, the ten-cent seller, known to every consumer as worth that price, may become a twelve or even a fifteen-cent seller, and go on selling as before.

A year or two ago most advertisers would have told you that it would be impossible to sell a regularly-priced five-cent package of biscuits, for example, for eight cents. Hence, manufacturers of standard brands have heretofore felt themselves at the mercy of raw product markets. They suddenly discover that the people are reasonable, and fair in their attitude toward the producer, and that when a situation like the present arises the consumer takes on the added burden without protest or discrimination.

HAD TO FACE IT.

An investigation by THE EDITOR AND PUBLISHER of the food-price situation, with particular reference to newspaper advertising prospects, reveals that the producers of standard brands, with few exceptions, held off increasing their prices just as long as it was possible to do so, and then took the plunge, only to find that it was not such a daring leap as had been imagined, as the average consumer was found to be reconciled to the necessity and the justice of paying more for goods which cost the producer more.

Of 280 food and household products examined it was found that the price of every one, except birdseed, had been advanced to the retailer and to the public. It is worth noting that the reason advanced to account for the exception was that birds are not being imported and people are giving up their pets.

Advances ranged from 25 to in excess of 50 per cent. in standard branded food articles.

All cereal products and meats were leaders in the movement to higher price levels.

STRUGGLE TO AVOID IT.

It is true that many standard advertised products, other than food, have remained stationary in price through the economic crisis of the past three years. Every manufacturer is paying more for his basic materials, but many are still willing to stand the decreased profits.

In the food field, where margins are narrow, the situation became impossible, for not only was profit wiped out, but the production cost became more than the sales price. It resolved itself into a question of reducing standards of quality or quantity, which might de-



THE ARGUMENT THAT GOES.

ceive the public for a little while, or increasing prices with a frank statement to the public.

The results justify the boasted sense of justice of the average American.

It is a fact which the advertising fraternity may well note that bulk goods, in food merchandise, went up in price BEFORE branded goods were raised. The producer of bulk merchandise added to his price just as the economic situation warranted. He had nothing to fear. He did not for an instant consider the consumer. Beans were worth so much, and he charged so much for them.

But the packer of an advertised brand of beans reasoned thus: "For years the people have been buying our beans at ten cents a can. We have advertised that price and made it a household fact. Our materials now cost us more than we are able to sell the product for. If we buy beans of an inferior quality or start deception as to quantity—if we relax any of our commercial standards—we will have sacrificed our chief asset. We have stood the loss just as far as it is possible to stand it without im-

pairing our solvency. We must be fair to ourselves as well as to the public, and this means higher prices."

HOW MATERIALS ADVANCED.

For nearly three years the big advertising baking and cereal companies held off advancing prices of their trademarked specialties, despite the fact that the cereal content had doubled, tripled, and quadrupled in price, as the public well knew. Flour had gone up. Butter, lard, sugar, spice, and everything else in the list of baking material in bulk had vaulted to the consumer, and hence every one knew that the baker was paying a proportionately higher price for his materials.

Grain is now 80 per cent. higher than the average for the past ten years.

And these things, which the public knew less of, were also happening: Paper, ink, printing, and every other factor in packing had increased to figures which seemed designed to crush the packer. The writer knows of one handsome carton which formerly cost a trifle less than one-half cent which today costs a fraction over two cents.

It is estimated that package goods are costing double or triple to prepare what they did five years ago.

In the realm of tin and glass not only have prices soared to the sky, but it has been well-nigh impossible at times to procure these products at any price.

These have been the greater elements of worry and loss to the manufacturer, but he has met them with singular fortitude, and has proceeded with his advertising, confident that the end had not come and that a substantial future was to be considered. He reasoned that it was as good a time to keep his name before the public as ever—selling his goods on their merits, supporting the general principle of package merchandise, and retaining that powerful asset which he had spent money so freely to obtain, the good-will which is tied up with an advertised product.

VOLUME NOT IMPAIRED.

When package goods, like Uneeda Biscuit, were advanced in price from the old standard of five cents to seven and eight cents, we have it from large retailers in New York, the average housewife just grinned and bore it.

It is a fact that the volume of sales of advertised food products which are to-day selling to the public at from 25 to 50 per cent. over normal prices,

not materially decreased. This statement is based upon interviews with numerous authorities in the trade. It is qualified only by the fact that the increases have not long, in many instances, been in force, and no one knows what the future may bring. But speaking of the day and hour, the fact appears well established that producers who have taken the frank, candid, honest course of sticking true to standards and advancing prices to fair levels, have lost neither public confidence nor volume of sales.

Those manufacturers who have gone to the public with their difficulties, in newspaper advertising, report a gratifying result.

All of which appears to be something in the nature of a commercial achievement. We know now that package goods, made and advertised to sell at fixed round numbers, may, if the situation honestly warrants it, be increased to the public without encountering the dire perils that manufacturers have formerly imagined. We have had a signal proof of the integrity of the average manufacturer in declining to lower standards and place a deception upon the consumer—jeopardizing his great good-will asset. We have proof that the people insist upon standard products under the names of responsible producers, consistent in content with advertised claims, clean, wholesome and conveniently prepared for use. Yes, the average housekeeper is sufficiently wedded to these ideals to pay necessary increased prices with calmness.

PUBLIC WANTS CHEAPER FOOD, CANADIAN VIEWS

Radical Idea of Globe Man is That Bulk Goods Should be Advertised and Sold—Suggests More Vital Editing of Home Pages—Pure Foods Unimportant now, He says.

By HAROLD C. LOWREY.

(Advertising Department The Toronto Globe.)

Let's blame the war for the evolution of the appeal that will pull business for the food advertisers during the coming months.

The drawing card of the past—"Pure Food"—has been overtaken and almost overwhelmed by the pressure of an economic necessity which will actuate the housewife to seek out and purchase those foods which are lower-priced even while she may personally prefer and desire the well known "Pure Foods."

So long as the attention of the public is so forcibly directed towards economy and thrift as it is at the present time, food advertisers will find it difficult to persuade the common people to part with their diminished dollars for highly colored packages of "pure" foods which can be bought in bulk for less money. The old bug-a-boo of unsanitary and germ-infested "bulk" goods will not be as terrifying to the purchaser as will be an empty pocket.

EASY TO SELL NOW,

The demand for food is ever present. It is common to all people, rich and poor, and it is for this reason that there are so many advertisers of food products, for they can get almost the maximum of benefit from any medium, for every reader is an eater.

But the war has stultified the appeal of "pure foods" as a selling argument, and has put in its place the insistence of the consumer for an answer to the question, unpromulgated but nevertheless sinisterly potent, "Can I buy the same nutriment for less money?"

In these days when the 1913 dollar is only worth about 55 cents, housewives are being forced to abandon the customary comparisons in order to adjust the family appetite to the size of the family exchequer.

And that brings us to the problem of how to advertise food products and how to sell space to advertisers of food products. Many mediums have found "pure food" pages a successful answer, and where they have been established for a sufficient time to have become an institution there is little to fear if the publishers re-vamp the editorials to fit the needs of their readers.

SCORNS SYNDICATE PAGE.

The average pure food page is a joke to the modern housewife, for it is mostly syndicate stuff, that is quite often incongruous with local conditions and requirements.

Yet there is a virgin field crying for development which might be designated as "The Business of Home-Making." That name alone is sufficient to suggest the scope such a department would permit, and if it is handled intelligently could be made to develop as much business as any paper would care to handle in these days of high-priced paper.

Consider for one moment the effect of getting out, say every Thursday, or even daily for that matter, though Thursday is preferable, a section which is edited in the same manner as the other news pages. Suppose an editor had the clarity of vision to see that the woman of to-day is a business woman; that she is a home-maker not because

of a natal determination of her destiny, but because that is her business.

The editor who can see that subtle distinction and who will send his reporters into actual homes to report actual conditions in a way that will better those conditions, will develop a section of such an intense interest to all home-makers as to make it suicidal for a food advertiser to ignore that paper or allow his competitor to get the jump on him.

STICK TO OWN FIELD.

If food advertising was deserved by such an intelligent editorial coöperation it would be unnecessary for any medium to flagrantly disregard the merits of the trade press by endeavoring to usurp their franchise to carry the advertiser's message to the dealer.

The moment a newspaper stoops to such unethical coöperation it must admit that its space is not worth card rates and the extra service is given to make up the discrepancy. On the other hand, were the newspaper to spend the same amount of money in the common-sense reporting of "Home News" it would discover that it had a preferential attraction for the advertiser of food and other products.

Of course it is evident that most mediums of large circulation will carry much food advertising yet this does not reach the dimensions those same papers could attain via a section devoted to "Home News." It would be extremely difficult to secure an increase in food advertising merely through the establishment of such a page or section. It would be necessary for the advertising department of the medium to conduct an energetic educational campaign among possible advertisers in order to bring home to them an appreciation of the possibilities of the Home News Section.

TALK DOLLAR VALUE.

Then, were advertisers to insert copy which subordinated the "purity" appeal to a clean-cut statement of "food value for dollar cost," both advertiser and consumers would mutually benefit from the advertisement. Should the advertiser rely entirely on the purity of his product to get it across the dealer's counters he will eventually discover that he has been bucking the stream. He may succeed, though that will depend on his strength.

These few comments on the future of food advertising are made in the hope that they will be constructive and will assist some editor to realize the unlimited possibilities such a "Home news department presents for the legitimate development of a class of advertising which his paper can serve with the maximum of efficiency. These observations have been the result of a wide experience in the foodstuffs field; behind the counter, on the road, in the factory on a grocery trade paper, on a newspaper and on the outside of the counter.

No Return to Old Practice.

The Wisconsin Senate Committee on Corporations blocked a proposed mileage advertising plan advocated by a number of newspaper publishers of the State by voting, last week, three to two to recommend non-concurrence in the Burnett bill legalizing reciprocal contracts between newspaper publishers and railroad companies for the exchange of newspaper advertising for railway mileage.

They tell us nowadays that woman, in order to be perfect, must be like a man.

HOW EXAMINER FIGHTS FOR A FAIR FOOD DEAL

Chicago Paper's Service Bureau Makes Amazing Discoveries and Establishes Vital System of Reform to Aid National Advertisers—Direct Co-operation an Important Feature.

James E. Rice, manager of the Standardized Food Service Bureau, of the Chicago Examiner, made an investigation of the Chicago selling field, with some remarkable results.

To THE EDITOR AND PUBLISHER he said: "When A. H. Messing, our publisher, started this bureau, he insisted that it be a real department of co-operation with the manufacturers of advertised food products in our columns.

"For years the Examiner has been building up, while many newspapers and magazines were destroying, public confidence in advertised products. We have educated our readers to believe in food products measuring up to legal standards.

"The next step in the way of co-operation was direct coöperation with the advertiser—a service bureau calling upon the trade with the advertiser's sales force, aiding in distribution, before the campaign begins; and during the campaign, stimulating retail dealers.

SURPRISING DISCOVERIES.

"We found the average retailer knew little about 'turnover,' his method of bookkeeping was crude, he was overstocked on various unknown brands, and the habit of substitution had grown alarmingly.

"Every popular brand of an advertised food product had its substitute, pushed by some jobber or wholesaler. The grocer, tempted with big margin, placed the joker in stock. He must sell it somehow. He becomes a substitutor.

"The Chicago Examiner advised clients to caution consumers to order the product by the brand name.

"To get closer to the retailer, the Examiner organized the Grocers' and Butchers' Standardized Food Bureau of Illinois, an association of the most representative men in these lines in Chicago and suburbs.

"The object is service and broad development of the independent food industry by discouragement of all unfair trade practices; to encourage handling of standardized foods; to aid in the prosecution of dishonest dealers; to discountenance substitution and promote better understanding between manufacturers, jobbers, retailers, and consuming public.

"This organization has a membership of about 600 retailers in Chicago and suburbs, rated from \$3,000 to \$75,000. It was chartered July 3, 1916. Any independent retail grocer or butcher in Illinois may join.

"The emblem of the Bureau, to be displayed in each member's store, is worded as follows:

WE ARE MEMBERS
GROCERS' AND BUTCHERS'
STANDARDIZED
FOOD BUREAU

WE DO NOT
SUBSTITUTE
CHICAGO EXAMINER, OFFICIAL ORGAN.

"To still further coöperate with the food manufacturers, the Examiner, last September, started the publication of 'the Grocers' and Butchers' Standardized Food Bureau Journal, a monthly of eight pages or more, sent to every grocer in Chicago and the suburbs. Thus directly we appeal for coöperation and strive to serve the general interest.

"This is by no means all that the Examiner is doing to aid manufacturers of food products who use our columns, but it is enough to show that we are in the front rank of the coöperation procession."

BUILDING SMALL GROCERY SPACE

Good Plan Is to Collect Grocers' Bills Every Week.

In Fort Wayne, Ind., the Journal-Gazette originated the Market Basket page some three years ago by concentrating four or five accounts on the back page whenever possible. Receipts were contributed by readers, and the page otherwise made interesting by running helpful hints to the housewife on her kitchen duties, such as menus, etc.

"The average man who conducts a grocery store is more or less of a poor business man and would easily

be discouraged if he had to pay advertising bills ranging from \$16 to \$25 the first of the month," says Carl J. Suedhoff, of the Journal-Gazette.

"We make it an ironclad rule to make our collections every week, and usually made these every Monday, which follows a big day's business on Saturday. By making a flat rate the advertising manager will save himself considerable trouble and petty annoyances.

"Every Saturday the Journal-Gazette publishes two pages of market-basket advertising, and the different local accounts number twenty-eight. It will be necessary to increase the number of pages in the near future to three on account of many national advertisers who usually run on Fridays changing their schedule to Saturdays."

NEWSPAPER OPENS SOAP MARKET

Showed Salesman How to Start 100 New Houston Accounts in Few days.

The Houston (Texas) Post maintains a service and coöperative department to assist the advertiser.

Various means are used to make retailers understand that the newspaper is working in close harmony with their interests.

Here is an instance of the service rendered to an advertiser: The Kirk Soap Company wanted to open the Houston market. A Post man was assigned to help the salesman. More than 100 new retail accounts were opened, with more than 300 cases of soap sold, together with a substantial sale of talcum powder, in the few day's operation of this intelligent selling and advertising campaign. Dealers were induced to put in window displays, Post printed matter and push the goods.

In such ways the Houston Post is making rapid strides as a selling medium.

Wise men of Maine: Form a potato association, brand your goods, use newspaper space, and see your commodity sold as a specialty, not merely a staple!

Because he could visualize it, a manufacturer spent \$100 to demonstrate his goods before 200 women; with the same money he could have told 200,000 newspaper readers that he had a good article.



CARL J. SUEDHOFF

FIRST WAR YEAR MAY YIELD RECORD CROPS

Government Urging Intensive Planting—Farmers Fired by Patriotism—Effective Plans to Provide Labor for Farms and Packing Industries May Help Solve World Problem.

WASHINGTON, May 25.—Despite the possibility of a heavy drain upon farm labor by military necessity, the Government does not look with pessimism on the food situation in our first year of warfare.

Never before has the Department of Agriculture issued such insistent demands upon farmers to see to it that the land be intensively cultivated, that economies and scientific practices be employed, that production be regulated to meet public needs, both here and with our allies, and that the food industry be organized with something of military precision.

A patriotic response is coming back from the farms of the nation. Everywhere it is recognized that the plough and the reaper this year have a significance akin to big guns.

MIGHTY YIELD EXPECTED.

Reinvigorated in the name of patriotism and with farm labor to be supplemented by boy, woman, and man labor from the cities, as planned by the Department of Agriculture in cooperation with the Department of Labor, it would surprise no one, Providence willing, if this year's food crop would exceed that of last year, despite the handicap of a short yield of winter wheat. The 1917 estimates range to \$25,000,000,000 value, including the value of live stock on hand.

"Every effort should be made to produce more crops this season than are needed for our own requirements," says Secretary D. F. Houston. "Millions of people across the seas must rely in large part upon the products of our fields and ranges. We must have an enlarged production of staple food crops. Everything must be done to enlarge acreage.

WANTS MORE CORN.

