

THE EDITOR & PUBLISHER

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

\$2.00 a Year

APR 25 1916

NEW YORK, SATURDAY, APRIL 22, 1916

10 Cents a Copy

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8 Government Statements

With Some Advertising Facts

CIRCULATION FACTS

Below appear the eight Government statements of circulation of The Chicago Tribune. Note that there is an unbroken record of increases:

Period Covered	Daily (Exclusive of Sunday)	Sunday (Only)
Six months ending September 30, 1912 - - -	220,500	304,325
Six months ending March 31, 1913 - - -	245,449	363,119
Six months ending September 30, 1913 - - -	253,212	366,918
Six months ending March 31, 1914 - - -	261,278	406,556
Six months ending September 30, 1914 - - -	303,316	459,728
Six months ending March 31, 1915 - - -	326,897	534,848
Six months ending September 30, 1915 - - -	354,520	558,396
Six months ending March 31, 1916 - - -	359,651	585,934

ADVERTISING FACTS

Last year (1915) The Chicago Tribune printed more advertising than any other morning and Sunday newspaper in the world.

For the first quarter of this year (January, February and March, 1916) The Chicago Tribune has beaten its own record for the corresponding period of last year by 2,009.07 columns, or 19 per cent.

The Tribune's gain in this period is approximately equal to the *combined* net gain of all the other Chicago papers put together.

In the first quarter of this year The Tribune has printed more advertising by 696.52 columns than the other Chicago morning papers *combined*.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

You Know These Newspapers They Know the Intertype

Model A—\$2100

Single Magazine

Model B—\$2600

Two Magazines

Model C—\$3000

Three Magazines



Standardized and Inter-
changeable Models

More Than
1100 Intertypes
in Use

Chicago Tribune installed 4 Model B Intertypes in July, 1915. *They are now installing 4 more.*

Des Moines Capital has just purchased 4 Model C Three Magazine Intertypes.

Lincoln State Journal purchased 1 Model B in December, 1914. *Have since installed 11 more.*

Portland Telegram installed 12 Intertypes in September, 1914; another in November, 1915.

New York Press is using 12 Model B Intertypes.

Lafayette Journal-Times bought 1 Model A in April, 1914; 1 Model B in July; *since then 3 more Model B's.*

Lafayette Courier installed 2 Intertypes in July, 1914; *since then they have installed 2 more Model B's.*

Elmira Herald is using 4 Intertypes.

Cincinnati Enquirer bought 1 Intertype in November, 1913; *8 more machines in June 1915; we are now filling their order for 4 more.*

Chicago Herald is using 2 Model B Intertypes.

Passaic News is using 3 Model B's.

Jersey City Journal installed 2 Model B's in August, 1914; *have since installed 2 more Model B's.*

New York Il Progresso Italo-Americano bought their first Intertype in February, 1914; *have since installed 3 more Model B's.*

Austin (Texas) American is using 4 Intertypes.

INTERTYPE CORPORATION

NEW YORK
WORLD BLDG.

CHICAGO
RAND-MCNALLY BLDG.

NEW ORLEANS
316 CARONDELET ST.

SAN FRANCISCO
86 THIRD STREET

Distinguished Syndicate Service

Telegraphic Financial Article Daily
 Saturday London Cable
 Weekly Financial Review
 Review of Financial Week
 Daily Wall Street Paragraphs
 Foreign Correspondence
 European News Translations
 Country Home Articles
 Weekly Fashion Letter
 Notes of the Stage (Weekly)
 The Reader's Guide (Books)
 Weekly Review of Athletics
 Concerts and the Opera (Weekly)
 Prudence Bradish
 "The Homemaker"
 Mats of War Pictures, the
 Stage and other Features of
 Saturday Magazine



Our regular clients include the Chicago Daily News, Philadelphia Evening Bulletin, St. Louis Post-Dispatch, Boston Journal, Pittsburgh Press, Cleveland Press, Detroit News, Philadelphia Inquirer, Detroit Free Press, Meriden Morning Record, Toronto News.

THE Syndicate Department of The New York Evening Post offers to newspapers, exclusive publication rights in restricted territory simultaneously with The Evening Post, a selection of features at moderate rates.

It should be kept in mind that this department does not create features with primary view of selling. What is offered has passed the scrutiny of the editorial staff of The Evening Post for publication in it. All of the offerings are regular features and carry with them the same qualities that have made The Evening Post a National Institution of broad appeal and special interest to the intelligent newspaper reader.

Special attention is given the particular needs of each newspaper. Cost of complete or partial service does not compare with high quality of articles offered. Write today for samples of features desired or wire reservation for your city.

ROBT. B. McCLEAN,
 Syndicate Department,
 The Evening Post,
 20 Vesey Street,
 New York.

Telephone Cortlandt 84

Call at our Syndicate Department when in New York. Take Subway to Fulton Street Station.

The "Stickful Feature Idea"

Made Famous By George Matthew Adams



Twin Sons of George Matthew Adams

George Matthew Adams never does things by halves. Glance at the above picture. Also he believes in "Preparedness." If you want to save money and get the most out of your feature investment, order exclusively "Adams Stickful Features." Just read through the list below. Many are house-words half way 'round the world.

The ADAMS "STICKFUL FEATURES"

- WALT MASON
"Prose Poems"
"Folks in Our Town"
- KIN HUBBARD
"Abe Martin"
- RUTH CAMERON
"Side Talks"
- DON HEROLD
"Everyday Wisdom"
- DOROTHY CLARKE
"My Style Diary"
- HOWARD RANN
"Rann-dom Reels"
- Dr. DONALD McCASKEY
"Health Talks"
- LAUREN
"Womanettes"
- A. S. BENNETT
"Something to Do"
- CLARA INGRAM JUDSON
"Bed Time Tales"
- C. H. WELLINGTON
"And the Worst Is Yet to Come"
- DICK DORGAN
"Not Now"
- ARCH BRISTOW
"Zimmie"
- EDNA KENT FORBES
"Beauty Chats"
- GEORGE MATTHEW ADAMS
"Pepper Talks"
- HENRIETTA D. GRAWEL
"Efficient Housekeeping"

FICTION

As in short "Stickful Features"—so in Fiction, the Adams idea of class and quality dominates. Let us quote you on Fiction. Here are a few of our top-liners:

- Mary Roberts Rhinehart
Rex Beach
Edna Ferber
William Allen White
Kathleen Norris
George Fitch
Molly Elliot Seawell
Louis Joseph Vance
Earl Derr Biggers

NEWSPAPER Readers turn to the "Stickful Features" day after day, year in and year out. Literally millions daily read them. You who buy them read them. Everywhere newspapers go "Stickful Features" now are.

"Stickful Features" are short. They take little white paper space. They have one big, vital idea—and they say it quick. They are habit-forming features. They are easy to read—and ARE READ. They create smiles. They make people think. They make a good paper brighter.

Readers "fall in" with a paper quickly that uses "Stickful Features." They search it out. They stick by it—and talk about it continually to others.

"Stickful Features" are an ADAMS idea. George Matthew Adams started and made famous the "Stickful Feature" idea.

Other syndicates have tried to copy the "Adams Stickful Feature Idea"—but feebly.

Glance at the list of famous "Adams Stickful Features" to the left. Without charge or obligation, let us send you a complete weekly set of one, or a dozen, for you to consider. If you want circulation secured and held at, the lowest cost, invest in "Adams Stickful Features."

"Pony Feature Services"

Another New Adams Feature Idea

You want features. You know their value. But you are limited as to space. The Adams "Pony Service" is the thing for you—a selective group of "Adams Stickful Features," from two to six per day at from \$1.50 to \$8.00 per week per group. You will enthuse over this idea as scores of newspapers are now enthusing. It is a new idea—a space saver, a money saver. Write or wire to-day for the Adams "Pony Feature Service" folder.

The Adams Newspaper Service



8 West 40th Street
New York City



[Note to Publishers in New York: Visit the Famous Adams Newspaper Service "Publisher's Room"]