"We must plant good seeds and be diligent in cultivation. Conditions this year warrant the largest possible planting of corn. There must be heavy increases in the production of vegetables, poultry, and dairy products. It is to be hoped that the movement among people living in suburbs of cities and villages to utilize suitable idle soil in yards and vacant lots, will spread over the nation and result in augmenting the supply of garden produce. The duty of every American farmer this year is to increase his production."

GREAT BOY FORCE.

The Department of Labor is attempting to mobilize from 2,000,000 to 3,000,000 boys under military age and over sixteen years, in a working reserve, and these boys will be assigned in large numbers to the canning factories, in the season, if labor is short.

The Department of Agriculture is pressing the packers to resort to dry preserving processes with both fruits and vegetables as a means of overcoming the shortages of glass and tin and high prices for package materials.

General conditions in the food markets, while at present unsettled and nervous, are by no means considered as more than temporarily unfavorable, and the opinion among food packers who have appeared here seems to be that there will be plenty of raw stock in almost every department for fall preser-

vation and that the branded products will this year be furnished on the usual scale, though prices may be advanced on account of increased costs of packing.

Government officials are urging all citizens to discountenance hysteria over the prospect of higher food prices. A tremendous amount of money is to be released for the purchase of the material wealth of the country, tending to balance higher costs. The main thing, as seen in official life, is to "speed up production" that there may be a maximum yield.

goods are sold to the consumer, though the demand is heavy. We discussed a proposal that our advertising be withheld, due to the disturbed conditions in the food market.

PEOPLE RECEPTIVE.

"We came to this conclusion: The people are thinking about foods just now, as never before. Hence they are receptive. What better time could be chosen to present our claims for the Del Monte brands? The short of it is we decided it would be better to in-

SUNSHINE BISCUITS GET DEALERS TO ADVERTISE

Local Merchants Play Up Branded Goods—Great Baking Concern Directed by J. L. Loose, Safely Turns Corner of Price Advancement of Their Trade-Marked Products.

The man who dropped the shadow under the word "Sunshine" and thereby created an animated trade-mark which has attracted the attention of the nation, is J. L. Loose, the same man who invented the double soda cracker and many other novel biscuit delicacies and staples.

He is the head of the great Loose-Wiles Biscuit Company, producing today more than 350 brands of biscuits from nine great baking plants, and with 100 branch offices scattered over the country. The concern gives employment to more than 20,000 people. It has been in the field fourteen years, though the genius back of it has been a biscuit baker for forty years.

ADVERTISING HELPS.

"Very plainly a good measure of the great success of this concern is built upon conservative advertising," said C. K. Woodbridge, sales manager. "We believe in newspaper advertising for the local appeal. Especially is it valuable when there is a news value in the copy, such as special sales afford. We are successful now in making trade deals with local dealers to publish in newspapers cooperative advertising, featuring Sunshine Biscuits."

He exhibited pages from several large newspapers which contained half-tone illustrations of local shops where Sunshine products are sold, together with the trade-marks and general advertising of the Loose-Wiles Company. He said that these pages were made up locally and paid for by the retailers.

Mr. Woodbridge made an appeal for dealer cooperation in the matter of display to correlate with advertising. He said: "We may have advertising that may draw trade, but without attractive and convenient forms of retail-store display we will fall short of our desire to make quick turn-overs and have few left-overs."

"I believe that the newspapers can materially assist manufacturers of standard advertised merchandise by educating dealers to take full advantage of such advertising."

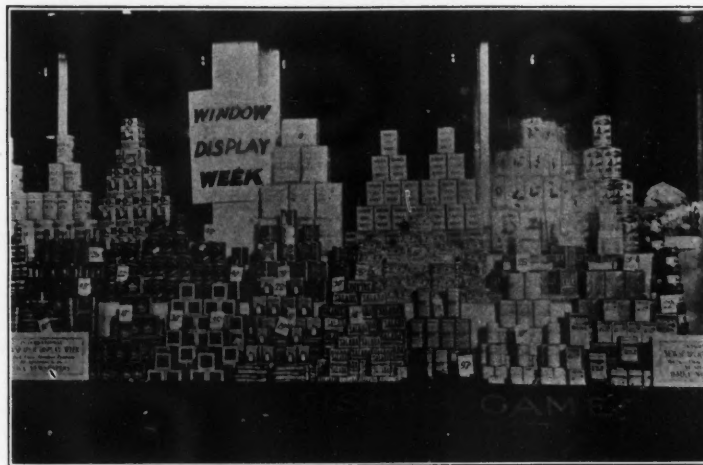
Speaking of trade conditions, Mr. Woodbridge said that though his company held off as long as possible from advancing prices of advertised brands, the cost of raw material finally forced an increase. The volume of sales has continued as before, he said.

Every Evening Food Show

In line with its policy of paying strict attention to public interest in foods Every Evening, of Wilmington, Del., this week conducted a Cooking School at Pythian Castle, that city, where Mrs. Florence Austin Chase, a cooking expert, lectured and demonstrated, two hours each day, for five days.

The paper carried special copy from local advertisers, a number of whom exhibited at the auditorium.

Business Manager William F. Mitten writes THE EDITOR AND PUBLISHER that the project cost about \$500, which expense was offset by extra business. Under normal conditions he believes the show would have shown a good profit. "The paper was more than compensated by the appreciation of women readers," he added.



HOW A GROCER MAY HELP HIMSELF AND YOU.

Thousands of windows were dressed with advertised brands during International Newspaper Window Display Week, but every week is display week, in cities where newspaper men cooperate with retailers.

ADVERTISE FOOD NOW IS PACKER'S ADVICE

With Markets Unsettled, Big California Concern Thought of Retrenchment, but Decided to Expand, as Public Is in Receptive Mood—Prospect of Newspapers Getting Share of Appropriations.

Illumination in regard to the Pacific Coast preserved-fruit, vegetable, and fish industry came this week from George N. Armsby, general manager of the California Packing Corporation, who was seen at the Ritz-Cariton by a reporter for THE EDITOR AND PUBLISHER.

"Our whole problem centres around the shortage of labor," he said. "The market is wide open, both here and abroad. It is with the greatest difficulty that we are able to obtain a sufficient force of men, capable of fishing and manning packing machinery, to do the work in hand.

"We are sold for many months ahead.

WILL USE NEWSPAPERS.

"Our company not only packs the Del Monte brands, but also controls the Sunkist brands on preserved fruits. The ramifications of our industry are wide and are rapidly widening. We have national distribution, and on these products, Sunkist brands are controlled by designated local jobbers, but Del Monte brands are distributed generally.

"We have a large contract for national-magazine advertising, and propose to use newspapers in a supplemental sense for the present. I will admit that I am deeply impressed by the newspaper appeal, and I dare say that there will be an increasing amount of newspaper advertising for the Del Monte brands.

"If you wish to know how my company feels about advertising, I think I cannot make it plainer than by citing a recent instance. As I have told you, we are sold for months ahead. We know that this does not mean that the

crease our space than eliminate it at the present time. There was never a better time to establish good-will for a brand."

Mr. Armsby, while viewing advertising from the point of advantage of his corporation, said that he regarded industrial advertising by associations, such as in the instance of the fresh-orange and lemon Sunkist campaign, to be one of the most efficient and exemplary of modern commercial departures.

Asked to specify what his company proposed in the matter of newspaper advertising, beyond the general statement quoted herewith, Mr. Armsby smiled and said: "Well, I think well of newspaper advertising for the promotion of food brands, and if Mr. Thomson, of the Bureau of Advertising, continues with his persistent presentation of the newspaper case, I guess the newspapers will get their share of our appropriations, all right."

Baltimore News's Food Page

Describing the activities of the Baltimore News, W. J. Hatten, the food specialist of the paper, writes THE EDITOR AND PUBLISHER as follows:

"We maintain a food page which is issued every Friday. This consists of articles of value to the housewife, and the market prices of all edibles on sale. We receive from two to three hundred letters weekly from readers asking questions relative to our articles.

"We have called on the local retail grocers and endeavored to educate them to cooperate with advertisers.

"We have worked with sales forces in laying out routes, helping them get distribution and securing window trims, etc.

"Our page has enabled us to create a number of local accounts, such as grocers, meat markets, fruit stores, confectioners, bakers, etc."

Utterior motives are anchors that retard progress.

HOW STAR HELPS SALE OF ADVERTISED FOODS

Recently Induced 69 Washington Merchants to Show Public in Window Displays that Prices Had Not Unreasonably Been Raised—Fleming Newbold's Live-Wire Campaigning.

Fleming Newbold, business manager of the Washington (D. C.) Evening Star, has made food advertising an absorbing study, and his attitude toward the subject is based on sound common sense.

"Food," he said, "is man's primal need. It heads the list of necessities, because it is the one thing that must be had and must be bought every day. So why shouldn't the Star or any other newspaper which is universally read in its community, do everything possible to make food advertising accomplish the greatest good."

Several years ago Mr. Newbold inaugurated his campaign in the interest of food advertising with a series of epigrammatic statements advocating the advantages and effectiveness of newspaper advertising to create local demand for nationally advertised food products. These statements, written in crayon and signed "Bill Wise," were reproduced on newspaper-size sheets, and mailed not only to all the retail and wholesale grocery trade in Washington, but to all national advertisers and advertising agents.

OFFER SPECIAL SERVICE.

This "stunt" was followed by a series of personal letters to food manufacturers offering the service of the Star's corps of competent advertising men to gather valuable trade statistics and to promote systematic dealer co-operation.

Then the Star's "Trade Co-Operator" made its appearance. This four-page paper, published in full newspaper size, contains reproductions of all current food advertisements appearing in the Star. The Co-Operator, published quarterly, advises dealers to prominently display all advertised goods, so as to reap full benefit from the advertising being done in their interest by the manufacturers. Window and store displays are constantly suggested, dealers are urged to mention the advertised food products in their own newspaper announcements, and suitable signs are furnished notifying the public that "This Store Sells Food Products Advertised in the Star."

Food advertising is steadily winning its way in convincing the public of the convenience, the safety, the satisfaction—and with these three essentials in the balance—naturally the economy of buying nationally newspaper advertised food products. Through the resourcefulness of Mr. Newbold the Star is constantly doing something different and effective to convince dealers that their surest profits are realized from quick turnovers of stock occasioned by an ever-increasing demand for nationally advertised food products.

REMARKABLE DEMONSTRATION.

Along this line, Mr. Newbold is just concluding a campaign to prove the statement recently made by the Association of National Advertisers, that "advertising cuts the cost of distribution and selling." Local dealers were induced to arrange striking window displays of advertised goods, with conspicuously printed signs announcing "No Increase in Price of These Goods Advertised in the Newspapers," or "No Unreasonable Increase in Price of These Goods Advertised in the Newspapers." These window displays of sixty-nine prominent merchants in Washington attracted great at-

tention and proved convincing. Photographs were made of the most attractive exhibits and a full-page lay-out is being prepared for distribution to manufacturers and agents as the Star's tangible proof that "newspaper advertising cuts the cost of distribution and selling."

GOOD COPY BUILDS 18 STORES

It was a Big Day for This Grocer When He Signed Newspaper Contract.

The Wilkes-Barre (Pa.) Times-Leader had done much in the way of developing food advertising accounts. The manner in which small local business has been unearthed is worthy of particular mention.



J. F. FORESTAL.

About five years ago, a representative of the Times-Leader called on a small dealer named Mullison. He pointed out the benefits of newspaper advertising and succeeded in landing a contract, which called for thirty inches of display every Wednesday.

Mullison's copy was crisp and he met with remarkable success.

Gradually he increased his space and his business jumped with leaps and bounds. To-day he has eighteen stores in the vicinity of Wilkes-Barre, and he attributes his growth to newspaper advertising and particularly to the Times-Leader. Until a year ago Mullison confined his publicity to our publication alone, but now he uses three mediums.

The success of Mullison attracted other small grocers, and to-day the Times-Leader is carrying several of these accounts. The Times-Leader was deeply interesting in Mullison's advertising experiment and gave him unusual attention. Suggestions as to copy were made and he was assisted in every manner possible.

"Regarding national business, the Times-Leader bends every effort to aid the advertisers," said Joseph F. Forestal, business manager. "Our advertising staff is always ready and willing to lend assistance to campaigns. We give our knowledge of local conditions in order to make the copy bring better results. Our news room co-operates with us, and our news columns contain crisp and snappy stories on foodstuffs daily.

"That our co-operation and unusually large circulation have proved satisfactory to national advertisers, is proved by the fact that the Times-Leader leads in food advertising accounts in this vicinity. We make a special bid for this class of business and devote our energies in a direction that will prove beneficial to the advertiser."

The most thoroughly deceived man is the manufacturer who imagines he is escaping advertising cost when he gives free samples of his article to the public.

The 100 per cent. advertising value is that which reaches and convinces both dealer and consumer, so that the former says to the latter: "This article is all right."

Three-fourths of all advertised food products are newspaper advertised.

Last year 1,450 food products were advertised by name or brand in daily newspapers.

STORY OF GLOBE'S PURE FOOD FIGHT

Written for THE EDITOR AND PUBLISHER

By JASON ROGERS

WE of the New York Globe are perfectly willing to admit that we are proud of our pure-food campaign and what it has accomplished. what it has accomplished.

Back of the achievement is the story of a newspaper fight which is familiar to many thousands of New York people. My purpose in consenting to repeat it in the Special Food Number of THE EDITOR AND PUBLISHER is that I hope it may stir other newspaper publishers to enter this very interesting and at times exciting field. Globe men feel that it is not only an important newspaper stunt, but that it has been a service to the public which has few equals in contemporary journalism.

It was in December, 1912, that the Globe assigned Alfred W. McCann, once an actor, but a born fighting newspaper reporter, to write a series of articles on food subjects. He was employed as a reporter, with absolutely no thought that his work would ever develop a new field of advertising. He was animated by a heated desire to expose some of the villainy and rottenness underlying the food market in New York, and the Globe told him to shoot away, with nothing to fear except misstatement of fact.

CRUSADE IS SENSATIONAL.

McCann opened up a closet of villainy which made New York shudder. He exposed fake foods and deceitful practice in a campaign which presently became so violent that the very existence of the Globe was at stake. This reporter demonstrated that he was honest, as well as fearless, and the newspaper stood behind him for final triumph or for destruction.

I have never known a man like McCann, nor have I ever seen work like his. No man ever made so many strong friends and so many strong enemies in activities affecting the food industry. Zealous, hard to convince, but once convinced inflexible, expressing sincerity of purpose in every word, a hard-hitter, but at heart a gentle spirit and an altruist of the deepest dye, McCann soon fixed his place in journalism.

Women who as food buyers and cooks were struck by his statements began to respond to his campaign. They started writing to him by the hundreds and thousands, asking questions about food. They asked him to come and lecture before their clubs. They wanted to know what to avoid and how to obtain pure, wholesome, honest foods.

McCann answered their questions as best he could. He had helped every reader of the Globe to a better knowledge of foods, food values, nutrition, and standards of cleanliness and sanitation in food preparation.

LOSS AND PROFIT.

McCann's articles exposing misbranding, adulteration, and kindred food malpractices made a distinct impression upon the minds of the readers and brought down upon the Globe the wrath and the punishment of numerous shortsighted advertising food producers, and the early campaign cost the Globe the loss of many thousands of dollars' worth of advertising. McCann's articles produced many court proceedings—not libel suits, but prosecution of crooks—and more than 200 convictions of food-law violators, with jail sentences for many flagrant offenders.

I recall the day when I suggested

the food directory as a process for producing a constructive service for readers and the maker of honest foods. It was a device to answer upwards of 50,000 letters from readers asking what foods were good and where could they be bought.

I recall figuring the thing out on a train coming East. We decided that the directory should be under the supervision of McCann, and that we would accept no food for representation in the directory that did not have his unqualified O. K., and that there should be a minimum space of one inch and a maximum space of four inches, single column, to any food advertiser.

I told the office to try it out. Shortly after this I happened to go West, and it was while I was away that the experiment was made. It was a general advertising canvass, without much regulation or system to it, and it did not succeed. Some dealers were unkind enough to suggest that it was only another newspaper scheme to part an advertiser from his money.

THE FIRST CANVASS.

The advertising department fell down on the scheme so on my return I went out on the solicitation myself. I was perfectly frank with the advertisers I saw. I told them that we were making the fight as an editorial enterprise, without any relation to advertising and solely in the interest of Globe readers. It was a worth-while project, and we were proud of it.

We did not damn all foods and we did not spare any one who merited condemnation. We also presented all of the facts, without fear or favor. I told them the truth about the questions that were pouring in on McCann from women. I offered them the maximum or the minimum space in the directory, provided McCann would pass their goods, and expressed the belief that it would be good advertising.

Without much of an effort we secured, the first few days, about a dozen accounts, all subject to McCann's approval.

From this beginning the Globe's Pure Food Directory has become an institution, as highly valued by the average reader as by the advertisers.

We did not solicit food advertising for sixteen months after McCann opened his work. If we had, I suppose some of McCann's inflamed enemies would have called us blackmailers or crooks.

The Globe's Pure Food Directory is published under a label which reads:

"Every article advertised in this department is in accord with the New York Globe's standard as determined by Alfred W. McCann.

The Globe's standards are higher than the law. These standards demand absolute freedom from benzoic acid, hydrofluoric acid, sulphurous acid, or their salts, or any other non-condimental preservative. They demand absolute freedom from coal-tar dyes or any poisonous vegetable color. They demand that all foods shall be free from fillers, and they shall not be processed, bleached, coated, or stained in any manner calculated to make them appear better than they really are. Dishonest, misleading, extravagant, or obscure statements on the label will not be countenanced.

"Globe endorsement covers only a

(Concluded on page 40)

**THOMSON SAYS FOOD ADVERTISING
WORTH \$75,000,000 TO DAILY PRESS**

Inspiring Interview with Bureau Chief Who Sees Greatest Opportunity in this Field for Wide-Awake Advertising Genius—Vision of Industrial Advertising Looms Big—Tells of the Science of Co-ordinated Advertising and Distribution.

SOME of the broader aspects of the great food-advertising, enterprise of the nation were discussed this week by William A. Thomson, director of the bureau of advertising, A. N. P. A., in an interview with a representative of the EDITOR AND PUBLISHER.

It is the unqualified opinion of this advertising expert that the eventual possibilities for the development of food advertising far out-distance those of any other community in the whole realm of commercial publicity, and he declared that the position of this industry commands the intensive study of all publishers.

WORTH \$75,000,000 PER YEAR.

"Let us examine this field," said Mr. Thomson, "and start with the general statistics. We estimate that the total money spent in the United States for advertising in all forms is approximately \$650,000,000 per annum. Of that amount more than half is spent with newspapers. National advertising running in newspapers amounted in 1916 to upwards of \$75,000,000. Perhaps a third of this relates to food. Local food advertising is a heavy item in most cities. I have no figures on the subject, but I would think it a fair estimate that \$75,000,000 is the advertising revenue from food producers and food merchants by newspapers of all classes in this country per year.

"These figures may be rather startling to some, but if you would really get your eyes open to this subject, you had best consider the food resources, the limitless possibilities for advertising them, and take these in relation to the trend of the times.

GREAT CROPS COMING.

"In this great year of war stress it is believed by the authorities at Washington that we will have the largest crop yield in our history. We are to go in for intensive farming on a great scale. Farmers are urged to make every acre of land give forth its maximum harvest. While the war will call thousands from the fields, many thousands of new hands, motivated by patriotism, will turn in their effort that our own population as well as our allies may have food.

"When we think that the chief means of bringing buyer and seller together in this country is newspaper advertising the fact that a possible only \$75,000,000 is spent annually in the dailies to promote the sale of all foodstuffs among our vast population is worthy of the careful attention of every publisher, for it indicates that the greatest field is still undeveloped.

GLIMPSE OF THE FUTURE.

"Let us consider the practical operation of selling food products. Most of the foods advertised are branded articles. To my mind this does not mean that staples sold in bulk cannot be successfully advertised. It means that we have merely reached that stage of advertising sense. When we develop more commercial imagination we will use advertising industrially as well as corporately.

"Much can be said in favor of industrial advertising, especially as it relates to food commodities. It presents a vision of the future. It is a



WILLIAM A. THOMSON.

thing to think of and work for. The day is coming when it will not be possible for a plethora of food to waste in one section of this country, merely because people in another section, who need that food, cannot learn of its existence and bring it to its own market. Newspaper advertising is the key to this problem.

"The American housewife has accepted branded groceries and the dealer who would attempt to turn back to the old, dirty, wasteful methods of selling from barrel and box would not survive in any American community.

"Let us review the advertising system and possibilities in the case of a branded food product. In the first instance, the manufacturer or packer must produce a worthy article. He must determine the quantity value and the price and make them consistent. He must be prepared to supply the market and must fix liberal profits for himself and fair discounts for dealers.

"Next he must decide on his market. In this regard I wish to emphasize that the modern method of selling is to open the logical markets nearest to the point of production. The fields over yonder may look green, but the wise manufacturer knows that there is expense in trading at distances, for everything from shipping to telegraph and travel charges. I have seen manufacturers, in the old days, swell with pride as they told how their goods were on sale at far distant places, while they had to admit that territory near at hand was untouched. That day is passing.

FORMULA FOR SUCCESS.

"After all this has been done the modern manufacturer, however much he may value his sales force, must realize that he is helpless without some method of creating a public demand for his goods. We hear now and then of instances where branded goods have been sold without being backed by advertising, but we do not hear of the sacrifices entailed in such transactions. The manufacturer who resists advertising comes to know painfully that he has taken the line of most resistance

before seeing his way through a selling campaign.

"He must meet the dealer with some reasonable answer to his insistent question: 'Will you spend your money to create a demand?' If he refuses to advertise the average dealer will turn him down, for no dealer has the time nor the philanthropic motive to do for one manufacturer what another manufacturer is willing to do for himself.

"When you hear that a branded article is being sold to dealers without advertising to back it you may know for a certainty that some one is making a sacrifice. Either the manufacturer is giving the dealer a long profit, is giving the consumer a short product, or the dealer—wholesaler, or retailer—is carrying an unnatural burden for the manufacturer. The specialty salesman, unsupported by advertising, has a hard row to hoe, and he is expensive.

"In the choice of mediums of advertising it would be an excellent thing if every manufacturer would stick to the same business principle that animates him when he is buying raw materials—that is, the best buy in quantity and quality for the least money.

LIKENED TO FARMING.

"Let me present this view of the matter in the terms of agriculture: Every one who knows anything of the system of soil cultivation in America is aware of the fact that more good land is wasted than is cultivated. We are all conscious of the fact that the model American farmer is the intensive farmer, the man who makes every inch of his land yield to capacity, who plants and cultivates scientifically and reaps ten to the one of the loose farmer who merely scatters his seed over wide areas, hit and miss.

"It seems to me that the wise manufacturer selects a logical field for his goods and then proceeds to cultivate intensively that field. As he does not scatter he does not waste. The method is local, and hence, to coordinate properly advertising and selling forces, a local medium must be used. It is, of course, the daily newspaper.

"Everybody reads the newspaper. Saturation is complete. It is not a case, as with the magazine advertising, of a few of the people of a city learning of the merits of the article and demanding it, only to find that it is not on sale at the corner grocery. There is nothing in advertising so futile as trying to force dealers to stock goods by creating a scattered and minor demand. Dealers stock goods when they themselves see the advertising in print, as they do when newspapers are used, and when they feel the public demand is something more than a mere bluff and forced evidence of demand, as in the case when a salesman goes about with advertising copy which he says is running or is about to appear in magazines published at some far distant point and whose combined local circulation is less than that of the smallest local paper. This salesman must first sell the publication to the dealer before he can hope to place his goods.

"The average grocer of this day and age is wise enough, through sad experience, not to stock goods which have only small chance of moving from his shelves unless he himself becomes an unpaid advertising force and spends his time in recommending them to his customers. Furthermore, the average consumer, especially the experienced housewife, resents with good reason any

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SPRINGFIELD UNION'S PLAN

Helps Food Merchants to Push Wares and Readers to Appreciate Values.

Since the establishment of the Springfield Union's Coöperative Service Department, two years ago, that newspaper has placed at the disposal of advertisers a comprehensive merchandising plan.

First, dealers were educated to the importance of stocking and featuring products standardized by advertising. An intensive campaign consisting of letters, illustrated dealer, circulars, news publicity, and personal visits compelled retailer attention.

The consumer was reached through various channels. The Union's Domestic

Science School is an annual event, never failing to attract a large audience. Last fall a letter-writing contest, open to all women, was conducted as a special feature. The subject was, "Why I Use Advertised Package Foods in My Home." Attractive prizes were offered and hundreds of letters received.

The prize-winning letters were published as a special feature. The Union has printed a large number of the other letters since as an urge to advertiser and consumer.

Every day the Union prints from one to two pages of food products advertising, surrounded by the proper atmosphere of news matter. A "Pure Food Page" is published Wednesday evenings and Thursday mornings with a special article and a heavy volume of advertising. The Woman's and Household Pages each day contain high class editorials, which bring many letters.

Union Service men make trade investigations and furnish concise, analytical reports on any product. They call on wholesale and retail dealers and even interview consumers to secure data bearing on the copy or selling policy. Sales men are invited to headquarters at the Union office. They are furnished with introductory letters to dealers, proofs of advertising and other material.

Their selling arguments are linked to the Union's own work among the retailers. Frequently a Union representative accompanies them in visiting played an important part in securing dealers. The service department has distribution for many new products.

Dealers are made acquainted with new advertising campaigns by means of letters and circulars containing proofs of the advertising. They are urged to coöperate in the campaign and get their share in the results.

Quebec Now Advertises

MONROE, May 24.—The Government of the province of Quebec is the latest local government in Canada to launch an advertising campaign. Three advertisements, aggregating 1,200 lines, are to appear in every daily and weekly paper in the province for the purpose of securing increased farm help this summer. The provincial Department of Agriculture is doing the advertising, copy being prepared and placed by the Canadian Advertising Agency, Ltd., Montreal.



D. R. O'BRIEN, Director Coöperative Service Department the Springfield Union.

CANADIAN PROVINCES TO DO MORE ADVERTISING

Profitable Six Weeks' Trip Made by John M. Imrie, Manager of Canadian Press, Inc., to Four Provincial Governments, in Campaign to Promote Newspaper Publicity.

That educational advertising in the newspapers is likely to be used extensively in the work of each of the four Provincial Governments in Western Canada, is the report of John M. Imrie, manager of Canadian Press Association, Inc., on his return from a six week's trip through western Canada.

Mr. Imrie's trip was for the dual purpose of attending meetings of the newspaper publishers of each of the western Provinces and doing advertising-promotion work with the Western Provincial Governments. Plans and estimates of cost for from three to five distinct advertising campaigns were submitted to each Provincial Government.

Two educational campaigns to stimulate agricultural production through advertising were proposed to each government. The respective purposes of these two campaigns were to urge increase of food supplies by intensive gardening in the backyards and vacant lots of the cities, towns, and villages; and, second, to present to all the farmers of the Province, through illustrated educational advertisements, the gist of the information that is now being distributed through bulletins and reports to only a small proportion of them; the bulletins and reports to be sent only to those farmers who request them in response to the offer of them in the advertisements—the advertisements to be the main feature of the educational work.

SOME ADVERTISING BEGUN.

The Alberta Government accepted at once the proposal in regard to the cultivation of backyards and vacant lots in the cities, towns, and villages. A series of 30-inch illustrated advertisements commenced last week in each of the one hundred daily and weekly newspapers of Alberta. The Alberta Government will give consideration later on to the question of a continuous educational advertising campaign to farmers.

While for various reasons none of the other three Provincial Governments gave definite decisions in regard to either of these two proposed campaigns there is good reason to believe that at least two of them will commence in the near future continuous educational advertising to farmers, and that in the case of one Government there will be coupled with such advertising an appeal to city, town, and village dwellers for the production of vegetables in backyards and vacant lots.

As the Manitoba and Alberta Governments had decided upon domestic flotations of bonds, Mr. Imrie proposed to both Governments that the bonds should be offered direct to the people of the Province through educational advertising in the newspapers. Both Governments intimated that they would do some educational advertising along the line suggested, but as the bonds will not be offered for some time, the extent of that advertising has not yet been determined.

ADVERTISING NEW LEGISLATION.

It was suggested by Mr. Imrie to each of the four Provincial Governments that at the close of each session of the Provincial Legislature the

WHAT A PUBLICITY LAW MIGHT DO FOR THE COUNTRY

By GEORGE W. PERKINS.

Written for THE EDITOR AND PUBLISHER.

IF Congress, years ago, had enacted a publicity law, instead of the Sherman Anti-Trust measure, we would be much further along in settling the problems affecting the relations between capital and labor than we are at present.

The more I see and know of publicity through advertising the more I am for it. The institutions with which I have been connected during the past twenty-five years have spent millions of dollars to inform the people fully upon matters concerning their affairs. For years it was the policy of corporations to ignore the public's right to a more intimate knowledge of their affairs. They have appeared to think that it was not entitled to anything more than perfunctory statements. If a gift was made to any cause, they concealed the fact from the stockholders, and their first concern was to find out what account it could be charged to that would prevent the public from knowing about it.

Recently the United States Steel Corporation gave \$50,000 to the war fund of the Y. M. C. A. and the fact was made public without the slightest hesitation. This indicates the change that has taken place in the attitude of great business institutions toward publicity. If you trust the people they will trust you.

PUBLICITY THE CURE-ALL.

The more I have studied, worked with and seen the results of full, frank, and complete publicity, the more I have come to believe that it is almost a cure-all for many of our modern business ills. I believe that the reason why publicity in our day and generation can accomplish so much is primarily because of the intelligence and fair-mindedness of our people. I believe that all our people as a whole, want or ask for is a fair, square, deal. They do not expect managers of business concerns or leaders of political parties to be infallible; they know they are human and liable to make mistakes; but the people want to know how their business managers and political leaders handle the affairs entrusted to them.

We Americans are not afraid of things simply because they are big, provided that they are big in the open, above-board; but we are afraid of large aggregates of secretive, blind-pool methods. And it is largely because of secretive, blind-pool methods that our people have been afraid of large aggregates of capital under what is known as corporate control. That is why they have been afraid of legislation conducted by a small group of men in star-chamber councils.

So far as complete publicity has been practiced in our large industrial corporations it has been equally successful. Is it not high time, therefore, that we gave more thought to, and applied in a more practical way, the principle of publicity in our industrial and political affairs?

Publicity would accomplish what the Sherman law does not, viz., abolish false prospectuses, over-capitalization and stock-watering. Full and complete publicity would practically do away with these and kindred bad practices and crimes which are constantly recurring and for which the public has no redress at present.

GOVERNMENT SHOULD ADVERTISE FOODS.

Take the matter of our food. The public in our great cities, especially in the congested districts, under our present system have no method of knowing when certain articles of food are in great abundance or what the fair average price ought to be.

For a long while I have believed that there should be bulletins issued through a duly authorized city or State agency, which would inform the people as to the supply of food and a fair price at which it should be selling. I think these bulletins should be distributed very generally through the public schools and placed in a definite space in the newspapers where the people could look for them and where from day to day as occasion required statements to the public might be made. Information of this sort would be of the greatest possible value to the thousands of people in a great city like New York and it would have a very salutary effect on the speculator and gambler in food products who, under the present system reaps his harvest largely because of the fact that the purchasing public is entirely uninformed as to food values and food supply.

In short, I believe in thorough-going publicity, complete and full, in almost all our affairs. If practiced honestly and frankly, it would injure no business, but help all business and be the greatest possible protection to the public as a whole.

Important legislation of the session should be adequately presented to the people of the Province through the publication as advertising of a frank, unbiased summary of such legislation above the signature of the Government. The Alberta Government intimated that it would do the advertising suggested, at least in so far as certain important acts of the session then about to close are concerned, and that possibly all the important legislation of that session would be covered. Another Government that has not yet formally announced its acceptance of the suggestion is considering it so favorably that the Publicity Commissioner for the Government has now in preparation the copy for the proposed summary. The matter is still under consideration by the other

two Provincial Governments with very least one of those two Governments.