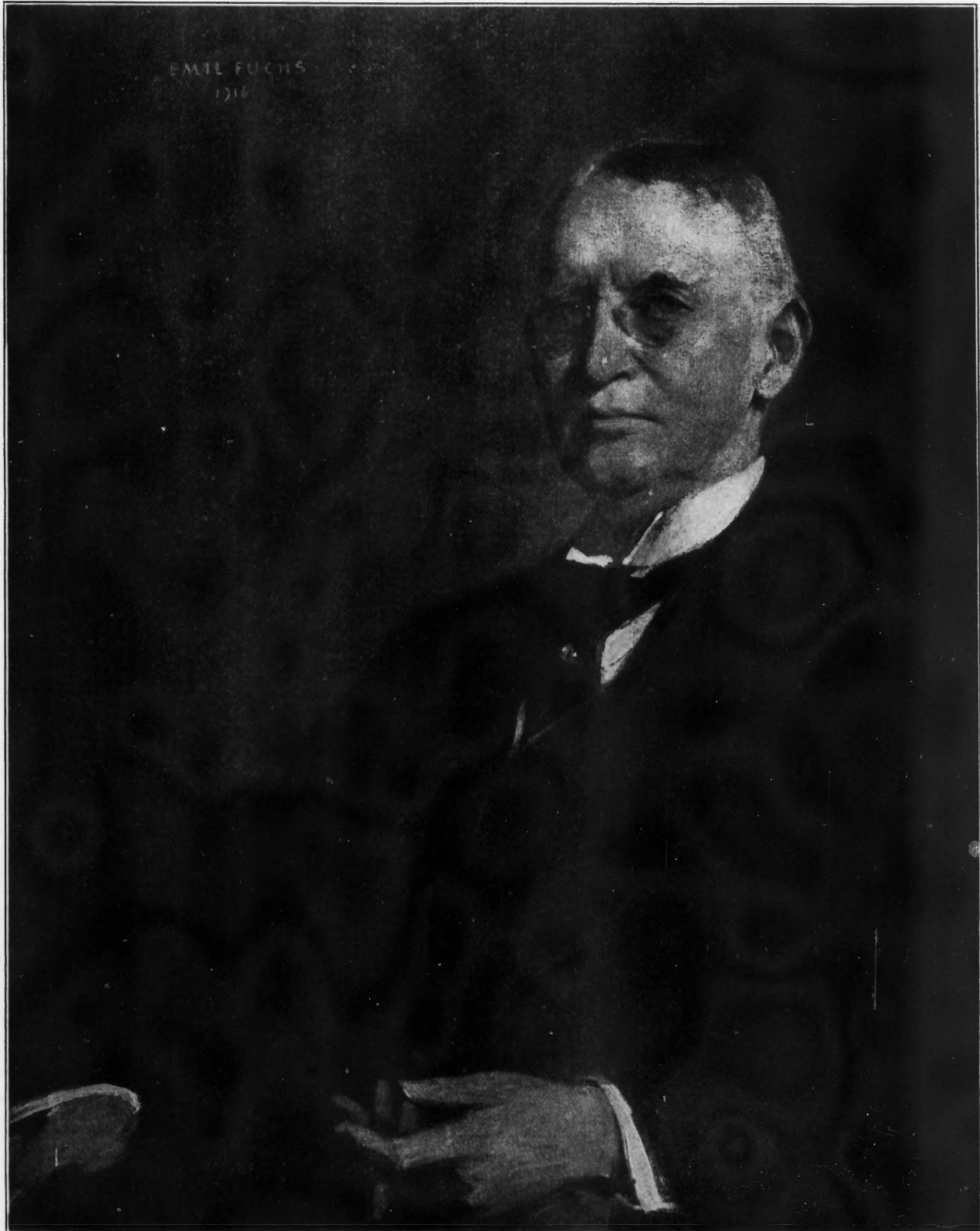
THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, APRIL 22, 1916

No. 46



MR. MELVILLE E. STONE, AFTER
A PAINTING BY EMIL FUCHS.
By COURTESY OF THE ARTIST.

NEWS GATHERING

By Melville E. Stone

IT is doubtful if anyone can say definitely when and where the newspaper business began. Perhaps the best guess is that it originated with the *Acta Diurna* of Rome before the Christian era. But this is by no means certain. The Chinese claim to have used type and to have published newspapers much earlier. And in confirmation of this, copies of the Roman papers, still preserved, contain references to their Chinese contemporaries.

The *Acta Diurna* was founded by the Roman Government for the purpose of communicating official, and also general information, to their legions in foreign countries. The victories they achieved in one field of action were reported to their armies elsewhere and served to stimulate them to fresh triumphs. A fraction of "home news" was added. Some of it was of the "human interest" story sort. For instance, on the fourth of the Kalends of a certain April, the journal contained the following interesting items concerning the eternal city:

"It thundered, and an oak was struck with lightning in that part of the Palatine hill called *Summa Vella*, shortly after noon."

"A fight happened in a tavern at the foot of Banker Street, and in it the proprietor of the Hog-in-Armour Inn was dangerously hurt."

"The *Aedile Tertullus*, fined the butchers for selling meat which had not been inspected by the market overseers. The fine is to be used to build a chapel for the temple of *Tellus*."

Since this sheet was written, and but a limited number of copies issued, it cannot, after all, be called a newspaper in the modern sense. It was rather a news-letter. And news-letters were not uncommon for many centuries thereafter. Indeed, until the introduction of printing in 1450, such were the means of news distribution throughout the civilized world. These communications were sent from city to city and the privilege of reading them was sold for a trifle by the recipients. There were not only news-letters, but news-circulars. They were written chiefly from the Dutch and German cities, but also from London and Paris.

As a natural result of this business, those who received a number of these letters and circulars rewrote their contents into a single composite sheet, which they called a newspaper. The earliest of these seems to have been issued in Venice, and the charge for permission to read one was fixed at a *gazetta*, a coin of about the value of an American cent. From this originated the word "*Gazette*," which became the usual title of the newspaper in many places. The Venetian papers were issued once a month, and their proprietors were forbidden by law to print them for more than a century after movable types came into use.

Meanwhile, however, and immediately following the development of typography, printed "*Gazettes*" appeared in a number of German cities, notably in Nuremberg and Augsburg.

GOVERNMENTAL RESTRAINT.

The interdiction of the Venetian republic was characteristic of the general attitude of all of the governments toward printing. The danger of a rapid and widespread diffusion of information and the attendant possibility of sedition, was promptly noted by those in authority. A struggle for a free press began at once and lasted for more than three centuries. At first freedom of opinion was not permissible. Much less, free-

dom of speech, or of publication of opinion. Punishment for the utterance of one's beliefs was practically universal, as witness the punishments of Huss and Savonarola; the Spanish Inquisition; Luther's attack on the Anabaptists; the martyrdoms in England; the burning of Servetus; the massacre of the Huguenots; and the ghastly orgies of Alva in Holland. In such an hour, it was quite logical that the printer should be an object of condemnation. Everywhere there was a struggle toward the light, but everywhere also there was repression and persecution. There was always a small remnant of the people who, like Socrates, back in Greece, would rather face death than conceal their thoughts. But always there was the mastering hand of Sovereignty, holding as did Jack Cade, in Shakespeare's play of *Henry the Sixth*, that Lord Say should be beheaded ten times since he had caused printing to be used, and, contrary to the king, his crown and dignity, had built a paper-mill.

In 1534, Henry the Eighth forbade anyone to print an English book without permission from the king's licensers. Three years later Parliament gave the Crown absolute authority to regulate the press. This, in turn, was followed by the establishment of the Stationers' Company and the Star Chamber, both of which exercised the power of censorship. Queen Elizabeth and King James issued proclamations and injunctions against the press without limit. Under Cromwell's protectorate the work of the Star Chamber was suspended and restrictions were imposed by parliamentary committees, but they were no less rigorous. It was then that John Milton issued his "*Areopagitica: A Plea for Unlicensed Printing*," which Augustine Birrell has well said was the noblest pamphlet in "our English, the language of men ever famous in the achievements of liberty." But it fell upon deaf ears and, for the time, nothing came of it. In this pamphlet Milton said:



JOHN MILTON,

"Give me the liberty to know, to utter, and to argue freely according to conscience, above all liberties."

It was in America that a free press was finally established. Only eighteen years after the landing of the Pilgrims one Rev. Joseph Glover, a wealthy Puritan preacher, left England with type, paper and press to establish the first printing office in what is now the territory of the United States. On the way over he died at sea, and his widow not long after married Dunster, the first president of Harvard College. The printing press was then set up in Cambridge, Massachusetts, and there began a publication business which became wonderfully famous in its day.

All went well until in an unfortunate hour Dunster denied the doctrine of infant baptism, was removed from the presidency of Harvard College, and lost his printing press.

Both in England and in her American colonies there was a sharp censorship upon the business, and it was only five years after Dunster set up his press in Cambridge that John Milton wrote his immortal plea.

It was in Boston also, fifty-two years later, that the first American newspaper was issued. It lasted but one day, and the only copy known to be in existence is now in the Public Record Office in London. All that century was marked by an unending struggle between the printers and the public authorities. There were indictments, trials, fines, and jailings without number. Finally, one hundred years after the first printing press arrived in Boston, an event of very great importance occurred in New York. One John Peter Zenger, printer of the *New Weekly Journal*, criticised the British Governor. He was arrested and thrown into jail. It was the rule of that day, here on American soil as in England, in respect of libel, that "the greater the truth the greater the libel."

Then old Andrew Hamilton, of Philadelphia, fairly tottering to the grave, came to the rescue, and in a great speech announced as the proper doctrine the dogma which became the law of the land, that the truth when printed from good motives and for justifiable ends should constitute a full defence in any action for libel, and that in cases of this sort the jurors should be the judges of both the law and the fact. And upon this thesis Hamilton won. Of Zenger's acquittal Gouverneur Morris said: "It was the dawn of that liberty that afterward revolutionized America." Yet, important as it was, it did not settle the question.

In Massachusetts repressive measures against the press continued for nearly another hundred years.

A NOTABLE YEAR.

Three great events occurred in 1811. First, the practical settlement for all time on American soil of this question of the libel law. There had been repeated efforts both before and after the

Harrison Gray Otis, and Theophilus Parsons. They had secured the defeat of one constitution for the State of Massachusetts because it did not contain this provision.

In 1811 Chief Justice Parsons settled the matter by an act that alone should have given him a place in the journalistic Walhalla. One Abijah Adams, of Boston, was brought to trial for the publication of words criticising Parsons himself. Then the Chief Justice, true to his convictions of right, publicly waived his official prerogative and asked the prosecuting officer to permit Adams to plead the truth in justification and to introduce any evidence he might have in support of his plea. He went even further and when Abijah Adams was convicted, Parsons publicly urged his pardon. The common-law doctrine was then swept away and thenceforward in practically every State in the land it became a settled principle that the truth when published from good motives and for justifiable ends should constitute a complete defence.

The second event which occurred in this interesting year of 1811 was the invention by one Frederick Koenig of the cylinder press. Until then all printing had been done by the old-fashioned hand press and eight hundred impressions an hour was the extreme limit of output. John Walters, of the *London Times*, adopted Koenig's invention, applied steam and in two years quadrupled the impressions per hour of his paper. The development of the press from Koenig's initial machine down to this hour, when we have cylinder presses capable of printing hundreds of thousands of perfected papers an hour, is familiar to all.

SYSTEMATIC NEWS GATHERING.

The third and even more significant event occurred on November 20, 1811, when there appeared in the *Columbia Centinel*, of Boston, the following announcement:

"EXCHANGE COFFEE-HOUSE BOOKS."