CREATING NEW MARKETS.

That the British Columbia Government should conduct Dominion-wide educational advertising campaigns to extend the markets for British Columbia timber and fish, respectively, were two of the suggestions made to the British Columbia Government in addition to the suggestions referred to above. Both suggestions received very favorable consideration, and it was intimated that something would be done within a year to create new markets for British Columbia timber in other provinces of the Dominion.

While in the city of Medicine Hat, Alta., Mr. Imrie addressed a joint meet-

ing of the City Council and the Board of Trade in connection with the problem of profitably operating the comparatively large municipal electric current plant in that city. The problem has been found a difficult one because of the competition of natural gas, which is found locally and is sold at very low rates. The solution suggested by Mr. Imrie was an educational advertising campaign in the press of the city setting forth the many and varied uses of electricity in the home, the convenience and safety with which it can be used, etc. An interesting discussion followed Mr. Imrie's address, at the close of which the Mayor intimated that provision for the educational advertising campaign suggested would be made in the estimates of the City Council.

War Time Shifts in Lynchburg

LYNCHBURG, Va., May 24.—Several changes have recently been made on the News and the Daily Advance (afternoon), as the result of the departure of Managing Editor Powell Glass for the officers' training camp, and the anticipated call of Carter Glass, jr., telegraph editor of the afternoon paper to the same post. The latter has received his commission as second lieutenant in the O. R. C., and will be called to the colors in a few days. During their absence, Chas. S. Barnette, telegraph editor of the News, has been transferred to the Daily Advance, and Julian T. Baber, on the Advance staff for six years, will succeed Barnette. Ralph Wheatley, on the News staff, displaces Baber on the Advance.

New League Growing

The Federal Defence Press League, Chapter 1, of the Pittsburgh Press Club District, has had an application from the newspaper men of Harrisburg, Pa., also Wheeling, W. Va., that a chapter be started at each of these points. During the week over 300 newspaper men of western Pennsylvania have applied for membership in the Pittsburgh chapter. J. K. Burnett is president of the organization.

Old Papers in Demand in China

Consul-General George E. Anderson, of Hongkong, China, is quoted in the Consular Bulletin as stating that trade in old newspapers already established in Hongkong is spreading to various other portions of the Far East, and Hongkong importers are placing orders in the United States for such material to be shipped to Java and other places in the East Indies.

Highway Signs to Come Down

All advertising signs are to be taken down by the California State Highway Commission before the next touring season starts. It is planned that the Commission will erect its own signs and markers, tourists to lose nothing in the way of directions by the removal of the advertising signs, it is announced.

To Protect News in Transit

A bill to protect newspapers and press associations has been introduced in the Senate of Illinois by Senator Kessinger, of Aurora. It proposes that any one who shall wrongfully take from a telegraph company any information from any news dispatches addressed to a newspaper and send it to another newspaper shall be guilty of a misdemeanor and subject to fine of \$1,000.

**CO-OPERATION YIELDS
\$40,000 AD REVENUE**

Methods by Which Columbus (O.) Despatch Has Widened Its Service to Advertisers and Established Powerful Relations with Majority of Local Retail Dealers.

Coöperation with advertisers has developed for the Columbus (O.) Despatch more than \$40,000 of new business, according to Harry M. Miller, manager of the service department.

A large part of this came from national advertisers. It has put the paper in a position of dominance among retail grocers and druggists," said Mr. Miller in an interview with THE EDITOR AND PUBLISHER.

"In July, 1915, the Despatch started the service and coöperative department. It took half a year to properly organize it, secure the trade data, and open the channels to the grocer and drug trades. We had a display sign made, circular in form, reading:

We Sell Products Advertised
in the Despatch.

This store gives value—quality—service.

"To-day 486 of the 612 groceries of the city display this sign on their doors or windows. These stores are pledged to coöperate with the despatch in pushing Despatch advertised goods.

"The facts in relation to the character and location of the stores has been tabulated on cards. They indicate just what the grocer will do to aid in an advertising campaign, what his preferences are, as well as his facilities. They also show what paper the grocer reads.

"The Despatch food department runs from three to five pages.

A DEFINITE SERVICE.

"The object of this work is to assist the national advertiser in a definite way. A campaign becomes effective through these means. We link the campaigns in behalf of pure foods with our Grocery Coöperative Plan through which this department insures a favorable attitude on the part of the retailer toward Despatch advertised pure foods and stimulates a larger consuming demand. In this educational campaign we have made personal calls on all grocers, giving them talks on the advantages of pushing and properly displaying advertised brands of food products.

"In persistent and striking advertising the Despatch calls attention to stores displaying our sign, educating citizens to patronize those stores. Besides full-page copy run in the Despatch at frequent intervals, containing the names and addresses of all 'Top Notch Grocers' displaying our sign, and a page inserted monthly in the retail grocers' magazine, smaller copy appears weekly in 'Home Economics,' which is a section of the paper, boosting Despatch advertised pure foods and urging housewives to use the products advertised in our 'Better Foods' section.

"Food advertising is concentrated in our semi-weekly 'Home Economics' section, supported liberally with editorial copy of a high value to housekeepers.

"When a salesman comes to our office he is furnished with sheets covering every grocery store and a map to facilitate the canvass. We coöperate with him to the fullest extent.

"Once a week we carry a half-page advertising feature called 'Market Basket Specials' which includes the announcements of some forty Columbus grocers, running on a six months' contract.

"In addition to the coöperation service, our department does a promotion and scheme-page business. The department

FOOD PRODUCERS SHOULD USE DAILY NEWSPAPERS

By CHARLIE MILLER

Assistant to Publisher and Advertising Manager the Birmingham News.

WHILE a great many manufacturers of food products have realized the advantages of using the daily newspapers over the magazines and weeklies, yet there are still many millions of dollars spent in the magazines that could be more profitably spent in the daily newspapers.



CHARLIE MILLER.

Many manufacturers who want to introduce a new food product, rush into the magazines or weeklies, usually with a coupon asking the jobber to write, and then sit back and wait for results, but after waiting some time they usually discover they must do localized work.

The other day I talked to the president of a concern manufacturing a new fruit juice. He was using full-page copy in a well-known weekly, yet after waiting for direct results, without much response, his firm found it necessary to cover cities with a special corps of canvassers and demonstrators. He was astounded when I told him of the coöperation he could secure from daily newspapers with promotion departments. For instance, we were able to get him a broker and secure splendid demonstrations without expense, after he had inserted one small ad. The magazines had done nothing for him in the local field.

My idea of introducing a new food product is to pick a few good towns and use local newspapers that will coöperate. The manufacturer can then test out his campaign and strengthen it if it needs strengthening for the other cities. Surely it is better to thoroughly cover one district and secure proper distribution and sales, than attempt to cover the country in a general way.

SERVICE TO ADVERTISERS.

In Birmingham we appreciate food advertising and maintain a strong Coöperation Department. We secure brokers and jobbers for any food manufacturer. We give advertisers full information based on our comprehensive system of investigation.

The writer personally has been active in the organization of a Retail Grocers' and Butchers' Association, composed of about 125 of the best retail grocers and butchers in the city. Each store carries our sign reading: "This store is a member of the Retail Grocers' and Butchers' Association. We sell and recommend the pure foods advertised in the Birmingham News, the South's greatest newspaper."

As new foods are advertised in the News, the members of the Association are told about these campaigns. Occasionally the foods are sampled at the Association meetings. As new food campaigns start in the News, we issue a broadside to the retailers, explaining the selling points. The writer personally works with the salesmen, in calling on the jobbers, or retail trade. During a butter campaign, advertised exclusively in the News, we secured over 60 window displays. Our department includes two expert window dressers in addition to food and specialty salesmen.

We always carefully examine the merits of the article to be advertised, and to retain public confidence we do not overload dealers. The grocers and butchers here know we give a square deal. We are in position to get a hearing and introduce goods. The advertiser who confines himself to magazines gets no local coöperation and misses the meat of the modern cocoanut.

As I am writing this, three of our young ladies are calling up the housekeepers of Birmingham to tell them of a new food product that is being introduced through the columns of the News. Only a newspaper may give such coöperation. I believe the day is coming when 95 per cent. of the things sold in a grocery store will be sold in package form and will be called for by the brand name. The quickest and surest way to bring this about is for the manufacturers to use the daily newspapers.

consists of five members, aided by others from the advertising staff, when needed."

UNEEDA SAILS MERRILY ON

Famous "13" Brand Sells as Well at Increased Prices, Raised by War.

With the former 5-cent package of Uneeda Biscuit selling in the retail market for 8 cents, or two packages for 15 cents, and the other sizes in proportion, due to a 50 per cent. increase in the cost of materials, there has been no appreciable decline in the sales of these brands, which were so largely placed in national distribution through the agency of advertising, according to A. C. Mace, advertising manager of the National Biscuit Company.

"The people want our brands because they know them, like them, trust them," he said. "When it was possible to make them at the old prices it was done; now that it is impossible, the public has come generously to face the situation of increased prices."

Uneeda Biscuit, by the way, is a brand which defies all of the superstitions. The word contains 13 letters, it was sprung on the public on the 13th of the month, the initial advertising appropriation was \$13,000, and the first recorded sale was 1,300 packages.

The wise grocer is the one who takes advantage of national advertising to show his public he is abreast of the times.

**HALF MILLION LINES
TRENTON TIMES' RECORD**

Just by Printing Wholesome, Carefully Edited Food News of Interest to Every Housewife and Dealer—How Space Has Grown—Food Shows an Important Feature.

By OWEN MOON, JR.
Manager Trenton Times.

It is our belief that the Times record of over half a million lines of food advertising annually is purely a result of our news service.

In the matter of service, we do little in the way of sales effort, believing our field and our function is to interest the reader. Consequently, some years ago, feeling that our position was purely a local one and the paper should be developed from the local standpoint, we decided to drop the usual women's features,—fashion services, beauty hints and things of this character.

We took one of the women's pages on a Thursday and used it exclusively for food advertising and food news and recipes. The result was very pronounced, not only from the reader standpoint, but from the retailer, who felt the results of his advertising on that food feature page. Since then it has been satisfactorily developed by running a Thursday feature, which on occasions has totaled five pages devoted exclusively to the subject of foods, and recipes, and food advertising has been the result.

POWER IN CIRCULATION.

We believe from the circulation as well as the news point of view that food propaganda is of tremendous value, and in our case it has developed small local grocery accounts, one result being the formation of a chain of local grocers who use no other Trenton paper to announce their weekly sales. One local grocer who uses no other Trenton paper, attributes his success to the food feature and big space in this paper.

We believe the experience of the Trenton Times could be followed by other papers that have a strong circulation. It is the best woman's feature we can imagine, appealing to every housewife, especially in these times of increasing prices.

The past two years the Trenton Times has carried over a million lines of food advertising and from the steadily growing volume we are confident that local as well as national advertisers are finding the propaganda and the feature a valuable one. Women's clubs, domestic science classes and others have frequently commended the Times and to an unusual degree supported the Times food shows.

We believe that one of the best supports of a food feature page is a well conducted food show and we have been very successful in harmonizing the two.

Found Newspapers Best

The Sioux Falls (S. D.) leader says that Prof. George A. Starring, professor of agricultural journalism and advertising at the South Dakota State College, has sent out a questionnaire to the secretaries of two hundred county fairs in twenty-four different States. Ninety per cent. of the replies received stated that paid advertising in the newspapers was successful. Sixty per cent. of the secretaries stated that the heaviest item in their publicity campaign was for newspaper advertising. While a few used billboards and motion-picture slides, the majority favored regular newspaper advertising as the best medium of publicity.

SAYS PAPERS SHOULD NEVER SELL GOODS

Scripps Manager Points out Dangers—Function is to Advertise, but Duty is to Aid Producers to make Publicity as Effective as Possible.—Rigid Censorship of Advertising an Important Factor

"If there is one kind of advertising that may be classified as real news, it is the advertising of dealers and manufacturers who offer either economy or a variety in the purchase of foods we eat," said H. H. Hoffman, manager of foreign advertising of the Scripps newspapers.



H. H. HOFFMAN

"Our papers, including the Cleveland Press, Cincinnati Post, Columbus Citizen, Toledo News-Bee and Akron Press, have devoted special effort to securing food advertising and to making food advertising profitable. For the national advertiser seeking a new market in those cities, we maintain service bureaus working along well defined lines.

"These service bureaus provide present and prospective advertisers with responsible trade information. Through daily contact with jobbers and retailers, the service bureau man learns facts that the advertisers' representatives would never know.

"The chief usefulness of the service man is in building up dealer good-will for advertised articles. Here is one basic principle for the successful operation of a service bureau:

"It must not sell goods."

"The moment the newspaper departs from its natural and proper functions to act as merchandise broker, the great asset—the dealer good-will—is gone, because sooner or later the service man loads his friend, the grocer, with unsalable merchandise—dead on the shelves, because the promised advertising campaign does not materialize, or stops short before the consumers have been brought to the buying point. Then all the window displays, counter displays, and word-of-mouth salesmanship cease, for goods advertised in that newspaper.

"We concentrate on the one thing we really do well—imbue every dealer with the idea that 'it pays to push advertised goods' and the introduction of new brands is made far easier.

"Through the columns we promote reader-interest and belief in advertising.

"To expedite the work of salesmen, these newspapers are provided with up-to-date routed lists of dealers. Frequently dealers receive bulletins from the newspapers presenting new advertising campaigns, reproducing some of the individual advertisements, and asking cooperation in window and counter displays.

"Some national advertisers have shared the expense of preparing somewhat elaborate folders for mailing purposes.

"We have found that the salesman who is preceded by a letter from a newspaper, asking for cooperation and a circular which gives some idea of advertising which will actually be published, receives an audience.

"Despite the volume of business

transacted by the chain grocers, individual dealers still find it profitable to advertise prices plus quality and service. The Scripps newspapers have been fortunate in securing the bulk of local food advertising.

"Perhaps the rigid censorship of deceptive and harmful advertising has had its bearing in making Scripps newspapers unusually profitable media for national and local advertisers of food products.

"In this era of high prices, the housewife's attention is forcibly directed to providing three ample meals a day without exhausting the family purse. The food advertiser who can offer economy with quality has an exceptional opportunity to develop new markets."

BANQUET MENU LIKE AD PAGE

Soup to Nuts on Branded Goods Known to Every One.

There were unique features at the banquet given recently at the Phoenix Chamber of Commerce by the Arizona Gazette to the dealers handling nationally advertised goods.

Thirty firms were represented and over fifty products which they handle were in evidence, either as a part of the menu or for inspection. The menu was composed entirely of nationally advertised goods, and the speeches related to them.

The menu follows:

MENU.	
Armour's Grape Juice	Coca-Cola
Helnz Tomato Soup	
Armour's Veri-Best Salmon	
Munson Olives	Helnz Pickles
Armour's Star Boiled Ham	
Armour's Veri-Best Pork and Beans	
Phoenix Saratoga Chips	
Armour's String Beans	
Biscuits made with K. C. Baking Powder and Gold Medal Flour	
Hassayampa Creamery Butter	
Del Monte Raspberries	
Del Monte Pineapple with Marachino Cherries	
Libby, McNeill & Libby Asparagus	
Dunbar Shrimp Salad with Pompano Olive Oil and Libby, McNeill & Libby Mayonaise	
Donofrio's Ice-Cream	
Cocoa Drop Cakes made with Royal Baking Powder	
Pettid's Wine Cake made with Calumet Baking Powder	
Helnz Plum Pudding	
Jiffy Jell with Whipped Lily Milk	
Sun Kist Oranges	Dromedary Dates
M. J. B. Coffee	
Walter Baker's Sweet Chocolate	
Armour's Clover Bloom Cheese	
Fatima, Omar, Chesterfield Cigarettes	
Palo Cigars	
Morton's Free Running Salt Used Exclusively	
Live Savers: Pep-O-Mint, Cl-O-Ves, Wint-O-Green	

RICH HARVEST IN FOOD SPACE

So Says Manager Goodspeed, Pointing to Buffalo News's High Position in Trade.

The Buffalo Evening News has given a great deal of attention in the last few years to food advertising and the results have been highly satisfactory.