"These news books, etc., commenced and so satisfactorily conducted by Mr.



BOSTON EXCHANGE COFFEE HOUSE

Revolution to break away from the English common-law principle and to establish the doctrine that the truth of a publication could be put in evidence as a defence. But they had not been altogether successful. Among those active in the matter were John Adams,

Gilbert are now transferred to the care of Mr. Samuel Topliff, jr., a young gentleman of respectability, industry, and information, and who will, we doubt not, continue the *Marine and General News Books* with great satisfaction to the patrons and friends of the Reading Room."



SAMUEL TOPLIFF, JR.,

This was the beginning of the business of systematic news gathering in all the world. Topliff went out into Boston Harbor, met the incoming vessels from Europe, gathered all possible information from the ships' captains and recorded it in the books of the Coffee House, from which it was copied and printed in the newspapers of the day. Later he established correspondents at most of the important European cities, and sold their letters to the Boston, New York, and Philadelphia journals. Out of this work The Associated Press developed.

Only two years later a great journalist, Nathan Hale, nephew of the "patriot spy," of the Revolution and father of the late Rev. Edward Everett Hale, bought the Boston Advertiser and created the editorial column. Nothing of the kind had ever been known in the world before.



NATHAN HALE,

Later, in 1827, Mr. Arthur Tappan, the merchant-philanthropist and reformer, founded the Journal of Commerce, in New York to combat growing influence of the theatre, which he regarded as pernicious. But the playhouses proved too strong for him, and within a year he sold the paper to Gerard Hallock and David Hale, two young Boston journalists. They were familiar with the work of Topliff, and promptly transplanted his methods to New York. They discarded the rowboat, and built a handsome sea-going yacht, which they named the "Journal of Commerce" and ran twenty or thirty miles beyond Sandy Hook to meet incoming vessels. There had previously been a small combination of New York papers to gather ship news; but the building of the "Journal of Commerce" incensed the other members, and they promptly expelled Hallock and Hale, who replied in a card, which was printed in their newspaper on October 9, 1828, as follows:



GERARD HALLOCK.

"Yesterday our new boat, the 'Journal of Commerce,' went below for the first time, fully manned and equipped for service. We understand that her rival, the 'Thomas H. Smith,' is also in readiness for similar duty.

An opportunity is now afforded for an honorable competition. The public will be benefited by such extra exertions to procure marine news, and we trust the only contention between the two boat establishments will be, which can outdo the other in vigilance, perseverance, and success. In one respect, and in one only, we expect to be outdone; and that is, in collecting news on the Sabbath. This we shall not do, and if our Monday papers are, as we trust they will not often be,



DAVID HALE,

deficient in giving the latest marine intelligence, we must appeal to the candor and moral principle of our subscribers for a justification."

Hallock and Hale also erected upon the Highlands, near Sandy Hook, a semaphore telegraph, to which their schooner signalled the news, and which in turn transmitted it to Staten Island. Thence the news was carried to the publication offices in New York city. In this way they were able to distance all competitors. They also introduced to American journalism the "extra edition." The scenes about the office of the Journal of Commerce in those days aroused great public interest, and before long the proprietors enjoyed a national reputation.

Not content with distancing their rivals in European news, they also established a pony express from Philadelphia, with eight relays of horses. By this means they were frequently able to publish Southern news twenty-four hours in advance of their competitors. This system worked so successfully that the Federal Government took it over; but Hale and Hallock extended their express to Washington, and thus maintained their supremacy. They frequently published official news from the capital before it had been received by the Government officers in New York. In one instance a Norfolk paper, published two hundred and thirty miles south of Washington, copied the Washington news from the New York Journal of Commerce, which it received by sea before it had any direct advices. In time this enthusiasm waned, but with the advent of James Gordon Bennett and the New York Herald it revived, and the zeal then displayed has never been surpassed.



J. G. BENNETT.

The battle royal which was carried on between Gen. James Watson Webb, of the New York Courier and Enquirer, on the one hand, and Bennett, of the Herald and Hallock and Hale, of the Journal of Commerce, on the other, is historic.

When the war with Mexico broke out, Mr. Bennett was able, through his system of pony expresses, to publish accounts of battles even before the Government dispatches were received. He also had a carrier-pigeon service between New York and Albany for the annual messages of the Governor, which he printed ahead of every one. The Cunard liners ran between Liverpool and Boston, and Bennett, with characteristic energy, instituted a scheme for hurrying the news by pony express from Boston to New York.

Topliff had been succeeded by D. H. Craig, who established himself as an independent news-collector and vender at Boston, and displayed extraordinary alertness. As the Cunard boats approached the harbor, Craig met them and received on his schooner a budget of news from the incoming vessels. Then by carrier-pigeons he communicated a synopsis of the news to his Boston office, frequently releasing the birds forty or fifty miles from port.



D. H. CRAIG.

Meanwhile, Professor Morse was struggling with his invention of the magnetic telegraph. In 1838 he completed his machinery and took it to Washington on the invitation of President Van Buren; but it was not until 1843 that Congress appropriated \$30,000 to build an experimental line. It

took a year to construct this between Washington and Baltimore, and it was not until the latter part of 1844 that it proved of any service for the transmission of news.



SAMUEL B. MORSE,

With the advent of the telegraph, Craig determined to make use of this novel agency in his business, but encountered the hostility of those having a monopoly of Morse's patents, who desired to control the news business themselves. There was a sharp contest. The New York papers joined forces with the telegraph people, and in 1848 organized the Associated Press, with Mr. Hallock as president and Dr. Alexander Jones as manager.

Its membership was limited to the proprietors of the six or seven New York dailies, and its purpose was to gather news for them only. Later, other newspapers in the interior arranged for exchanging news with it, and thus the enterprise developed into one of great importance.

Dr. Jones was a remarkable man. He was a native of North Carolina, but of Welsh descent. He was a notable inventor and wrote several books of interest. He began work as a volunteer correspondent very soon after Morse telegraph wires were opened, handing in his first message, addressed to the Washington (D. C.) Union in the early autumn of 1846. He filed it at the office of the telegraph company, then located at 10 Wall Street. It was an account of the launching of the sloop of war "Albany" at the Brooklyn Navy Yard. His work was acceptable and led to the practice of sending uniform dispatches to a number of papers in different cities reached by the Morse wires. This method of service was so obviously economical that representatives of the leading New York dailies met and formed an association to receive the messages that Dr. Jones and his agents were furnishing. Indeed, at the time, in 1848, they established two combinations, one called the Harbor News Association, to jointly gather information from the incoming ocean steamships, and the other the New York Associated Press, to collect news from the interior of the country by telegraph. Thus Dr. Jones became the first general manager of the business.

Mr. Craig, the independent newsman, proved too enterprising a competitor to be ignored, and in less than three years the New York journalists displaced their executive officer and chose Mr. Craig to succeed him.

FOREIGN AGENCIES

Meanwhile, certain foreign news-gathering agencies were established. Chief among these was the Reuter Company. In 1849 a telegraph line had been opened between Berlin and Aix-la-Chapelle. A young fellow of Hesse-Cassel saw his opportunity. He put carrier pigeons in service from Aix-la-Chapelle to Brussels, covering the distance in an hour. Relays of horses were used to carry the news on from Brussels to Paris. In 1851 a cable was laid from Calais to Dover and an enlarged field of operations opened to young Reuter. He sold his German business and hurried to London, where



BARON DE REUTERS,

he founded the British agency, which thenceforward was the most notable in Europe. It covered the news of the British Empire, extending from point to point around the globe wherever the flag of England floated.

A German agency was founded on January 11, 1849, by Dr. Bernard Wolff. It has been and now is popularly known as the Wolff Agency. Wolff developed chiefly service between Berlin and Vienna and Amsterdam.

A little later the French news-gathering company, the Agence Havas, named after its founder, was established to distribute news throughout France. And in 1854 the Stefani Agency was set up in Turin by Guglielmo Stefano, and the Fabra Agency in Madrid. There followed quickly like organizations in almost every European country, and all of them entered into exclusive exchange agreements with each other and with the New York Associated Press. Thus the whole world was cared for. And as telegraph lines and cables were extended, the area provided for by these agencies extended.

In addition to those mentioned, there were established the Danske Agency in Denmark, the Norsky Agency in Norway, the Svensky Agency in Sweden, the Russian Agency in St. Petersburg, the "Agence Balcanique" in the Balkan states, and the "Correspondenz Bureau" in Vienna.

These important foreign alliances, together with very advantageous discriminatory contracts with the telegraph company, placed the New York Associated Press in so dominant a position that competition with it was well-nigh impossible. It held almost undisputed command of the field for thirty years. As its general manager, Mr. Craig displayed great originality and marked efficiency. He practically reorganized the system, and, in spite of the limited facilities available in his day, brought the business to a high state of effectiveness.

Mr. Hallock retired from office in 1861, and Craig in 1865. They were succeeded by David M. Stone, as president, and James W. Simonton, as general manager. Mr. Simonton served for fourteen years and was succeeded, after a temporary occupancy of the office by Erastus Brooks, by James C. Hueston.

Until the outbreak of our Civil War the journals outside in the matter of news almost entirely to the seven metropolitan dailies which composed this New York Associated Press. Meanwhile, in the developing West, there had grown up a number of strong and wealthy papers. The proprietors of these grew restive under Eastern control, and in November, 1866, organized an independent as-



DR. BERNARD WOLFF.



DR. ALEX. JONES



DAVID M. STONE,



JAMES W. SIMONTON,



ERASTUS BROOKS,

sociation. They offered to exchange news with the New York people, but their overture was refused. A sharp contest ensued and lasted for some months, finally ending in a victory for the Westerners.



JAMES C. HUESTON.

William Henry Smith was chosen as general manager of this Western Associated Press and proved to be an officer of great capacity. Various ineffectual attempts were made from time to time to secure more equitable relations with the New York organization, until 1882, when there was another break, a second contest, and, again, a victory for the Western men. There was a compromise by which the two associations were placed under the administration of a joint executive committee, and Mr. Smith was made general manager of the enterprise. This arrangement lasted for ten years.



W. H. SMITH.

Newspaper owners in other sections of the country formed smaller associations and exchanged news with this partnership organization. Among these were the New England Associated Press, the New York State Associated Press, the Southern Associated Press, and the Northwestern Associated Press.

THE ASSOCIATED PRESS

In 1892 the United Press, a rival organization which, by the use of new telegraph lines, had grown to startling proportions, suddenly absorbed the New York Associated Press. It was a proprietary concern. It had fallen under the control of three men, only one of whom was a practical journalist. They were responsible to no one. They could send out to the newspapers anything they chose and no one could call them to account. The Western Associated Press members revolted and set out for themselves. They felt that, far beyond their own interests, there was a great public question involved. They set about the development of a plan which should insure an honest, truthful, and impartial reporting of events. After deliberation, they concluded that the safest way was to organize a cooperative association of newspaper proprietors, representing diverse interests, and thus put the institution under pledge to report the truth, and, to guarantee impartiality, the news service was to be subjected to the scrutiny and the censorship of the varied views of its membership. They re-incorporated their company in Illinois under the title "The Associated Press," and took on a national character.

There was a four years' struggle, and then the United Press went into the hands of a receiver and ceased doing business.

The cooperative principle was accepted by enough publishers to make it a success. The fundamental principle was that it, its method of organization and its news service should be subject to criticism. With an appreciation of their responsibility, and a full recognition of their duty to the American people its founders sought to work out the problem before them in the best possible fashion. If they did not succeed, then the effort of as patriotic and well-minded set of men as this country has ever known, is a failure. At one stage of the contest they pledged themselves for hundreds of thousands of dollars as a guarantee fund to break the chains which, at the moment, bound the American press to enslavement by the three men to whom reference has been made.

William Penn Nixon, of the Chicago *Inter-Ocean*, was the first president of this new Associated Press, but after two years of service was succeeded by Victor F. Lawson. A strong and devoted

Board of Directors gave yeoman aid in the contest. They travelled from place to place doing effective missionary work in the way of urging the value of the cooperative principle upon the attention of their brother journalists. Among these were Charles W. Knapp, of St. Louis; Frederick Driscoll, of St. Paul; Frank B. Noyes, of Washington; Clayton McMichael, of Philadelphia; Albert J. Barr, of Pittsburgh; James E. Scripps, of Detroit, and M. H. De Young, of San Francisco. Although both in purpose and in practice this Illinois corporation was cooperative, it was in form (owing to the limitations of the law under which it was established), a news-selling enterprise. Its legal status was therefore defective. In 1900 it was found that there was a situation in the State of New York which would enable its members to secure a charter conformable to their original intent. A new organization was therefore effected in New York under precisely the same title as that of the Western company, and a great body of those who had been working together for eight years abandoned "The Associated Press" of Illinois and joined "The Associated Press" of New York. The latter body began service in September, 1900, and it is the association now actively engaged in the work.



VICTOR F. LAWSON.

It is worth while to explain how the world's news is gathered and furnished in a newspaper issued at one cent a copy. First, as to the foreign news, which is, of course, the most difficult to obtain and the most expensive. In normal times there are the four great agencies which, with many smaller and tributary agencies, are covering the whole world. These four agencies are, as above noted, the Reuter Telegram Company, Ltd., of London, which assumes responsibility for the news of the great British Empire, including the home land, every colony except Canada, and the suzerain, or allied countries, as Egypt, Turkey, and even China and Japan; and the Agence Havas, of Paris, taking care of the Latin countries, France, Italy, Spain, Portugal, Belgium, Switzerland, and South America, as well as northern Africa; and the Wolff Agency, of Berlin, reporting the happenings in the Teutonic, Scandinavian, and Slav nations. These three organizations are allied with the Associated Press in an exclusive exchange arrangement. Subordinate to these agencies is a smaller one in almost every nation, having like ex-

change agreements with the larger companies.

Thus it happens that there is not a place of moment in the habitable globe that is not provided for. Moreover, there is scarcely a reporter on any paper in the world who does not, in a sense, become a representative of all these four agencies. Not only are there these alliances, but in every important capital of every country, and in a great many of the other larger cities abroad there are "A. P." men, trained by long experience in its offices in this country. This is done because, first, the organization is naturally anxious to view every country with American eyes; and, second, because a number of the agencies spoken of are under the influence of their Governments and, therefore, not always trustworthy. They are relied upon for a certain class of news, as, for instance, accidents by flood and field, where there is no reason for any misrepresentation on their



FRANK B. NOYES.

part. But where it is a question which may involve national pride or interest, or where there is a possibility of partisanship or untruthfulness, the "A. P." men are trusted.

Now, assume that a fire has broken out in Benares, the sacred city of the Hindus, on the banks of the Ganges, and a hundred or a thousand people have lost their lives. Not far away, at Allahabad or at Calcutta, is a daily paper, having a correspondent at Benares, who reports the disaster fully. Some one on this paper sends the story, or so much of it as is of general rather than of local interest, to the agent of the Reuter Company at Calcutta, Bombay, or Madras; and thence it is cabled to London and Hongkong, and Sydney and Tokio. At each of these places there are Associated Press men, one of whom picks it up and forwards it to New York.

If the things happens in Zanzibar, the story goes either to Calro or Cape Town, and by the same process finds its way to London, and on to us in this country. Thus the wide world is combed for news, and in an incredibly short time is delivered and printed everywhere. When Pope Leo XIII died in Rome the fact was announced by an Associated Press dispatch in the columns of a San Francisco paper in nine minutes from the instant when he breathed his last. And this message was repeated back to London, Paris, and Rome, and gave those cities the first information of the event. When Port Arthur was taken by the Japanese in the war of 1896 it came to us in New York in fifty minutes, although it passed through twenty-seven relay offices. Few of the operators transmitting it knew what the dispatch meant. But they understood the Latin letters, and sent it on from station to station, letter by letter.

When Peary came back from his great discovery in the Arctic Sea he reached Winter Harbor, on the coast of Labrador, and from there sent me

a wireless message that he had nailed the Stars and Stripes to the North Pole. This went to Sydney, on Cape Breton Island, and was forwarded thence by cable and telegraph to New York.

For its domestic service other methods are adopted. The territory covered includes the United States proper, Alaska, the Hawaiian Islands, the Philippines, the islands of the Caribbean Sea, Mexico, the Central American States, and, by an exchange arrangement with the Canadian Press, Ltd., the British possessions on this continent.

The organization is, as has been said, cooperative in its character. As a condition of membership, each one belonging agrees to furnish to his fellow-members, either directly or through the Association, and to them exclusively, the news of his vicinage, as gathered by him for his own paper. This constitutes the large fountain from which our American news supply is drawn. But, as in the case of the foreign official agencies, if there be danger that an individual member is biased, or if the matter be one of high importance, our own trained and salaried staff men do the reporting. For this purpose, as well as for administrative work, there is a bureau in every leading city.

For the collection and interchange of this information we lease from the various telephone and telegraph companies, and operate with our own employees, something like fifty thousand miles of wires, stretching out in every direction through the country and touching every important centre. To reach smaller cities, the telephone is employed. Everywhere in every land, and every moment of every day, there is ceaseless vigil for news.

People frequently ask what it costs thus to collect the news of the world. And we cannot answer. Our annual budget is between three and four million dollars. But this makes no account of the work done by the individual papers all over the world in reporting the matters and handing the news over to the agencies. Neither can we estimate the number of men and women engaged in this fashion. It is easy to measure the cost of certain specific events; as, for instance, we expended twenty-eight thousand dollars to report the Martinique disaster. And the Russo-Japanese war cost us over three hundred thousand dollars.

Such is an outline of our activities in what we call normal times. But these are not normal times. When the great European war broke on us, eighteen months ago, all of the processes of civilization seemed to go down in an hour. And we suffered in common with others. Our international relations for the exchange of news were instantly dislocated. We had been able to impress the governments abroad with the value of an impartial and unpurchasable news service, as opposed to the venal type of journalism, which was too common on the European continent. And in our behalf they had abolished their censorships. They had accorded us rules assuring us great rapidity in the transmission of our messages over their government telegraph lines. They had opened the doors of their chancelleries to our correspondents, and told them freely the news as it developed.

All these advantages ceased. The German news agency was prohibited from holding any intercourse with the English, French, or Russian organizations. Simultaneously, like commerce was interdicted in the other countries. The virtues of impartial news-gathering at once ceased to be quoted at par. Everywhere, in all of the warring lands the Biblical rule that "He that is not with me is against me," became the controlling view. Government telegrams were obviously very important and there was no time to consider anywhere any of the promised speed in sending our dispatches. Finally, censorships were imposed. This was



OFFICERS AND DIRECTORS OF THE ASSOCIATED PRESS.

SEATED (LEFT TO RIGHT)—ADOLPH S. OCHS, CHARLES HOPKINS CLARK, FRANK B. NOYES, V. S. McCLATCHY, VICTOR F. LAWSON, AND W. Y. MORGAN.
STANDING (LEFT TO RIGHT)—CLARK HOWELL, COL. CHARLES A. ROOK, B. H. ANTHONY, W. L. McLEAN, R. M. JOHNSTON, DANIEL D. MOORE, W. H. COWLES, A. C. WEISS, MELVILLE E. STONE, GENERAL MANAGER; D. E. TOWN.

quite proper in principle. Censorships are always necessary in time of war. But it is desirable, from every point of view, that they be intelligent, and this is not always the case.