Two years ago there was conducted in Buffalo, under the auspices of the Evening News, and the Retail Grocers' Association, one of the most successful food shows ever conducted in that part of the State. Since then the Evening News has run directly, under its own auspices, food schools, which were highly successful, and next month the newspaper is bringing to Buffalo Sherwood P. Snyder, the noted food lecturer, to speak in Music Hall, in the afternoon to women on canning, and in the evening lecture to men and women on the conservation of food. These lectures will be free to readers.

"In all our food movements we have been backed and supported loyally by the Housewives' League and the Federa-

tion of Women's Clubs, comprising all women's organizations in this part of the State," said W. F. Goodspeed, business manager.

"We pay very strict attention to service for our advertisers, and a letter from us or word from us to the grocers of this city for any food advertiser whose goods are of merit, makes easy sailing for the salesman.

"Our newspapers during 1916 carried 47 per cent. of all the food advertising that appeared in the six daily papers of Buffalo. That comes largely from the cooperation and the great influence that our newspapers has among food consumers in this locality. The leading newspaper in any locality would not only be of great benefit to the locality itself, but would reap a rich harvest in its advertising columns if it censored advertising as to clean copy and devoted more time and attention to food advertising."

10,000 WOMEN ATTEND SHOW

Feature of Syracuse Paper's Campaign for Interest in Foods.

That sensible cooperation with both manufacturers and local retail trade has helped more than anything else to aid the success of the Syracuse Herald, is the statement of A. B. Churchill, advertising manager:

"By sensible cooperation I refer to the establishment and maintenance of a page published ones each week and printing of articles and items relative to the purchase and preparation of the right kind of foods" he said.

"Our annual Cooking School and Food Show have also played an important part. These shows have attracted as many as 10,000 women in a single week. They have been directly responsible for a great increase in our advertising lineage.

"We make frequent canvasses of the local retail grocery trade and have employed several means of educating the grocerymen to the importance of handling 'advertised-standardized' merchandise. Several series of articles by well known merchandising experts have been printed and with good effect.

"We are always glad to furnish the advertiser with data regarding local market conditions—also assist him in placing suitable window and counter displays. We make it a strict rule not to solicit orders.

"Most of our small local accounts have been developed by means of trial campaigns run on the weekly food page. Invariably the results have been satisfactory and the accounts have soon grown from Small Ones to Big Ones."

Iowa Flag Law

The recent ruling made by the Iowa Department of Justice against the use of the American flag in advertising has been modified to permit the use of the emblem in the editorial columns of newspapers and elsewhere, when used for patriotic purposes, and not for the purpose of adding force to an advertisement.

Band Plays Editor's Song

"Love and War" is the title of a marching song by Charles Fritzsche, telegraph editor of the Los Angeles Times, that was played in San Diego on May 9 for the first time in public by an army band. The song is dedicated to the United States Army. The instrumentation for the band is the work of F. G. Butler, bandmaster of the Twenty-first United States Infantry.

The child wants the moon, while the adult wants information about it.

99 COFFEE DEALERS WHERE 19 HAD BEEN

Classical Service Performance by Dayton Journal-Herald Satisfied Advertiser and Brought 25,000 Lines at Lower Selling Cost Than Local Accounts—An Inspiring Dayton Record.

By E. A. NEUTZENHOLZER,

Advertising Manager Journal and Herald, Dayton, O.

Conditions to-day indicate that the manufacturer of foods recognizes the daily press as the logical medium through which to give his message to the people. This condition the newspaper publisher should foster. Realizing this the Herald and Journal established a service or cooperation bureau which is a veritable barometer of the sale, demand, popularity, or necessity of any article in the territory.



This bureau is a

E. A. NEUTZENHOLZER. success. But not, mind you, so much through our own efforts as the willingness of the dealers to cooperate by furnishing us with accurate information relative to trade conditions, or, if necessary, to place an order for merchandise, providing our papers receive an advertising contract.

So completely has our service bridged the gap between the advertiser, the retailer, and the public that the dealer has learned that when we promote the marketing of an article it means added profits for him. Hence, his hearty cooperation.

CLEAR CUT EXAMPLE.

During the life of this bureau we have had many remarkable experiences. Lack of space permits me to cite one only. This was a coffee account. The advertiser was one of the largest jobbers in the country. Other methods of advertising had been used. We wanted the business, so our bureau got busy. We surveyed the coffee situation, that is, secured the names of the dealers who did or did not sell this particular brand; what other brands they sold; which brand they sold the most of; what methods were used to advertise them; how many dealers would cooperate with us by giving window displays, display the goods prominently and push them if we secured an advertising contract, etc.

The data was so complete and the form of solicitation so unique the advertiser could not refuse us the business. We increased his representation in two months from 19 to 99 dealers. Voluntarily he wrote us in part as follows:

"We do not hesitate to say that you have given us more cooperation in securing representation among the merchants than any newspaper ever did."

The schedule was about 25,000 lines. Some publishers resent this form of cooperation. To those I say: It required less work to secure those 25,000 lines than straight solicitation and the follow-up required to develop the same amount of local advertising.

It behooves* the newspapers to render effective cooperation. It's the one thing the magazines cannot give and the one thing that will turn all magazine food accounts to the newspapers.

St. Louis Globe-Democrat

THE REPRESENTATIVE NEWSPAPER OF ITS CITY FOR 65 YEARS

Will keep Open House during the

Great Convention of the Associated Advertising Clubs of the World at St. Louis, June 3-7

The present war crisis has superseded everything else in the minds and activities of the Business World. The United States will be mobilized in military, financial and economic matters to the fullest efficiency.

The President and all well-informed authorities are urging that business be developed to the highest degree of productiveness. The material welfare of our Country means military success.

Advertising is the dynamic force of business. Without it, large, old-fashioned institutions have become small, while more modern ones have developed into the leaders. The efficient medium of concentrated pulling power is the *Daily Newspaper*. It reaches all elements of population and is in fact, the Clearing House of the Community Life.

The Globe-Democrat

Stands unchallenged as *the* big, high-class, forceful, efficient Morning Newspaper of St. Louis, the Metropolis of the Mississippi Valley. Its years of intensive assistance to the successful advertiser, its tremendous general circulation, speak for themselves.

St. Louis Globe-Democrat

"It Dominates the Morning Field"

DEALER CO-OPERATION WITH THE PUBLISHER

George R. Baker, of the St. Louis Twice-a-Week Globe-Democrat Tells What That Paper is Trying to Accomplish Through Its Organ and Other Lines of Endeavor.

By GEORGE R. BAKER,
Of the St. Louis Twice-A-Week Globe-Democrat.

A recent speaker before the Sphinx Club, in criticising the present wave of coöperative work being done by various publishers, offered the following suggestions as what a publisher could do:

"The newspaper, through acquaintance, should be helpful through suggestion to the handling of advertised products as a class not one against the other. The dealer should not be confused with talks about store costs and the like. He should be told that fast turn-over at a price even below his store costs will make him more money if he will push advertised goods. The dealer should be kept posted on national advertising campaigns in order that he might coöperate with the newspaper that does the advertising, and with the advertisers who manufacture the products."

In all the work which has gone into the building up of the Twice-A-Week Globe-Democrat plan and "team-work," I doubt whether we have even to ourselves expressed so clearly what we have aimed to do as has been done above.

Briefly stated, the Twice-A-Week Globe-Democrat plan is built around the small-town publisher and his merchants. It is confined to small towns because the Twice-A-Week Globe-Democrat is the newspaper of the farmer whose trade determines that town's prosperity. We selected the small-town publisher to carry our message for two reasons:

(1.) Because in the territory to which the Twice-A-Week Globe-Democrat plan is confined he has been for more than sixty years using the Globe-Democrat from which to clip his news. He has learned to look upon it as reliable and trustworthy, and we knew that we could count upon his coöperation because he has faith in our publication.

(2.) Starting with that coöperation we felt that if we could help that publisher get more advertising, we could count permanently (and we emphasize the word "permanently") upon his continued coöperation. If we could instil into the minds of the merchants in his town a better understanding of printer's ink, both for his own use and that made by the national advertiser, we could help that publisher.

THE PURPOSE OF "TEAM WORK."

So "Team-Work," our magazine, was launched as the "Tie-Up" of the Twice-A-Week Globe-Democrat, the small-town publisher, his merchants, and national advertising in general. Designed to aid the small-town publisher, it is directed primarily to his merchants—it pushes no particular article—it contains no reference to the Twice-A-Week Globe-Democrat as an advertising medium. Its purpose is to interest the merchant in advertising—his advertising—the advertising of those firms from whom he buys, and the newspaper in his town. Each month it goes to 7,600 merchants whose names have been sent in by our 551 coöperating publishers or by personal distribution by one of those publishers.

In "Team-Work" we give our publishers something of actual cash value to them. One letter received last week is typical of many. It says:

"I believe that I can safely say that since 'Team-Work' has commenced to work among the merchants of Warrensburg and of Johnson County, not only has coöperative advertising picked up, but national advertising has commenced to bear better fruits than it ever has before.

The merchants of Warrensburg read "Team-Work" and are profiting by the suggestions that are put out in its issues.

Nationally advertised goods are becoming so popular in Warrensburg that the Star-Journal will run a "Nationally Advertised Goods Week" within a short time, which will be backed up by the merchants of the country.

This establishes our plan permanently with the publisher, because coöperation pays him.

This is service to the national advertiser in the broadest sense of the word. Every manufacturer who spends a penny in advertising to influence the merchants in these 552 towns benefits by our work.

For those national advertisers who use the Globe-Democrat we issue a monthly bulletin to our coöperating publishers in which we list those accounts, starting in the current month, together with a skeleton idea of the publications used, the nature of the campaign, the dealer helps furnished, etc. Our publishers are urged to note what of these advertised lines are sold in their towns, and to write us freely for further information if desired on these lines, or on any advertised line, even if it is not listed.

We supplement this where the advertiser in the twice-a-week Globe-Democrat has exclusive representation, and where he can furnish us with the names of his dealers with a special letter to our coöperating publishers giving complete information on that particular campaign, together with the name of the dealer.

THE SMALL TOWN PUBLISHERS.

I want to say a word for the small-town publishers. I have found them different in the main from the ordinary impression. Just as in any other class of men there are those who are good, bad, and indifferent, but on the whole, we have secured coöperation that has been surprisingly intelligent, and wonderfully effective. Whether it has been through some trade investigation which we have made, or whether it has been the following-up of some information sent them telling them where they can secure advertising on the strength of national campaigns, we can count upon it to a degree that is surprising to the average advertiser.

To quote again from a letter received this week, one of our publishers states:

"It has enabled the Commercial to get more business, which is the first consideration to me. It has given the national advertiser wider publicity without extra cost, and it secured bigger business for the local merchant."

We have found that where a merchant, urged on only by his manufacturer, will use, at most, one of the electros furnished him, we can, through the solicitation of our publishers, double, treble, quadruple that amount of space.

This is the twice-a-week Globe-Democrat Plan. It is fundamentally sound because it is mutual in its benefits, and that after all is the final answer to coöperative work by any publication in any town for any article.

Progress follows when some one sees an ideal and determines to realize it.

THOMSON TELLS OF \$75,000,000 REVENUE

(Concluded from page 31)

attempt by her grocer to substitute something 'just as good.'

ARGUMENT NEVER REFUTED.

"I have been over the ground a thousand times, as have most advertising men, and I know that the direct method, the newspaper method, is the economical, the sure and the logical one. The argument has never been successfully refuted. You may try to escape newspaper advertising in any of a thousand ways, from free sampling to the billboard, and you may fancy that you are saving money, but if you will compare final results with the man who has taken the direct newspaper course you will be able to check up his gains over yours and you will find that, all things considered, you have paid the heavier bill.

"In buying space few advertisers, except as they have had great experience, reckon the advantages beyond the direct sales. Yet none should fail to know that in newspaper advertising they are establishing something of even greater value than the orders obtained. They are establishing a good which may endure against time, just in proportion to the honesty of their product. It is a wonderful thing to be able so to convince a person of the merit of your goods that he will invest his money in them, accepting the brand name as a part of his knowledge. You become a factor in his life. You and he are equal beneficiaries, if the goods are honest. Give that man a square deal and he is your friend, perhaps for life. Through the years he will continue to remember your product and consume it and you will continue to take pride in your achievement and accept your honest profit.

A WONDERFUL POWER.

"It is a marvellous power, when one reasons it out, that a newspaper possesses—going out from day to day to practically all of the inhabitants of a city with a fresh face, a new interest, a story to tell that has never been told before. It is a wonderful thing that a manufacturer in a distant city may do, going to all of the people of my town with his commercial message and within a few days or weeks so appeal to them that they will accept his message and make his product a part of their lives.

"Newspaper publishers know the value of good-will in their business. A new reader is not valued according to the profit there may be in his subscription. He is valued according to the rule of psychology that binds him to the paper after he has once accepted it for a trial reading. A new subscriber to a newspaper may be valued at from \$5 to \$10, and such valuation be written into the books as a good-will asset.

"But the newspaper advertiser gets more than good-will. He gets direct sales, if he is skilful at his business. His salesman stocks the wholesaler when he convinces him that retailers are to feel a demand. The successful canvass of retail stores is that one which presents to the dealer the irresistible argument: A good product, a fair price, a reasonable margin of profit, all backed by newspaper advertising—the sort of advertising that he and his customers read every day and know all about."

Affluence is frequently accompanied by misery.

SOLVING THE CHICKEN PERIL.

Kansas Newspaper Man Tells Journalism Students About Power of Press.

Science doubtless will master the U-boat peril, and quick results justly are expected of science since it and statecraft fell down so badly on the chicken peril, having left that job to a Kansan. E. E. Kelley, of The Kelleys, who publish the Toronto (Kan.) Republican, was the man who mastered the chicken peril. He told of it this week in practical talks to journalism students in the University of Kansas. Everybody can raise a garden, ran Mr. Kelley's talk, but no man has proved genius enough to guarantee a garden immunity from a neighbor's chickens until the Toronto Republican began running occasional paragraphs in the local news in this fashion:

"A flock of fine Barred Rocks was scratching up Mrs. X. Y. Bing's geranium bed Thursday morning."

No mention of the chickens' owner was hinted at, but everybody in town knew Mrs. Jiggs's chickens were out again damaging neighbor's property. Another paragraph on another page said:

"A large Rhode Island Red rooster and five hens were inspecting the front yard of Z. Z. Miggs Monday. They found the bluegrass coming up nicely"—and everybody knew those chickens belonged to Mr. Twiggs.

Not a word of censure for any one, not a complaint, no long-winded editorials—simply a little piece of news, plainly put and charitably brief—but it solved the chicken problem in Toronto.

Mr. Kelley's talks were on the chances the smaller Kansas papers offer young men and women of Kansas.

Advertising Teachers to Meet

The next meeting of the National Association of Teachers of Advertising is scheduled to be held in connection with the Convention of the Associated Advertising Clubs of the World, June 3 to 7, at St. Louis. Presumably the sessions of the Association will be held June 5 and 6.

Read in Family 125 Years

The Trenton (N. J.) Daily Star-Gazette, in a recent issue, tells a remarkable story of how that paper has been read in one family for 125 years. When the first issue of the State Gazette was published in 1792, Aaron Cook, of New Market, now Linvale, was a subscriber and the paper has been delivered to his family and descendants every day of publication since that time. His grandson, Aaron C. Cornell of Harborton, who is now seventy-five years old, renewed his subscription the other day. Thus the continuity of subscription has not been broken.

Whole Floor For Dallas Ad Men

The Dallas (Texas) Advertising League has engaged one entire floor of the American Hotel in St. Louis for the accommodation of delegates and members of the League who will attend the annual convention of the Associated Clubs of the World there in June. More than one hundred members of the Dallas organization are expected to attend the convention.

Ten years ago the orange growers of California might have scoffed the idea that their oranges could be branded and sold through newspaper advertising—they have the fact well demonstrated to-day.

**EXISTS THROUGH MONEY
MADE BY ADVERTISING**

Post City, Tex., Now Ten Years Old, Is Fulfilled Dream of Man for Whom It Was Named, and Who Accumulated Vast Fortune by Widespread Paid Publicity.