Nevertheless, we have fared pretty well in the business of reporting this war. We have made distinct progress in teaching the belligerents that we hold no brief for any one of them, and, while each would much rather have us plead his cause, they are coming to see why we cannot and ought not to do so. And our men are everywhere respected and accorded as large privileges as, perhaps, in the light of the tension of the hour, could be reasonably asked.

During this war we have more men and more offices in Europe than any other news-gathering organization ever had, and are expending even greater sums. Recently, for example, we received the speech in the Reichstag of Chancellor von Bethmann-Hollweg not only by wireless, but also by the costly cable route through Holland and England to New York. In tolls alone the cost to the Associated Press of such matter was over one dollar a word—yet this all goes into a penny paper.

The annual expenditure of the organization for the collection and distribution of news exceeds three millions of dollars, which sum is believed to be greater than the combined yearly outlay of all other news-gathering concerns.

The officers of the organization are:
President, Frank B. Noyes, Washington *Star*.

First Vice-President, Daniel D. Moore, New Orleans *Times-Picayune*.

Second Vice-President, B. H. Anthony, New Bedford (Mass.) *Standard*.

Secretary, Melville E. Stone, New York City.

Asst. Secretary, Frederick Roy Martin, New York.

Treasurer, J. R. Youatt, New York City.

DIRECTORS:
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Charles Hopkins Clark, Hartford *Courant*.

Clark Howell, Atlanta *Constitution*.
V. S. McClatchy, Sacramento *Bee*.

Frank B. Noyes, Washington *Star*.

W. L. McLean, Philadelphia *Bulletin*.

W. Y. Morgan, Hutchinson *News*.

Adolph S. Ochs, New York *Times*.

A. C. Weiss, Duluth *Herald*.

W. H. Cowles, Spokane *Spokesman-Review*.

Victor F. Lawson, Chicago *Daily News*.

D. E. Town, Louisville *Herald*.

R. M. Johnston, Houston *Post*.

EXECUTIVE DEPARTMENT.

51 Chambers Street, New York.

General Manager—Melville E. Stone.

Assistant General Manager—Frederick Roy Martin.

Chief of News Dept.—Charles E. Kloeber.

Chief of Traffic Dept.—Kent Cooper.

The Associated Press is not only a coöperative news-gathering organization; it is the only one in the world. And by reason of the fact that it is the servant and not the master of the newspapers receiving its information, and operating under the close censorship of these newspapers, whose political, religious, economic, and social affiliations are of every conceivable sort, it necessarily furnishes a service wholly impartial and as nearly accurate as it is possible to make it. Any departure from truthfulness is certain to be discovered. Its reputation for correctness of statement and strict absence of bias is its best asset. Innumerable evidences of the esteem in which it is held could easily be furnished. To say that a man is a representative of the Associated Press anywhere in the world is to say that he is a man of honor who may be safely trusted. So it happens that these men are the custodians of many things which they may not transmit, but the knowledge of which is of inestimable value for their guidance in supplying an intelligent and truthful service of news. Before the Spanish War of 1898, when Gen. Blanco was in command in Havana, even after the destruction of the Maine, the Associated Press correspondent was known to the authorities in Cuba as the "serious" correspondent, and was alone permitted by Col. Mendez without their being trans-

lated into Spanish. And later, when the war was on, the American officer in charge of the censorship frankly said to the Associated Press men that, as they knew better than he what could properly be sent, and as he knew them to be men of character, he would put himself in their hands and at their mercy and allow them to censor their own dispatches. Like confidence was shown in Russia at the outbreak of the Japanese war. The official censor at St. Petersburg left his official stamp at the Associated Press office to be used at the correspondents' discretion.

Even in warring Europe to-day Associated Press men are trusted and respected in every one of the belligerent countries. And it is no small tribute to the impartiality of the organization that, although the tension has been very great and feeling has run very high, there has never been a charge or suggestion, either here or abroad, that the service of the organization has favored unduly either of the contesting sides.

Among those who have served the Associated Press are Charles W. Fairbanks, former Vice-President of the United States, who was at one time agent of the organization at Pittsburgh; Horace White, former editor of the New York *Evening Post*; George Kennan, writer and lecturer, former night manager in Washington; Thomas W. Knox, author, once New York agent; John H. Fabey, president of the National Chamber of Commerce, at one time correspondent at Boston; Charles H. Boynton, banker and president of the Russo-American Chamber of Commerce, formerly chief of the Paris office, later of the English Bureau, and, finally, general superintendent; Byron D. Newton, now Assistant Secretary of the Treasury, one time war correspondent in the Cuban contest. And, abroad, Lord Brooke, son of the Countess of Warwick, who did war service in the Russo-Japanese struggle; "Kirilloff," grandson of Admiral Popoff, who commanded a Russian fleet sent here during our Civil War, assigned to Kuropatkin's staff in Manchuria, and Willard D. Straight, late of J. P. Morgan & Co., former Korean representative.

There is no thought of saying the Associated Press is perfect. The frailties of human nature attach to it. But this is certain; if, in its form of organiza-

tion, or its method of operation, it is in violation of any law, divine or human, it is the very last institution in this country to seek to avoid its responsibility. If any one can devise or suggest a better way to do the work it is seeking to do, it will be glad to adopt it, or to permit some one else to put it in operation. The thing it is striving for is a truthful, unbiassed report of the world's happenings, under forms that are legal, and not only conformable to statutes, but ethical in the highest degree.

A. N. P. A. DIRECTORS TO MEET

Will Hold a Session on Monday Morning to Transact Routine Business.

The Board of Directors of the A. N. P. A. will meet on Monday morning at 10 o'clock for the transaction of routine business. The board comprises: President, Herbert L. Bridgman, Brooklyn *Standard Union*; vice-president, Hopewell L. Rogers, Chicago *Daily News*; secretary, John Stewart Bryan, Richmond *News-Leader*; treasurer, Edward P. Call, New York *Journal of Commerce*; Elbert H. Baker, Cleveland *Plain Dealer*; Hilton U. Brown, Indianapolis *Times*; Harry Chandler, Los Angeles *Times*; F. P. Glass, Birmingham *News*; J. F. Mackay, Toronto *Globe*; Jason Rogers, New York *Globe*; Charles H. Taylor, Jr., Boston *Globe*.

The Advertising Agents' Committee will meet on Monday afternoon, and the annual banquet of the Association will be held on Wednesday night. The dinner committee includes Charles H. Grasty, New York *Times*, chairman; Bradford Merrill, New York *American*; E. G. Martin, Brooklyn *Eagle*; Emil M. Scholz, New York *Evening Post*, and Ogden M. Reid, New York *Tribune*. The list of speakers is published in another column.

The convention will close on Friday with the transaction of unfinished business. Immediately thereafter there will be a meeting of the new Board of Directors at which the officers of the Association will be elected and installed.

Maxwell James, for the past five years with Economy Service Company, New York, is now associated with the Hugh McAtamney Company in the Wanamaker Cut Service.

PHILADELPHIA MERCHANTS KILL THE TRADING STAMP PEST IN THAT CITY

Four Big Chain-Store Establishments Banish the Pernicious System from Their 939 Retail Grocery Stores—After Trial of a Dozen Years They Find the Trading Stamp a Deadly Parasite on Clean and Honest Business.

(Special to THE EDITOR AND PUBLISHER.)

PHILADELPHIA, April 20.—Old Philadelphia is not so slow, after all! Indeed, she has just shown herself more wide-awake and more alive to progressive thought, to the real meaning of some of the newest advances in American commercial life, to the highest development of ethics in business (if you will), than many another town which has long considered itself to be "faster," more alert, and more progressive in all down-to-the-minute methods of business modernity.

Philadelphia has just completed a movement, begun quietly and unostentatiously several months ago by the very merchants most affected, which liberates those merchants and all who do business with them from an unnecessary, burdensome, and iniquitous tax upon merchandising. And this movement, successfully carried out in this venerable city of brotherly love, sets a high and valuable example for every city in the land.

RID OF A NUISANCE.

Philadelphia has abolished the trading stamp. That nuisance in Philadelphia is dead. This early home of American liberty again has shown itself capable of achieving liberty—of achieving emancipation from one of the most pernicious and tyrannical parasites that has ever fastened itself upon American business to sap the life blood of business.

This achievement has not been accomplished in haste, or without full and fair trial of the thing condemned. Philadelphia cultivated the parasite for a dozen years; tended and nourished and encouraged it with solicitous care, until she had proved to her complete satisfaction that the trading stamp is a parasite, and nothing but a parasite, on clean and honest business. Then, having proved its true nature, Philadelphia cut away this parasitic growth, root and branch, and cast it on the compost-heap of business refuse.

A UNIQUE SITUATION.

In one phase, at least, and in one branch of business, merchandising in Philadelphia is unique. The retail grocery trade of this city, and indeed of this whole section of Pennsylvania, is dominated by the "chain-store." In Philadelphia and its suburbs there is a total of approximately 1,200 of these "chain" grocery shops. These retail shops are controlled and operated by five big firms, co-partnerships, which annually distribute many millions of dollars' worth of food products to the inhabitants of this section. The "chain-store" establishment is not a wholesaler, and does no jobbing business, but maintains a large number of retail shops scattered widely throughout the city and its suburbs, and therein sells groceries, teas, coffees, and all sorts of food products. Furthermore, it sells for cash only.

In the days of our grandmothers the tea-store was the giver of premiums. What family in an American city has been without its cheap souvenirs of that time, its trivial heirlooms in the shape of tea-store crockery or pressed glass? So from the start of the pernicious parasite, the grocery shop that had to meet the competition of the tea store

has been a favorite and an easy prey among the trading-stamp corporations. Untold thousands, yes, millions, of American housewives have been educated in the bad habit of expecting premiums of some sort from their grocers—have been taught to believe that they could get something for nothing "thrown in" with their purchases of food for the family.

THE CHAIN-STORE EXPERIMENT.

And in Philadelphia it is these great organizations of "chains" of grocery shops that have put to the test of thorough trial the trading-stamp system, and proved its worthlessness, its parasitic nature, and finally have rid themselves of the abomination.

A dozen years ago, perhaps a little more than a dozen, the trading-stamp system took root in Philadelphia. One of the big chain-store establishments having adopted the practice of giving trading stamps with purchases made at its branches, the other leading concerns in this field of trade had to follow suit. At the time there were four big chain-store organizations: the Acme Tea Company, Robinson & Crawford, the Bell Company, and the George M. Dunlap Company. All four are flourishing to-day, and probably all are bigger and stronger than ever before. In more recent years a fifth concern of the kind, Childs, has come over from New Jersey and established a new chain of grocery shops in this city; but from its inception here this firm has refused to have anything to do with trading stamps.

ORGANIZE STAMP COMPANY.

At the outset of the practice here the trading stamps used in Philadelphia were put out by one of the big trading-stamp corporations—a concern foreign to this State. Its dealings were not satisfactory either to the grocery-store people or to their customers, and it was not long before the chain-store establishments discontinued the so-called "service" of the foreign corporation. With that commercial shrewdness for which the Quaker City has long been famous, these Philadelphia merchants reasoned that if the trading-stamp business was profitable for a foreign corporation, it should be profitable also for a local company, or, for that matter, for the concern distributing the stamps with the goods it sold. They would organize their own trading-stamp companies.

So, the Acme Tea Company (which, by the way, is not a "tea company" in the old acceptance of that term, but deals in general groceries and food products and supplies of all kinds) started the new order by establishing for the exclusive use of its branch stores the Crown Stamp Company. Some of its rivals and competitors in the chain-store business soon followed its example to the extent of interesting themselves, indirectly, if not as principals, in the formation of another local trading-stamp company. These local companies have done a large business in the last ten or twelve years. They have dealt in almost every conceivable kind of merchandise, as premiums; and have stocked up the homes of whole sections of Philadelphia with furniture, furnishings, household utensils, plated silver-ware, bric-a-brac, and so on, and

have even distributed as premiums for stamps quantities of clothing and clothing materials.

GAVE STAMPS A FAIR TRIAL.

It will be seen from this mere outline of their experience that these Philadelphians have given the trading-stamp system a full, fair, and thorough trial, and that their experience, if it means anything at all, must constitute an exceptionally sound criterion by which to judge the value of the trading-stamp system to those who use the stamps as an adjunct to merchandising. At first they thought they found that the trading stamps increased their sales of groceries. Undoubtedly, by announcing special bargains in stamps—by giving extra quantities of stamps with certain purchases—an increased, but purely fictitious, demand was created for certain brands of goods. But that such demand was artificial was proved as soon as the special bargain in stamps was withdrawn, for thereupon sales of the particular brands specified dropped back even to a point below what had been normal before the special inducement was offered.

PUSHED THEM HARD.

The whole trading-stamp game, as known to its experts, was played, and played hard. At one time so strenuous did the play become that the competition in giving away trading stamps between these great chain-store establishments threatened to eat up all the profits of their regular business and drive them to the condition of the Philadelphia department store, whose indulgence in trading stamps was one of the prime causes of forcing it into the hands of a receiver. In short, the thing finally became impossible to these big distributors of food products.

They tried to play fair with the public. Their premium goods had value. If they represented an article as being worth a dollar, that article could not be bought in any shop in Philadelphia for less than a dollar. And very soon after the first flush of novelty they began to realize that they could not afford to give something for nothing. They were paying for the premiums which they exchanged for the trading stamps, and paying for them out of the earnings of their grocery business. Stamps and premiums together did not constitute advertising of their business; did not bring any increase of business commensurate with the outlay; did not give any one establishment any great advantage over its competitors, for all its competitors were following the same foolish and futile practice that must prove fatal if persisted in too long. All were caught in the same torrent, and were being rushed along toward destruction.

RAISED SOME PRICES.

To be sure prices had to be raised on some goods in order to help to meet the enormous expense of stamps and premiums. But there has never been evidence of any agreement on prices between the different chain-store firms. Mostly competition has been of the cut-throat variety. When the Acme Tea Company raised its prices on certain brands of goods, there was nothing to prevent Robinson & Crawford from underselling the

Acme people on those very brands; and while Robinson & Crawford might increase their charges for other articles, Acme, or Bell, or Dunlap might in turn cut the ground from under that firm by making a special run on those specific articles at very low "bargain" rates.

So it went, until the trading-stamp system became an intolerable burden to these chain-store grocery firms—or, rather, until all four of them came to realize that it was a burden no longer possible to endure.

ACME TEA CO. DROPS 'EM.

Then they abolished trading stamps. The Acme Tea Company, which operates some 430 branches, or chain-stores in many cities and towns from Atlantic City to Harrisburg, of which number about 250 are in Philadelphia, was the first to discontinue the use of the stamps. Its subsidiary concern, the Crown Stamp Company, has been closed, and its affairs either have been, or soon will be, wound up, and its existence terminated. The Acme Company's announcement some months ago of its discontinuance of the practice of giving trading stamps, accompanied with a further announcement that all outstanding stamps would be redeemed, was the occasion of a demonstration of mobbism almost approaching a riot, in the course of which the plate-glass front of the concern's premium parlor was wrecked. A certain class of the public erroneously got the impression that the Crown Stamp Company, anyway, and probably the Acme Company also, had "gone broke."

THE BELL FOLLOWS SUIT.

Within a short time after the Acme Tea Company discontinued the use of trading stamps, the Bell Company followed its example. On April 1, Robinson & Crawford announced that they were through with trading stamps for good and all. And forthwith the George M. Dunlap Company swung into line with a similar announcement. The Bell Company operates all told about 215 retail grocery stores, of which 175 are within the confines of this city. Robinson & Crawford have 184 branch stores, all but five or six of which are situated in Philadelphia. The Dunlap branch stores number about 110, and some forty-five of these are in this city.

939 STORES GIVE THEM UP.

Thus, by the decision of these four big merchandising concerns, trading stamps have been thrown out of a total of 939 retail grocery stores in Philadelphia and its environs.

On my arrival in Philadelphia the first man I sought out, from whom to obtain information concerning this epochal act of abolition, was Samuel Robinson, head of the firm of Robinson & Crawford. Mr. Robinson impresses one at once as a typical business man "of the old school." Well along in life, he is indeed a veteran of long service in his line of trade; a gentleman of quiet demeanor and soft speech, rather inclined to reserve with newspaper reporters. Yet he answered my questions buoyantly, with an air of relief, as of one who had just escaped from an incubus.

(Concluded on Page 1434.)

LET THERE BE LIGHT

CUSTODIANS OF THE WORD

A Lay-Sermon For Newspaper Men

Written for The Editor & Publisher

By WILLIAM DeKALB SHOWALTER

WHEN JOHN, comrade as well as disciple of the NAZARENE, faced his task of writing the world's biggest story, he must have sensed keenly the difficulty, common to all **who write**, of getting the heart of his message into his first sentence. But he succeeded. That first verse of his story must have taken a long time to write, but it will endure eternally.

"IN THE BEGINNING WAS THE WORD, AND THE WORD WAS WITH GOD, AND THE WORD WAS GOD."

This is the most profound introduction ever written. In it John reaches the center of things.

The Word, as he visualized it, was the Creative Force. It was "with God," as His equipment for world-making; it "was God," in the sense that, uttered as the dictum of Omnipotence, it became omnipotent.

Moses had expressed the same truth in his third verse of Genesis. "And God said, Let there be Light, and there was Light." The first creative work of the Word was to dispel darkness, to bring the light. The earth had been "without form, and void, and darkness reigned." The Word called for light, that the task of world-making, and of world-peopling, might go on.

No other power than that of "the Word" was needed in that task of world-making. No other power than that of "the Word" has ever been needed, since then, in the task of world-betterment, the progress of liberty and enlightenment, the humanizing of humans, the furtherance of the ideal of Brotherhood.

In "the Word" lies, now as in the beginning, complete CREATIVE POWER. Through the ages, its potency sometimes forgotten, it has yet remained THE REGENERATING FORCE. What we call stages of human progress have been reached, always, through the exercise, by its custodians, of the power of "the Word."

In this day newspapermen, more than any other teachers of truth, are the CUSTODIANS OF "THE WORD."

Potent through its utterance, "the Word" must always find its CHANNEL for utterance. "LET THERE BE LIGHT" is the law under which you, as custodians of "the Word," must always strive, always achieve.

Through this fundamental instrument of power, placed in your hands; through the potency of the printed word, you not only bring Light out of the darkness of ignorance, injustice, cruelty and wrong, but, under this light, these things cannot endure.

Morally, this earth of ours is still, in some ways, without form and void. Your corner of it has its phases of formlessness, waiting for the light. You are the custodians of "the Word," therefore of THE LIGHT.

Using the force placed in your hands you may always defeat injustice; prevent oppression of the poor; scourge out the creatures of greed who tatten upon the toil of the children, so penalize official corruption and political crookedness that these poisoners of the waters of civic life shall flee from the light.

You may bring about the rule of honesty in commercial relations as a PRINCIPLE, not merely as a policy.

You may help to bring about the rule of sanity among men, to the end that they shall be freed, through "the light," from blighting habits; that drink and drugs may no longer claim dominion over their intellects; that, in all business dealings between men, SERVICE shall guide and govern, not cunning and the hope of unfair advantage; that the spirit of the Samaritan, not of the Pharisee, shall dominate in human relations.