By A. L. MILLER.

Editor and Manager, the Enquirer-News, Battle Creek, Mich.

The vision and energy which established a list of now familiar American products in the markets of the world, through judicious advertising, also turned two hundred thousand acres of a raw Western prairie land into a populous farming community, and built as its capital a thriving modern city.

There was observed in west Texas a short time ago a unique ceremony which attested one of the triumphs of national manufacture and national advertising.

Post City, Tex., had its first fall festival last fall, and laid the foundations of an annual west Texas exposition. There were present and participating all the 2,500 inhabitants of Post City, and the farmers of the fruitful country surrounding. They celebrated the fact that they have one of the best and most modern cotton mills in the United States; a city with "all the modern conveniences," and a country whose richness in agricultural resource is fully established.

It was the tenth anniversary of the beginning of things.

Ten years ago Post City was an open cattle range, and the great "cap rock" of the Texas high plains looked down on a wilderness broken only by an occasional ranch house and windmill tower.

There has been worked out in west Texas the fulfillment of a dream of home-making, which was a dominating purpose in the life of the late C. W. Post, manufacturer of cereal foods.

READS LIKE A ROMANCE.

There is a strong element of romance in the business story of Mr. Post, in that he built his great fortune after middle age, when his life had been despoiled of by the best judgment of physicians, and when financial reverses had combined with failing health to add to the causes of discouragement.

His first sure returns from business were devoted to the easy-payment plan of home-development in Battle Creek, where his young industry was located, and the moment success was assured him he turned to the plains of west Texas, where he had gone to seek health in the out-of-doors a few years before. There he began the development of his dream.

"Our national need," he said, "is individualism as contrasted to socialism. Those who are strong enough to do so should aid others to stand on their own resources, to maintain their own homes, and to live their own lives as becomes independent American citizens. Thus far, and no further, should the influence or the power of one be exerted over the life of another."

Mr. Post purchased a total of 213,000 acres in what is now Garza County, Tex., the tract being carved out of the holdings of several of the great cattle ranches of the region. Fort Worth is some 225 miles to the east. The first efforts in agriculture were scoffed by the ranchers, who protested the interference with the natural growth of buffalo grass—to which, they insisted, destiny had dedicated the plains country—for the purpose of carrying on experiments

which they held to be foreordained to failure.

NINE YEARS' HARD WORK.

The beginnings of Post City were laid nine years ago in materials hauled nearly 100 miles overland by mule trains from Big Springs, the nearest railroad point. In the heart of the wilderness a general store, a hotel, a court house, a school, and attractive residences were built. Streets were laid out with broad parkings for their borders. Then the surrounding country was platted into farms on which any man who answered to the proper tests as to home-making intentions and ability might locate, and call his own. All the required equipment of house, barns, wells, and fencing were furnished, and the buildings were planned with the view to the establishment of a home which should meet the full meaning of the term. No pretence of gift was made in the disposition of the property. The farm and its improvements were made available at an interest charge of four per cent., on a low capitalization. Ten per cent. was the prevailing interest rate in west Texas at the time.

"I have had my chance," said Mr. Post, "and have succeeded; I am going to pass the chance along to those who seem worthy of it. The old 'Lord of the Manor' idea doesn't fit America. As fast as possible, ownership should pass to the individual."

A similar plan was followed in the settlement of the town.

Roads ran throughout the territory, school-houses were placed throughout the country where needed, and, at Mr. Post's cost, county and city government were set up. Experimental farms and gardens were established under agricultural experts, to test the possibilities of the region.

Post City maintained its relations with the outside world by mule caravan and buckboard mail service until the Santa Fé Railroad built its Pacific short line through, and the town was served by transcontinental trains.

SAW HIS DREAM FULFILLED.

Uncle Newt Graham had suggested cotton, back in 1901, and the cowboys had laughed at him. Six thousand bales of cotton were produced for market in Post City territory last fall. A cotton mill built by Mr. Post takes the raw material as it comes from the gin and produces finished cotton fabric of the finest texture. There are 300 happy and prosperous employees in Post City; the surrounding agricultural region, which is now largely occupied, is marketing farm products at the approximate rate of a million dollars a year. All the staple crops are grown.

Schools, sanitariums, churches, municipal light, power, and water plants in Post City are of the most modern character. The Chamber of Commerce created the fall festival, and the Post City brass band led the parade of decorated automobiles. The Improvement Club managed the indoor exhibition.

A homeless man, wracked by illness, looked out over the great plains there ten years ago, and said: "Some day, homes and families should flourish here."

And he made his dream come true.

Mr. Post died three years ago, but his plans have been fully carried forward.

Keep thinking about this: What service may a newspaper legitimately offer to national food advertisers to stimulate sales and make advertising more definitely profitable?

More than 40 per cent. of the average dollar is spent for food.

The service rendered food (and other) advertisers by

The Trenton Times

Is the service which

**Establishes Reader Influence
Creates Community Demand
Increases Retailer Sales
Reduces Manufacturers' Costs**

It is made possible by these facts:

Trenton is a highly prosperous industrial city—the center of four great industries, clay, iron, rubber, cork—and of a rich and fertile agricultural district—population 103,000—a community unto itself—the largest in the State removed from the metropolitan influences of Philadelphia and New York.

The Times has built its reputation and strength upon "reader confidence"—strongly local, independent and aggressive in community betterment—winning singlehanded Commission Government, trolley fight, small freeholder board, etc., etc.

The Trenton Times is recognized as the

**GREATEST—COMMUNITY—INFLUENCE
in N. J.**

It is this service of community leadership, public confidence, consumer interest, which the Times by reason of its blanket concentrated 24,000—2c.—evening circulation offers wideawake advertisers.

Because it paid advertisers last year to use 7,580,664 lines of space with us, we believe it will pay you!

**FOOD ADVERTISERS IN 2 YEARS
USED OVER ONE MILLION LINES
finding our Thursday food feature pages had created
the food atmosphere necessary to increase consumer
sales.**

Send for Thursday papers. Member of A. B. C.

N. J. Leading Seven-Day Paper

KELLY-SMITH CO.

220 Fifth Ave., N. Y. Lytton Bldg., Chicago

HOW M. H. DE YOUNG HELPED MARK TWAIN OUT OF A DEEP FINANCIAL HOLE BY STRATEGY

Humorist Feared Creditors Would Grab Box Receipts, but They Found Nothing to Attach—S. S. McClure's Early Syndicate Ideas—Joseph Pulitzer Wanted Names for the World and He Got Them—Some Interesting Reminiscences.

By HOWARD C. KEGLEY.

Vice-President of the American Press Humorists' Association.

M. H. De YOUNG, publisher of the San Francisco Chronicle, told me a good Mark Twain story one day last summer. It seems worth passing along.

"I have forgotten when the incident occurred," says Mr. DeYoung, "but it was a great many years ago—about the time Twain returned from a trip around the world, I believe.

"He was sorely in need of money at the time, and some of his friends suggested that he give a lecture in San Francisco. They thought that if he would get up and tell what he had seen and heard in his travels it would interest and amuse the people mightily.

"So Twain consented to talk. He made arrangements to use one of the opera houses. The event was properly advertised, and everything was going along briskly, but on the day before the lecture was to take place Twain came into my presence, sucking away at a long cigar and looking decidedly dejected.

"I wanted to know what was the trouble, and so he poured out his tale of woe to me. It seems that his many creditors were planning to make a swoop on the evening of the lecture for the purpose of attaching the box-office receipts. He was down in the depths of despair over the outlook.

"When I asked him what he intended to do to save his fortune, he said that he didn't know what to do, and that he had come to me for assistance. And this is how we got out of the mess. I wrote out a statement to the effect that I had handed him the sum of one hundred dollars, in return for which he was to deliver the aforesaid lecture. He signed the statement. I gobbled the box-office receipts and turned them over to him."

EARLY SYNDICATE TENDENCIES.

Prof. M. E. Churchill, of Pomona College, at Claremont, Cal., attended Knox College with John S. Phillips and S. S. McClure, who have both become great magazine editors. He says that Mr. McClure, who is credited with having originated the idea of syndicating reading matter in newspapers, showed syndicate tendencies in early life, long before he became a writer or editor.

"While we were students at Knox College," says Mr. Churchill, "S. S. McClure put a sort of syndicate scheme into effect and applied it to college work. He worked out a plan whereby four or five and sometimes more of us did our work together.

"One day a member of the crowd would study the Latin lesson for all of us and furnish every one of us with a copy. The same day another one of the crowd would study the geometry lesson and give each of us a copy, and so on through the whole course of study. He was a great hand for bunching the hits, or syndicating the studies."

WHAT MR. PULITZER WANTED.

Henry Tinsley, a California editor, tells the following anecdote about the late Joseph Pulitzer, of the New York World:

"One fall I was in New York and I wasn't in any hurry to get back to



M. H. DE YOUNG

California, so I looked around for a job, and somebody told me that Joe Pulitzer wanted a man to go to Florida as Palm Beach correspondent at the tourist hotels. So I went up and hit him for a job.

"I found a man who spoke a strong German accent. I told him I had heard that he wanted a correspondent to cover Palm Beach. He said that he was looking for that very thing. I told him I was unattached and that I'd be glad to hook up with him.

"He hummed and hawed about it for a while and then told me that he didn't have his plans quite completed, and that he'd take the matter up with me if I'd come back in a week. I acquiesced, shook his hand, and started for the door. I got out in the hall and started down the stairs, but I hadn't gone more than four steps when he called out to me:

"Young man, young man, come back here; come here. What I want is names, names, names!"

"I went down to Florida for him and he kept me busy copying names of society people from the hotel registers. He published all of them in the World, and it was mighty good business, too."

To Push Porto Rican Fruit

The Porto Rico Fruit Exchange, with headquarters at San Juan, P. R., has completed arrangements with the George Batten Company, of New York, to expend \$25,000 in advertising the next crop of Porto Rico grapefruit, oranges, and pineapples under a trade-mark brand yet to be chosen. The campaign will cover New England and the Eastern States as far south as Maryland, and some of Canada. Shippers have agreed to an assessment of ten cents per box on all fruit shipped, to raise the advertising fund.

The man who accumulates a fortune first makes money for his employer.

20 STATES AND SOME TOWNS BAR LIQUOR ADS

Penal Offense to Use the Mails to Send Publications into States Where Liquor Ads Are Barred, After July 1, 1917—Publishers and News Agents Are Warned.

It will be a penal offence to knowingly mail into twenty prohibition States publications containing advertising of intoxicating liquors after July 1, 1917. It will also be a penal offence to knowingly send any publication containing liquor advertising to certain towns in Connecticut, and from time to time it will become unlawful to mail newspapers and other publications to certain other States in the Union. This is all told in Liquor Bulletin No. 1, issued by the Postmaster-General, citing section 5 of the Act of Congress approved March 3, 1917, and which becomes effective July 1, 1917. This act makes it a crime, punishable by a fine of not more than \$1,000, or imprisonment for not more than six months, or both, and for any subsequent offence imprisonment for one year, for any publisher of any newspaper or other publication, or the agent of any publisher, or the dealer in liquors or his agent, who shall knowingly deposit or cause to be deposited in the mails, to be delivered in violation of the section, any "letter, postal card, circular, newspaper, pamphlet, or publication of any kind containing any advertisement of spirituous . . . or other intoxicating liquors of any kind, . . . when addressed or directed to any person, firm, corporation, or association, or other addressee, at any place or point in any State or Territory of the United States at which it is by the law in force in the State or Territory at that time unlawful to advertise or solicit orders for such liquors, or any of them, respectively."

The law becomes effective July 1 in the following twenty States: Alabama, Arizona, Arkansas, Colorado, Delaware, Georgia, Idaho, Iowa, Maine, Mississippi, Nebraska, North Carolina, North Dakota, Oklahoma, Oregon, South Carolina, South Dakota, West Virginia, Washington, and Virginia.

CONNECTICUT TOWNS BAR LIQUOR ADS.

At the same time, the law becomes effective in the following towns in Connecticut, where local ordinance prohibits such advertising, and from which the Federal bill also bars the sending of liquor advertising of any kind through the mails. The Connecticut towns to which the law applies are: Andover, Ashford, Bethel, Bethlehem, Bloomfield, Bozrah, Bridgewater, Brooklyn, Canaan, Canterbury, Canton, Chaplin, Cheshire, Chester, Clinton, Columbia, Cornwall, Cromwell, Durham, Eastford, East Granby, East Hampton, East Lyme, Easton, Essex, Franklin, Glastonbury, Goshen, Granby, Groton, Guilford, Hampton, Hartland, Harwinton, Hebron, Kent, Lebanon, Ledyard, Lyme, Madison, Mansfield, Marlborough, Middlebury, Middlefield, Monroe, Montville, Morris, New Canaan, New Fairfield, Newington, Norfolk, North Branford, North Canaan, North Haven, North Stonington, Old Lyme, Plainfield, Pomfret, Preston, Prospect, Redding, Ridgefield, Rocky Hill, Roxbury, Salem, Sailsbury, Saybrook, Scotland, Sherman, Simsbury, Somers, South Windsor, Thompson, Tolland, Trumbull, Union, Voluntown, Warren, Washington, Waterford, Westbrook, West Hartford, Weston, Wethersfield, Willington, Wilton, Wolcott, Woodbridge, Woodbury, Woodstock.

The law becomes effective in the entire State of Indiana April 3, 1918; in Michigan April 30, 1918; in Montana December 31, 1918; in New Hampshire May 1, 1918, and in Utah August 1, 1917.

Information from Maryland, where there are many local laws, is not complete. The names of the counties and territories where the sale of liquor is prohibited in Ohio are not yet at hand. The names of all of the Rhode Island towns that have voted dry are yet to be listed, and the same applies to Texas. Postmaster Thomas G. Patton, of New York city, has sent a circular letter to all publishers and news agents in New York city, under date of May 17, advising them of the above facts.

JACKSON DEFENDS NOTE BOOKS

World Reporter, Who Carries One, Says Wise Men Use Them.

"It's about time somebody said a good word for the much-abused notebook," said "Joe" Jackson, of the World, the other day. "It is generally regarded as a sure sign of amateurishness for a reporter to be seen with one.

"If a play shows a newspaper man with a notebook the wise ones laugh slyly and tell themselves that the playwright did not know what he was writing about.

"Despite all this, some of the best reporters in New York jot down their notes in books and are ardent defenders of the practice. They say they never lose their memoranda, their notes are much better arranged, and they have a permanent record to which they can refer for names and addresses.

"Herbert Bayard Swope, the brilliant young city editor of the World, carried a notebook when he was a reporter—and he was considered one of the best in New York. Frank O'Malley, of the Sun, who preserves perhaps better than any other writer the literary qualities of the old Sun, is another advocate of the notebook. Still others are Joe O'Neill, Charles Somerville, James Barrett and Frank Hopkins."

Burlington Hawk-Eye Under Southwell to Have Afternoon Edition.

William B. Southwell, formerly business manager of the Des Moines Register and Tribune, who has purchased a controlling interest in the Burlington (Iowa) Hawk-Eye, has informed friends in Des Moines that he is contemplating starting an afternoon paper in conjunction with the Hawk-Eye, which is a morning newspaper.

Six Brothers, Newspaper Men

To bequeath six sons to follow in his footsteps in the newspaper business is the distinction that fell to S. R. Whitley, sr., an Austin, Tex., newspaper man. S. R. Whitley, jr., and G. B. Whitley are with Jacksonville, Fla., papers, John J. Whitley is with the Houston (Tex.) Chronicle, Thomas E. Whitley is at Austin, Tex., H. W. Whitley is at Conroe, Fla., and W. H. Whitley is at Denison, Fla.

Dare you ask a man to carry your burden up the hill without his quid pro quo? Dare you ask a retailer to invest his money in your non-advertised goods and then spend his time preaching their merit—doing your advertising for you without compensation?

The real necessities of life don't ruin people; it is love affairs, wine, late suppers, and that sort of thing, that are expensive.—[E. W. Howe.

SAYS GREATEST HELP IS GOOD CIRCULATION

Indianapolis News Manager Willing to Co-operate to Aid Food Distribution but Thinks Paper Serves Best that Reaches Many Homes—Says They Are the Logical Medium.