In whatever you write, in whatever you do, realize the sobering truth that, because of your profession, you are, peculiarly and especially, the CUSTODIANS OF THE WORD; and that, with this lease of power, you are bonded with RESPONSIBILITY commensurate with the power.

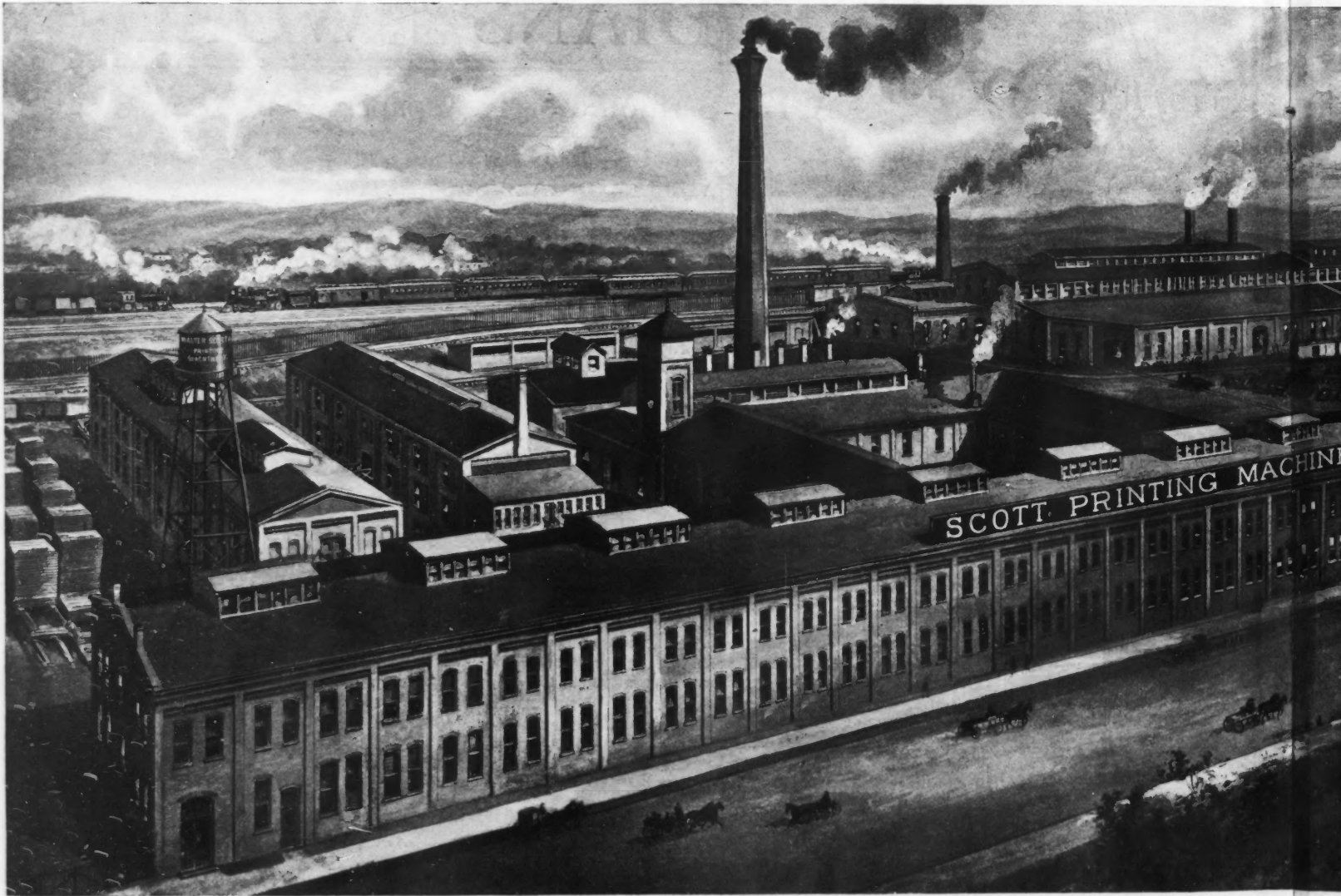
Is there, conceivably, room in the newspaper world for a man, whether editor or publisher, editorial or special writer, or news writer, who could take a right view of his opportunities and responsibilities? Guardian of some phase of that Light which makes for race progress, is it conceivable that any newspaper man could hold his calling to be a commonplace one? Is there any other line of human endeavor with such prospects of service, with equal incentives to great achievement? You are holding in trust that power which was and is omnipotent, creative, regenerative. Are you using it, day by day, to enforce and to re-enforce the mandate, "Let There Be Light"?

AND THERE WAS LIGHT



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Best Grade — The SCOTT "Multi-Unit" PRESSES the World

newspaper presses has been amply demonstrated in many large pressrooms, and the fact that SCOTT presses and their reliability are paramount, is evidence of their absolute superiority.



The DETROIT NEWS & TRIBUNE

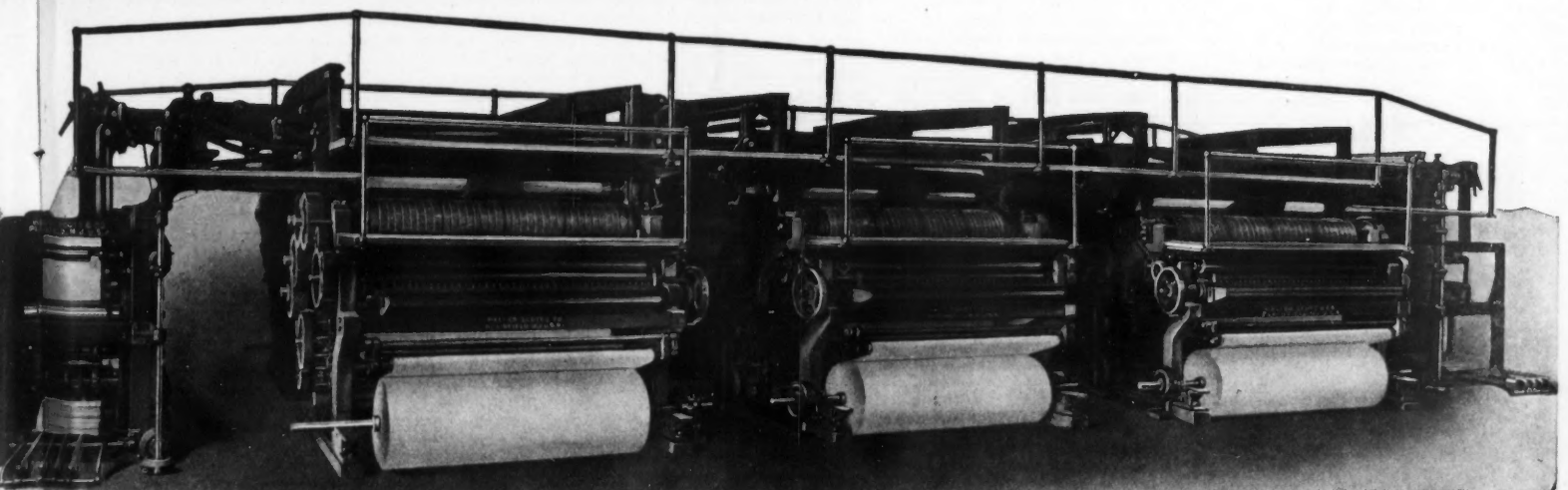
after years of experience with standard-speed decked presses and latterly with high-speed decked machinery, installed one of our "Multi-Unit" Octuple Presses in their present plant and made exhaustive tests in order to determine the style of machinery to be installed in their new building—the most modern newspaper manufacturing plant in the world.

Their Tests Proved beyond doubt

that the Scott "Multi-Unit" Press, under the regular operating conditions in their plant, produces more papers in a given time, is easier to operate, and is more versatile than the type of machines previously used by them with the result that their new equipment will consist of

Two SCOTT "Multi-Unit" Triple-Octuple Presses

the largest presses in the world, capable of operating as 12 Quadruple Presses, 8 Sextuple Presses or 6 Octuple Presses.



SCOTT "Multi-Unit" Double-Sextuple Combination Triple-Quadruple Press. Can be seen in operation every afternoon at NEWARK EVENING NEWS

ADVERTISING AGENTS URGE ADOPTION OF FLAT RATE BY ALL NEWSPAPERS

Committee of the Association of New York Advertising Agents
Makes a Careful Investigation of the Subject—Finds Only
Two Publishers Out of 309 Using it Who Are Dis-
satisfied with the Way it Works.

THE Committee on Newspapers, of the Association of New York Advertising Agents, which has been making an unusually thorough examination of the flat-rate method of selling space during the past six months, presented its report to that body on March 19. The report was approved and adopted without a single objection being made. Subsequently copies of the document were forwarded to the Western Advertising Association in Chicago, the Boston Advertising Agents' Association, the Association of Philadelphia Advertising Agents, by which the report was formally approved.

The findings of the Committee, now published for the first time, are so important that the entire report is reproduced herewith:

"The committee wishes it to be distinctly understood that in its investigation and in this report it has confined its activities strictly to the flat rate as a principle or practice *per se*. It has avoided beclouding or confusing the issue by taking up the question of differences between local and foreign rates, classifications and large department-store contracts. These are matters for future consideration.

"What the Committee hopes to accomplish is the adoption generally of the flat-rate method or practice of selling newspaper white space, either by publishers direct or through advertising agents. This is objective enough for one campaign, and if it is attained, the result will, in the opinion of the Committee, justify all the effort that is being made.

"What we are aiming at is the abolition of time and space rebates or discounts, and the establishment of one price to all, large or small advertisers, whether they advertise for a day or for every day in the year.

ORIGIN OF THE MOVEMENT.

"At its regular monthly meeting on October 7, 1915, this Association, by a unanimous vote, approved of the suggestion of its Committee on Newspapers that the Committee endeavor to effect an extension of the so-called flat-rate system among newspaper publishers.