"A high grade home evening newspaper offers the greatest advertising value to the manufacturer of a food product in practically every city. Such papers carry daily the messages of the large retail stores to the housewife, and it is the logical medium through which to interest the women in the home," said Frank T. Carroll, advertising manager of the Indianapolis News.

"Practically every progressive paper is glad to do a certain amount of co-operation in developing food advertising. As a concrete case, this newspaper recently discovered that a force of salesmen for a prospective food advertiser had been in Indianapolis ten days without accomplishing anything in the way of securing distribution.

"The manufacturer's salesmen were induced to come to a night meeting at this office, and were given a selling talk on the value of newspaper advertising in connection with their campaign.

"This work was followed up the next day with personal introduction to the larger stores, with the result that sufficient distribution was secured in three days to warrant an advertising campaign.

"This newspaper does not believe in the practice of sending letters and circulars to dealers every time a new account comes into the office. The dealers themselves are not impressed with this sort of co-operation, especially when it is overdone, and it is a source of expense in which the newspaper should have no part.

"There is, however, legitimate co-operation which a newspaper can extend, as noted above, but the greatest co-operation is to publish a paper which will carry the message to a sufficient number of homes to enable the manufacturer to cash in on his investment."

UTICA PRESS HAS FOOD SHOW

Co-operators to Get Distribution for Advertised Grocery Specialties.

"Food advertising has always been an important part of our business," says William V. Jones, business manager of the Utica Press. "The Press carries a great many exclusive food accounts, and every year the number increases. We carry the largest food volume in Utica, we suppose, because manufacturers have found that the Press produces the best results.

"We have co-operated in various ways with manufacturers to secure distribution and to develop consumer demand.

"In our news columns we have devoted much space to articles in reference to food supply and food preparation. For the past two years the Westfield Domestic Science Schools have been held in Utica, under the auspices of the Press. An entire week has been devoted to an exhibition of pure foods and kitchen appliances, and to a series of lectures and demonstrations.

"They have excited a wonderful amount of interest and the attendance has been limited only by the capacity of the halls.

"Under present conditions, interest in food subjects is naturally greater than ever before, and our newspaper gives much attention thereto.

"The sale of articles of food of approved merit can certainly be largely in-

creased by local newspaper advertising. Grocers have come to thoroughly appreciate the power of advertising in creating demand and moving goods from their shelves. Advertised goods are easily sold because customers will readily accept goods of which they have heard through advertising. Consumers have learned that advertised goods are pretty sure to be of good quality, because no amount of advertising will maintain demand for an inferior article."

FOOD COPY HELPS PRESTIGE

Cullings Sees Great Future Business in National Grocery Products.

E. R. Cullings, advertising manager of the Schenectady Union-Star, believes that the two most valuable



E. R. CULLINGS.

kinds of advertising for prestige building are foods and classified, with the former rapidly assuming the commanding position. "For the last six years, the Schenectady Union-Star has conducted an annual Domestic Science course," he said "and each year with greater success. We have the co-operation of the women's clubs, the Housewives' League, and Consumers' League, with the result that the housewives of Schenectady have come to look to the Union-Star for news on foods and food advertising.

"Twice during the above period we have held Pure Food Shows in connection with the Domestic Science lectures. During a single week the attendance totalled 12,000 women.

"In developing small accounts, for three years we carried once a week what we called 'Neighborhood' pages, i.e., giving a page once each week to outlying sections, carrying news and advertising from those sections. The advertising for the most part was food advertising from the neighborhood groceries. The growth of the 'chain economy' store idea during that year, has now made this impracticable.

"The Union-Star maintains a Service Bureau for the assistance of the general food advertiser. We have on file a traveller's route list, containing the names and addresses of every food retailer, arranged by streets in such a way as to enable the traveller to 'cover' the entire list in a minimum time.

"As soon as a contract and order are received for advertising a food account, we send to each name on this list a form card, stating when the advertising will begin, how long it will run, and asking the dealer to give his co-operation as to window and counter displays.

"Once each year we issue a folder, containing an example of all the food advertising appearing in the Union-Star during the year, mailing this folder to the list above mentioned.

"Our local staff men are constantly calling on these retailers and talking 'co-operation.'

"These men are able in many cases to substantially increase the distribution of any advertised product.

"In the future the big newspaper accounts will be food accounts. There are few products with complete national distribution and the shrewd manufacturer will place his publicity only in those localities where he has well-nigh perfect distribution—and that means the newspaper."

THE BUFFALO EVENING NEWS

Carried 47% of All the Food Advertising that appeared in the six daily papers of Buffalo during the year of 1916.

There's a reason. It has the endorsement and support of the Housewives' League and Federation of Women's Clubs in Western New York.

Kelly - Smith Company

National Representatives

220 Fifth Avenue
New York

1611 Lytton Bldg.
Chicago

Baltimore Market—First Choice for FOOD MANUFACTURERS

(For Baltimore means Maryland)

The combination of

AMERICAN (Morning) - - 92,000 copies

and
STAR (Evening) - - - - 57,000 copies

Total 149,000

For 20c per line is the Advertiser's first choice among the newspapers

- 1st: It is home delivered circulation.
- 2nd: It is circulation with far above the average buying power.
- 3rd: It is a circulation with the greatest of "reader confidence" which means much to the space buyer.

Food manufacturers and advertising agents can profit by making full inquiries concerning the Baltimore market and the American and Star combination to advertisers. "Rates low for results" say our local advertisers.

THE BALTIMORE AMERICAN and STAR

Baltimore, Md.

EASTERN OFFICE
Verree & Conklin,
Brunswick Bldg.,
New York, N. Y.

WESTERN OFFICE
C. Geo. Krogness,
903 Marquette Bldg.,
Chicago, Ill.

STORY OF GLOBE'S PURE FOOD FIGHT

(Concluded from page 30)

single product of any manufacturer as a unit after it has been thoroughly investigated by chemical analysis or otherwise. This department is open to any manufacturer or dealer in pure foods willing to submit his goods for examination or analysis. No extra rate is made for advertising in this department. Advertisers may take display space in other parts of the paper for the same article and carry the Globe's Pure Food Symbol."

BUILDS GENERAL INTEREST.

As soon as the application is received it is passed on to Mr. McCann, who sends out and huys samples of the goods in the open market for such examinations and tests as he may desire to make or have made.

I may state, for the interest of the publishers who read this, that a large amount of advertising for food concerns runs regularly in the Globe outside of the Directory, because advertisers demand a larger space than the maximum of four inches in which to display the merits of their goods. As a matter of fact, the total space used in the directory constitutes but 25 to 30 per cent. of our total food advertising.

The quality of the business in the Directory and throughout the paper is certainly enviable, far and away ahead of that printed by any daily newspaper in New York or Chicago.

We sell this Directory space on the following terms: Minimum space, one inch single column; maximum space, four inches single column. One inch, three times a week for 52 weeks, \$720, payable \$60 per inch per month.

The space given to the Directory fluctuates between three and six columns. It will be seen that it has become a feature of the newspaper and a dependable source of revenue.

FACTS ABOUT RESULTS.

It is due to the reader to know what has been the experience of advertisers with this kind of advertising. The fact is that the results given by the Pure Food Directory was to me a complete revelation. Products heretofore unknown in this market sprang into big sellers. The results were simply amazing to many of the advertisers, and they admitted it.

It was revealed that literally thousands of housekeepers, who were followers of McCann's writings, began immediately to demand from their dealers the goods that were advertised in the Directory. If McCann said that the goods were pure, and if they appealed to the desires of the consumers, the appearance of the advertising was instantly followed by such an insistent demand at the grocery stores that both wholesale and retail dealers alike were simply astounded, in many instances. I say this without vanity, as a positive fact.

Take Wheatsworth Biscuit as an example. The manufacturer was formerly a salesman for a large biscuit concern. With limited capital, he decided to go into business for himself. He tried several articles, and finally hit upon a good whole-wheat biscuit. Of course, despite the merits of his goods, he ran up against the terrific obstacle of getting cooperation from the jobbers and dealers. Right here permit me to remark that experienced food men tell me that New York city is the most difficult market to enter that exists. It seems that almost every manufacturer looks with envy upon New York. With its tremendous population and concen-

trated distributing machinery, it is an alluring field. But in New York the jobber and the dealer must be absolutely convinced that there is a publicity campaign back of the goods to force a demand. I have heard it conservatively said, in the past, that the experienced manufacturer would not hope to break the ice of New York with a publicity fund of less than from \$30,000 to \$100,000.

Mr. friend, Mr. Bennett, of the Wheatsworth Biscuit concern, did not have the capital. He was like scores of small manufacturers, with honest and meritorious goods, who have faced a situation which seemed insurmountable. We were getting the Directory under way when the Wheatsworth Biscuit came along and decided to try it out.

Mr. Bennett took a two-inch card. It was all the advertising he had. His goods were not on sale, except in a few places where he had been able to force them onto the shelves by sheer selling ability.

ENTERING THE MARKET.

Globe readers began to demand these biscuits. The call became so important that dealers started to ask jobbers Jobbers looked about to find who made Wheatsworth Biscuits. It was only a short time before these goods had general distribution in this great city. The ice was broken for less than \$1,000. Nothing in the world did it but Globe Directory advertising. I have a letter from the Wheatsworth Company fully confirming this statement. In less than sixty days after the advertising started the company was forced to revamp the sales and distribution plans, and inquiries for the product came not only



ALFRED W. McCANN.

is practically their first venture in the newspaper field, and the results thus far obtained have been entirely satisfactory."

I submit that such letters as these indicate an achievement worth while. I have many more of a similar nature.

Proof of the Globe's sincerity in backing up McCann is to be found in the fact that his records show he has rejected the advertising of seventy-six food manufacturers, involving a loss to the newspaper of \$107,129.60, solely because the goods did not meet the standard.

The Globe functions in the interests of its readers and its honest advertisers, and that is the business of a newspaper.

LEWISTON JOURNAL'S FOOD LEAD

For 30 Years Maine Paper Has Cultivated Grocery Business.

The Lewiston, Me., Journal has developed pure food advertising to the largest volume carried by any newspaper in Maine.

The story of this triumph dates back thirty years or more, when the paper pioneered with a retail market basket page in the interest of pure food from local grocers to the home table.

"During the past five years, it has been my pleasure and privilege to develop two notable accounts now regularly manufactured in central Maine," said B. H. Dingley, advertising manager. "One of these experimental campaigns has been so successful as to spread to representative newspapers of other parts of the State.

"I believe the chief foundation stones of this success was first our emphasis upon the necessity of having the pure food package sanitary from centre to outside cover and also our emphasis upon the daily coöperation of the sales manager and every man of the sales force in the field of distribution.

"I find that if the sales manager and the salesmen of manufacturing houses do not sincerely believe in the efficacy of persistent newspaper advertising, properly prepared in news and educational features, one might as well throw newspaper coöperation to the winds so far as constructive results are concerned.

"I believe it is the duty and privilege of every newspaper advertising manager to see to it that the sales forces of pure-food manufacturing houses pledge themselves to this kind of coöperation in the beginning.

"I have in mind at this writing as a notable example of this interlocking of the great motors of coöperation, the splendid system of the American Tobacco Company, whose energetic and able salesmen cannot be too highly commended. What is the result in Maine for the newspaper advertising of the American Tobacco Company interest and its salesmen? Tremendous returns all along the line. He is a poor motorist who isn't ready to give oil to the engine."

Booming Backyard Gardens

The backyard-garden idea, as a matter of patriotism and preparedness in Buffalo and western New York, is a popular one. The Buffalo Evening News and the Times both are boosting this plan, and, in addition to the backing it is being given by various organizations, it promises to become the vogue to have a backyard garden. The News is publishing, from time to time, charts which contain a wealth of data, showing when to plant, how to plant, etc., and, is distributing booklets.

from New York, but as far West as Chicago.

I quote from a letter, received six weeks after the advertising started in the Directory, sent to us by the Normanna Company, a concern marketing a fine grade of Norwegian fish products:

"When you started your Pure Food Directory we were glad to be admitted with our Normanna products, because your idea struck us as the acme of constructive salesmanship. The results, however, have passed our fondest anticipations. The Normanna boneless kippered herring, only conceived by us as an idea in January of this year, packed in Norway under our supervision during February and March, and consequently unknown, seemed to leap into the limelight as soon as appearing in your certified directory, and the inquiries came from all over the metropolitan territory by mail, telephone, and even in the form of numerous personal calls.

"The power obtained by The Globe through its Pure Food campaign came as a revelation to us."

We have a letter from the Eastern manager of the Kellogg Food Company saying, "I regard the results obtained as simply marvellous. Upwards of 400 calls were made at my office either in person, by letter, or telephone, inquiring where Kellogg's bran could be purchased. In every instance they mentioned the Globe and the confidence they had in any article backed up by McCann. Our small space in the Pure Food Directory appeared Tuesday, April 6, and up to the close of business on Tuesday, the 20th, I had placed 1,160 cases of Kellogg's bran on this market.

"The Kellogg Company has been in business for upwards of forty years. They have confined their advertising almost exclusively to samples and demonstrations. Our contract with the Globe

HOW CAPITAL INDUCES PUBLIC FOOD INTERESTS

Science Department Attractive—Local Dealers Respond to Co-operation—National Advertising Increases 50 Per Cent. in Five Years—Signs Up in 225 Groceries.

During the last five or six years the Des Moines Capital has devoted a tremendous amount of energy to promoting interest in the advertising of food and grocery products.

The two outstanding factors in this promotion work have been an annual cooking school and the domestic science feature, which has developed into one of the leading departments of the paper.

The Capital's cooking school covers a period of five days. The admittance fee is donated to the Federation of Women's Clubs. The school is in charge of Mrs. Beulah Schenk, head of the Capital's Domestic Science Department. At this school no one advertised product is given preference over another.

OWN COOKING SCHOOL.

E. R. Gray, of the Capital, said: "Our cooking school has been drawing larger crowds each year, and splendid interest has been manifested by housewives. The total attendance at our last school, which was conducted at the Auditorium in March, was something over 2,500."

"On Tuesdays and Fridays appear the Domestic Science articles written by Mrs. Schenk, formerly head of the domestic science department of Drake University.

"In rendering coöperation, the Capital goes as far as any newspaper. Our service department files or will get any reasonable amount of information needed by a food advertiser considering entering the field.

"By various means we impress local dealers that when advertising copy is started he will have greater demand.

"Food and grocery products volume ranks third among our national accounts, an increase of more than fifty per cent. in five years. The Capital has the distinction of having published a number of try-out newspaper campaigns.

LOCAL DEALERS HELP.

"Our coöperative efforts to increase interest in branded grocery products have been recognized by local grocers, and have resulted in a substantial increase in the number of local accounts.

"The thing that has served to tie the local grocer up to the Capital strongest was the placing of a neat emblem on his door, stating that, 'This store sells products advertised in the Des Moines Capital.' Out of 305 grocery stores in Des Moines, we placed this sign in 225.

"Our guarantee covering all food and grocery products advertising, local and foreign, has been a big help in winning the coöperation of retailers and consumers.

"The Capital has by telephone and letter discouraged retailers from making substitutions.

"And there is scarcely a worth-while store in Des Moines that will not grant us any request we ask for in the way of coöperating with a national advertiser."

Benefit for Statue Fund

A benefit performance, with an all-star cast, will be held in the New York Hippodrome on May 27. The proceeds will go to the fund being raised under the direction of the New York Herald and the American Hebrew to build a Statue of Liberty for the freed Russians in Petrograd.

WHAT DOES THIS MEAN TO YOU?

Think Now of that Cross-Roads Merchant Near Your City.

"Two months ago," said Frank E. Tripp, advertising director of the Elmira (N. Y.) Star-Gazette, "the proprietor of a general store located at a cross-roads six miles from Elmira, called at my office and said: 'A lot of motorists stop at my store for butter and eggs. Why can't I do a parcel post food business?'"



FRANK E. TRIPP.

"He gave me a dozen prices on standard goods, ordered a few hundred price lists, laid the cash money for a quarter-page on my desk and bid me good day. "One week later he placed a standing order for weekly advertising, an order for 1,000 revised price lists a week, and inserted a classified, asking for two men, one to wait on trade and the other to pack and ship orders.

"Inside of two weeks, city food dealers who for years turned a deaf ear on our best advertising arguments, were in print, and several are there yet.

"I guess every advertising man will gather my drift without appending any editorial comment."

FIRST WOMAN'S PAGE IN RECORD

Philadelphia Paper Now Strongly Devoted to Scientific Food Interest.

The first newspaper in the United States to publish a daily "Woman's Page" was the Philadelphia Record. Devoted exclusively to the interests of women this page has been copied by leading dailies throughout the country.

For many years the page was general, covering Fashions, Foods, and Fancy Work; Society, Sewing, and Sentiment; Children, Chickens, and Cleaning—every phase of feminine interest.

Five years ago it was decided to devote the page on Tuesdays and Thursdays to "What to Eat" and to separate the Sunday food talks into a "Domestic Science Department."

The innovation met approval. The Record maintains that the main essential in household economies is not in skimping, but in proper management. Women want the A B C of science.

Realizing that grocers must become an integral part in the Record's domestic science efforts, the newspaper's service department set out to win the friendship of these dealers.

The purpose of the pages was explained and they were asked to coöperate.

"They have never been asked to buy anything, nor urged to stock up on this or that," said M. F. Hanson, the general manager. "But they have been kept constantly posted on such matters as should interest them as merchants and as a consequence they have become firm believers in the Record as an aid to their business.

"The Record's service department kept gathering valuable knowledge of market conditions. Naturally, since the Record has so much to offer to the food advertiser in the way of influence, no effort has been spared to develop new accounts, except that we do not act as salesmen, believing this to be outside the province of a newspaper, though we do not hesitate to recommend a meritorious article

in no lukewarm manner to jobbers, wholesalers, and retailers, and variously aid to get dealer coöperation."

What the retailer fears most is the stocking of goods which will not turn over—show him newspaper advertising and he will feel safe.

New Yorkers at Plattsburgh

Bozeman Bulger, Joe Brady, Julian Harris, George Morris, Walter Gilliam, and W. E. Haskell, jr., are among the newspaper and advertising men of New York city who are training at Plattsburgh for commissions in the army to be sent to France.

"Why it Pays to Ask for Advertised Goods"

A series of twelve copyrighted advertisements designed to appeal to readers, retailers and wholesalers. This series will be mailed free to agencies and wholesalers who make the request on their business stationery.

Food Department

THE GEORGIAN - AMERICAN
THE SOUTH'S GREATEST NEWSPAPER
ATLANTA, GEORGIA

How to Reach the Homes of Baltimore on a Food Product Campaign

Trade-marked food product manufacturers find an inviting audience in Baltimore. For years THE BALTIMORE NEWS has maintained a certain definite standard in the class and amount of high grade food product advertising carried. Hence this paper is recognized as the leading medium in the Baltimore territory in which to successfully advertise trade marked food products.

The HOME ECONOMICS DEPARTMENT—a most interesting department—is a special feature of THE NEWS in the Friday issue. This particular advanced food department is in charge of Miss S. C. Evans, an expert in the culinary art. More housewives in Baltimore follow these pages regularly every week and receive more real thought and help in the preparation of good things for the table than is offered through any other local newspaper.

The fact that THE NEWS is the leading high-grade home evening publication of Baltimore and is read in most of the homes of the better class is in itself the reason why the HOME ECONOMICS department has been so successful. National advertisers represented in these pages are assured of being in good company always.

Any advertiser interested in this particular department will be furnished information relative to the first steps to be taken in getting distribution and other aids of interest in the introduction of a new product, provided you need this service. THE NEWS is the first choice for economical results. Only 8 per cent. of the total distribution is outside the suburban territory.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Circulation April, 1917, 99,942

A GAIN of over 25,000 over April, 1916

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

SEVEN BILLIONS ARE TO BE SPENT HERE

Faust Reminds Advertising Fraternity of Great War Needs—Inspire Confidence and Talk Prosperity He Advises—Refers to Experiences of Canada, France and England.

Paul E. Faust, of Mallory, Mitchell and Faust, Chicago agents handling the great Armour account, in a statement to THE EDITOR AND PUBLISHER declares that the present is no time for pessimism in the advertising field.

He said: "Think what it will mean to this country to spend seven billion dollars the amount of the Government 'Liberty Loan.' It will stimulate activity practically every line of business.

Merchants will be greatly benefited. So tell them about it. Encourage good sized orders to meet the increased sales that will come. "England, France, and Canada are now and have been enjoying good business. We will have a much better business because we have the most money and the best conditions.

"Inspire confidence in your trade. Believe prosperity and talk prosperity. Do your part to inspire confidence in the future. Then we will all be better off."

"NEWSPAPERS MOST EFFICIENT"

Postum Company Continuing the Successful Policy of C. W. Post.

Asked by THE EDITOR AND PUBLISHER to give expression to the estimate in which newspaper advertising is held by the C. W. Post interests, H. C. Hawk, chairman of the executive committee of that great food concern, writes as follows:

"I should be very glad to say something in line with your request, but I am unfortunately called out of the city and have not the time to go into the detail you seem to require.

"It is proper to say, however, that the Postum Company has found the newspapers a most efficient channel of exploitation and that we are consistently continuing the policy which Mr. C. W. Post developed, with eminent success.

"I hope that at some time later on I will be able to present a fuller expression."

Making a Substantial Market

If the legitimate use of national advertising and living up to the printed word makes a strong manufacturer, then cooperation between those manufacturers and the dealers will make a strong dealer and substantial market.—From an address by Edward F. Parker, vice-president of Southwest Cotton Company.

Sunkist oranges and lemons offer an example of what an association of producers may do to make a food specialty from a food staple.

Educate that corner grocer to use space—give him a taste and watch him grow; providing he will do his part in the process.

SELLING GROCERY SPECIALITIES

By FRANK K. REARDON.

For 18 Years a Grocery Salesman.

My chance has come.

I have hungered and thirsted for it these many years.

Your invitation to write an article for THE EDITOR AND PUBLISHER on the gentle art of selling grocery specialties is to me nothing short of thrilling, for here is a chance to vent a swollen accumulation of emotions.

A few years ago I labored for a gentleman in Philadelphia who staggered under the weight of a nation-wide hunch in reference to a package of baking powder. It was a good powder—they are all pretty good, some better than others, but his was the best. He knew it. I knew it. "The world must know it," said he.

Now, this good old gentleman spent a long time and a vast amount of money getting together a manufacturing plant, a convincing imitation of the best-seller container, a counting-room force, and a sales organization. I had the honor of heading the latter. Because we had a "revolutionary" article, we proposed to show the nation tricks.

CORNERING JUNK MARKET.

We started in by demonstrating at a pure-food show. We told several hundred women of the value of our powder during the week. They ate our biscuits and repeated. We were elated. The show cost a few hundred dollars, and a local jobber took a couple of cases, not because he had hope of selling them, but because I caught him with some blinding argument which he hadn't time to answer, and it was easier to sign the book and return the goods at leisure.

We entered a local department store with a demonstration. We paid a clerk a salary and paid a rental for the space which should have entitled us to a deed. I discovered later that the clerk spent most of her time selling hams.

But on this basis the store proprietor was willing we should sell all of the powder possible, he kindly stocking it at the usual jobber rate. You see how determined we were to introduce our goods.

The old man down in Philadelphia was convinced that, once we got the message across to a "few people," they would repeat the glad tidings, and thus, vicariously, from lip to lip, we would sweep the map. But we became impatient of the delay and went into every known catch-penny advertising trap that had sprung from human ingenuity and inexperience. They included the beautiful church fair demonstration, with the signing of orders at \$1 each, which, when delivered, came back like carrier pigeons. We sold powder on consignment mainly.

Sampling? Yes, we gave the goods away quite freely, thank you. In certain quarters the population needed to buy no baking powder, while our bank-roll stood the strain.

HIS SAD STORY.

Oh, it was fine, soliciting the trade for that powder. I could stand a grocer up in a corner and tell him about the best powder and never bat an eye when he pointed to at least twenty brands on his shelves, less than half a dozen of which ever moved. Didn't I have the BEST powder? Were we not both of us for a square deal to the housewives of the neighborhood?

And when he repeated the familiar axiom, "Go get a demand," I chirped

about church fairs and the fan (I have forgotten to tell you about the lovely palm-leaf fan we gave away in grocery stores), and all of the other miscellaneous and novel contrivances we had sprung or might spring upon the unsuspecting residents.

After a few palpitating months of such endeavor, without much to show for it except a bunk callous on the tip of my tongue, I received a letter from my good boss telling me that I was a failure as a salesman.

I went home to Philadelphia to draw my unearned pay. We had a little talk, the boss and I. With nothing to lose I spoke fearlessly to him for the first time. I asked him if he had any more advertising knickknacks to offer the insatiable public—a shoestring with our name woven in the fabric, a double-jointed coupon to go with every package, and when you get enough receive as a premium a wreath of immortelles. Oh, I was sassy.

The old man wouldn't believe that grocers would shirk their responsibility to their customers to give them the best, when the best was absolutely known (to him and me).

BOUGHT SOME LEMONS.

I told him his business was a flivver. I told him why. Package goods were not as strong then as they are to-day and there was not nearly the science there is now in advertising. But the principle held then as now: Back your goods with a demand and the dealer will stock them, at least once.

I made the old gentleman a bet. He couldn't, with all his superior knowledge, sell in his own neighborhood as many cases as I had averaged in distant towns. He didn't take me up, but it jarred his confidence. He said he would try out some advertising in publications, and asked me to stick. I did. But he bought a bunch of lemons. Wise old moneybags that he was, he fell for a list of monthly publications which didn't average a combined circulation in any given spot on the map sufficient to carpet the lobby of the leading hotel.

I went out and fought this wrinkle; told the grocer about this advertising back of my product. Usually he had never heard of the magazines and doubted their existence, even when shown. The result was my first duty was to "sell" him the magazine and then my own goods.

Some place in this misty period of the weird proceeding I heard of another and better job, and paid my adieu to the old boss. He held the bag for quite a while, and then let go, without ever waking up.

I have had at least seven similar experiences. No use to relate them all. The sum-total of it is this: I decline to serve in that unequal game again, the good Lord helping me to make a living by other means. I am no gentle flower, nor yet am I a thistle. I am no seeker of cinches, and yet I have no ambition to sweep the sand from Coney's strand. I am willing to make a business argument, but I do not care to earn my livelihood by telling lies. And I have no ambition to stick a merchant with a consignment of goods which I know will not move after he had purchased them.

RULES OF THE GAME.

As I take it, there are rules to the

selling game, created by our customs, our economic arrangement, and adjusted by the preferences of the majority. I do not desire to pirate those rules. All the varieties of bunk that I have heard have to do with methods of beating the legitimate game of producing a decent article, offering it at a fair price, giving a liberal profit margin to the wholesaler and the retailer, and then appropriating a sufficient fund for local advertising—the stuff that the people all read and the grocer knows as much about as he does his stock—in the local newspaper.

I don't say that the newspaper is perfect. Nor do I say that I have not seen other mediums pull in certain places and help salesmen put business across. But I do say that for a sure run for your money, for a standard talking point with the local grocer, the newspaper turns the trick.

ALL MERCHANDISING STEPS

Toledo Blade Covers From Analysis of Field to Placing of Goods.

The Toledo Blade's service to food advertisers is so broad as to cover every step from an analysis of the field to the actual placing of merchandise in the hands of the retailer.

Complete trade information is offered on request.

Through its close relationship to wholesalers and retailers the Blade Merchandising Service Department renders valuable assistance in securing distribution.

Window displays are often secured. Dealers hear from the Blade regarding advertising plans and with valuable trade suggestions, through a system of letters.

Said W. Edwards Myers, of the Blade: "The department is able to furnish a check as regards demand, repeat orders, effect on competition and dealers' attitude. While we do not hold that this department is free from error, we believe its work approximates as intelligent a service as is possible for any manufacturer to secure."

Never over-sell a grocer!

Great business from little ads grow.

Every hill of beans counts this year—but all food must be sold and the manner in which it is sold determines the future success of the merchant.

War or no war the people must go on eating and to introduce and push food products there must be newspaper advertising.

Men, like sheep, are gregarious in their habits—when your newspaper carries food interest producers and sellers of foods will follow you.

A question that a newspaper must decide for itself is whether or not it is a newspaper function to aid an advertiser up to the point of actually placing merchandise with dealers.

What are you doing to induce chain grocers to advertise? They attempt to cover your city with trading places, hence, newspaper advertising is of 100 per cent. value to them.

Some people count appearances for naught, holding that the diamond in the rough has the same potential value as the cut gem. It is the work of the lapidarist that gives the stone its value—not the matrix that encloses it.

What New York Spends for Food

BASED on the expense of providing food for massed groups of people, a conservative estimate indicates that New York State spends daily for its edibles, \$10,000,000!

At this ratio it costs Father Knickerbocker each year, the tidy sum of

\$3,650,000,000

to keep the "wolf" away from the door, and the cheeks of his children plump and rosy.

From the first crimson blush in the orient till the stars twinkle overhead, there's a constant call for breakfast foods, biscuits, bacon, soups and all kinds of table delicacies and staples.

New Yorkers wouldn't be as big, brawny and energetic as they are, if these necessities were denied them.

Nor would the bank rolls of the Food Manufacturers be as fat as they are, if it were not for the easy access the manufacturers have to New York's homes by means of these New York State Newspapers, which make it easy for National Advertisers quickly to accumulate wealth.

The New York State Newspapers can move foodstuffs from factories to homes in train-load lots

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	37,117	.06	.06	New York American (M)	361,712	.40	.39
Albany Knickerbocker Press (S).....	†34,219	.06	.06	New York American (S)	727,154	.60	.585
Brooklyn Eagle 3c (E)	43,209	.16	.16	New York Globe (E)	204,138	.33	.31
Brooklyn Eagle 3c (Sunday).....				New York Herald (M)	133,918	.40	.40
Binghamton Press-Leader (E)	27,541	.06	.05	New York Herald (S)	150,439	.50	.50
Buffalo Courier-Enquirer (M & E).....	84,000	.14	.12	New York Evening Post (3c) (E).....		23,682	.19
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Sun (M).....	186,185	.39	.36
Buffalo News	92,763	.15	.15	New York Sun (S)39	.36
Corning Evening Leader (E)	7,363	.0193	.015	New York Sun (E)	215,282	.34	.32
Elmira Star-Gazette (E)	†22,097	.04	.035	New York Telegram (E).....	344,436	.342	.315
Gloversville Herald (M)	6,062	.02	.015	New York Telegram (S).....		.246	.225
Gloversville Leader-Republican (E)	6,179	.0179	.0129	New York Times (M)	387,549	.40	.40
Ithaca Journal (E)	7,012	.0357	.025	New York Times (S)		423,810	.40
Jamestown Post (M)	8,765	.025	.0207	New York World (M)	40,768	.10	.06
Middletown Times-Press	4,462	.0107	.0107	New York World (S).....			
Mt. Vernon Daily Argus (E)	5,739	.0214	.0172	New York World (E)			
Newburgh Journal (E)	5,047	.01071	.01071	Rochester Union & Advertiser (E).....			

* Ratings Government Circulation Statements, April, 1917.

† Statements to A. B. C.

To get your food products

into the half a million homes
in the territory in and around

Philadelphia

you should use

The dominant newspaper— **THE BULLETIN**

The name of The Bulletin is a household word in Philadelphia's homes.

Its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania and is the largest 2c circulation in the east.

Nearly a million and a quarter people residing in the homes, in which The Philadelphia Bulletin is read each day, comprise the great majority of the entire population of Philadelphia—the third largest market in the United States.

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory each day by concentrating in the one newspaper which dominates this field—The Bulletin.

The net paid daily average circulation of The Bulletin for April was

389,734 copies
a day

"A copy for nearly every 'Philadelphia' home."

DAN A. CARROLL, Tribune Building, New York City
J. E. VERREE, Steger Building, Chicago.

WILLIAM L. McLEAN, Publisher.

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