"In consequence this Committee compiled a list of 309 newspapers that are conducting their advertising business on the flat-rate basis. A circular was prepared, a copy of which is annexed hereto and is a part of this report, asking the publishers of these newspapers to give their reasons for adopting the flat rate, their experience, and their present attitude towards the proposition.

"More than half of the publishers addressed responded promptly to this request. Their replies have been carefully studied by the Committee, and this report is a summary of the views, arguments, and conclusions of the contributing publishers.

THE GENERAL VERDICT.

"It should be stated that only two of the publishers expressed dissatisfaction with the flat-rate basis. In each case it is because of local conditions which those two publishers have not been able to meet or overcome as other publishers have in their respective localities under practically the same circumstances. All of the others are outspoken in favor of the flat rate; many of them are enthusiastic in support of it. Many of them confess that they cannot understand why they did not perceive long before they did the advantages of the flat rate. Except in the two cases noted, none of them could

be induced to return to the old basis of selling their advertising space.

"The correspondence elicits this fact that may not be known generally, that the flat rate is not a new or modern idea. Some publishers have been doing business on that basis for twenty-five years, and a considerable number for ten to fifteen years. This is well worth noting, as it proves that the practice has passed the experimental stage.

REASONS FOR THE PRACTICE.

"In setting forth the reasons advanced by publishers for the adoption and maintenance of the flat rate, it is somewhat difficult to determine which one to emphasize first. It seems to this Committee that one reason that appeals to practically all of the publishers is that the flat rate simplifies the business. It simplifies the work of the publisher and of the agent, and, what is of equal importance, the work of the advertiser. An immense amount of clerical work is eliminated to the economic advantage of publisher, advertiser, and agent. The work of the solicitor is also simplified. He no longer has to submit to prospective advertisers a complicated mass of figures pertaining to time and space discounts in his efforts to persuade the advertisers of the desirability of using the medium he represents. He can devote his entire energies and resources to setting forth the value of his newspaper to the business under consideration.

"Upon this point there is absolute unanimity of opinion. If there were no other advantages accruing from the flat-rate method, this alone would seem to be sufficient reason for many publishers to make the change and adhere to it. The constant disputes and adjustments regarding short rating, with the attendant loss of business and of good will have, according to all accounts, rendered the lives of publishers miserable. And those who have eliminated those disputes by adopting the flat rate are actually enthusiastic in support of the more modern method of doing business.

MINIMIZING RATE CUTTING.

"Another sore spot that publishers assert has been alleviated to an extent is the minimizing of rate cutting to which they have been forced to become parties by inability to collect short rates or for seemingly diplomatic reasons have acquiesced in reluctantly. In either case, an injustice is done to other patrons of the newspapers who either live up to their contracts, or, without quibbling, pay the short rate charged against them. Many publishers say that they are confident that many contracts are made by unscrupulous advertisers and agents who have no intention of fulfilling them and who are relying upon their ability to avoid paying short rates.

"There is abundant evidence in the correspondence received that the one-price system stimulates newspaper advertising. Under the sliding scale the small advertiser feels that he labors under a disadvantage as compared with a large advertiser; that he who in time may become a big advertiser is handicapped at the start by the concessions granted to his older or more successful competitors. Cases are cited where under the one-price system small advertisers have increased their space and eventually become patrons of desirable magnitude.

DETERMINING ONE PRICE.

"Publishers differ as to the data used to fix the flat-rate price. Some take the average gross revenue per line for a

year as the basis. Others are content to take their old rate for 5,000 or 10,000-line contracts. The preferable method appears to be to ascertain the cost of advertising space per unit, either per line or per inch, and add thereto an amount warranted by circulation. This would seem to be the ideal way of fixing the cost to the purchaser. The details of computing this cost need not be enumerated, as they must be familiar to every intelligent publisher.

"The argument may be advanced that a large and continuous advertiser is a wholesaler. Viewed superficially, this may seem to be true. The fact is that he is not a wholesale buyer of space, according to the ordinary or accepted usage of the word wholesaler, or according to practice in the mercantile field. A wholesaler of merchandise is accorded a lower rate than a retailer or ultimate distributor to the public, not only because he buys in large quantities, as does the large advertiser, but because he is under expense to resell, to distribute the products he purchases, to break bulk and rehandle and reship them; and, quite as important, he buys outright and takes all of the chances of reselling and of payments.

LARGE ADVERTISERS REALLY CONSUMERS.

"The large advertiser does nothing of the sort. He buys space, no matter what the medium may be, for his own use or consumption. He does not divide it up or resell it. He uses it all for the advancement of his own business exactly as does the small advertiser. Because his business is large, he needs large space. That space costs as much per unit as the smaller space that a smaller advertiser may use. Each pays the publisher what his business can afford to pay for expansion and development, and the publisher gets from each the pro-rata profit to which he is justly entitled. He is helpful to both, each according to his means, and each receives, all things being equal, the benefit he should derive.

"This Committee admits that it is favorably inclined to the flat-rate system. It was inclined in that direction before it began its investigation, partly for the reasons already stated, which are no longer a matter of inference or surmise, but are tangibly before us in response to our inquiries of publishers who have adopted the flat rate, and also because of the successes attained in the magazine field by the abandonment of the sliding scale and the adoption of the one-price system.

SIMPLIFYING ADVERTISING.

"It has been stated, and we believe upon substantial grounds, that a large volume of advertising has, in recent years, been diverted from newspapers to periodicals, because it is easier, simpler, to do business with them than with newspapers, most of which adhere to the sliding scale. Moreover, the majority of advertisers and experienced agents feel that in dealing with the majority of periodicals they know what the bottom rate is. That is something no one can be absolutely certain of in the newspaper field with the almost daily certainty that some one will cajole or coerce a publisher into waiving a short rate.

"As already admitted, this Committee undertook its investigation with a distinct predilection in favor of the flat rate. The results of its inquiry have strengthened its conviction that the one-price system is fairest to all concerned in the development of newspaper advertising; that it is decidedly conducive to the growth of newspaper advertising, and that it will advance and fortify the ethics of newspaper advertising.

RESOLUTION.

"Your Committee, therefore, offers and moves the adoption of the following resolution:

"Resolved, That this Association approves of the report of its Standing Committee on Newspapers recommending the adoption by newspapers generally of the flat rate system of selling their advertising space; that copies of this report and resolution be transmitted by the Committee to the Western Advertising Agents'

Association, to the Boston Advertising Agents' Association, and to the Association of Philadelphia Advertising Agents, with the request that the report and the action of this Association be given serious consideration at the earliest moment practicable, to the end that joint favorable action by these four affiliated organizations may be made the basis for a thorough discussion of the flat-rate proposition by the American Newspaper Publishers' Association at its annual meeting in the City of New York in April, and also by the departments interested at the annual Convention of the Associated Advertising Clubs of the World in Philadelphia next June.

"Respectfully submitted,

"Collin Armstrong, Collin Armstrong, Inc., Chairman; Frank J. Hermes, Blackman-Ross Company; F. M. Lawrence, George Batten Company; J. P. Hallman, the H. K. McCann Company; Percy R. Bromfield, Bromfield & Field, Inc.; Fred H. Walsh, Frank Seaman, Inc."

ACCUSED BY FAIR TRADE LEAGUE

Well-Known New York Store Charged with Deceptive Advertising.

WASHINGTON, April 19.—The American Fair Trade League filed a complaint with the Federal Trade Commission today against R. H. Macy & Co., of New York, alleging deceptive and fraudulent advertising. Accompanying the complaint are reproductions of advertisements in New York papers which, it is claimed, prove the allegations. These advertisements offer certain well-known rugs at cut prices and follow these cut prices with apparently more attractive bargains in other rugs.

The complaint, which is very specific, uses exhibits from the New York World and New York Herald, citing the large circulation of those papers as aggravation of the alleged offense by the Macy firm.

The rug firm contends that to sell its output at a wholesale price which would leave a profit at Macy's advertised retail figures for the genuine rugs would spell ruin to the manufacturer.

The complaining firm charges that the advertisements submitted conclusively prove that its name was used to deceive the public and to lure customers to buy, not the standard rugs of the plaintiff, but the anonymous merchandise quoted at greater discounts from the alleged "regular" prices.

Agents Complain About Quoin Club

ST. PAUL, Minn., April 17.—The Corning Advertising Agency, of this city, the proprietor of which, Leavitt Corning, is a member of the State Legislature, has made complaint to the Department of Justice at Washington that the Quoin Club magazine combination operates in restraint of trade, and that it comes within the statute against such combination, by reason of the fact that it will sell advertising space of an identical character to certain agencies at less money than it will to other agencies. The Department has written to Mr. Corning, advising him that it is looking into the matter, but it does not seem probable that the condition directly affects interstate commerce, which was the basis of the recent order of the Department of Justice against the Publishers' Association.

Advertise, Don't Lobby

ST. LOUIS, April 18.—Elijah W. Sells, a New York public accountant, told the Advertising Club to-day that he is convinced, from his experience in examining the accounts of big corporations, that it would pay them to give full publicity to their affairs by advertising in the daily papers and other popular mediums of large circulation. "It is my belief," he added, "that corporations would be willing to accept the counter-effect of publicity to meet or mitigate conditions with which they are now confronted. The cost of such publicity would be more than offset by the reduction in the expense of lobbying, defence against unjust legislation, and blackmailing legislators."

ASSOCIATED PRESS IN SESSION NEXT WEEK

Four Hundred Members Are Expected to Attend the Annual Meeting at the Waldorf Astoria—Four Directors to be Elected—Business to Come Before the Body.

The annual meeting of the Associated Press will be held on Monday, Tuesday, and Wednesday of next week in New York city. The principal session will be at the Waldorf-Astoria Hotel on Tuesday, when it is expected that about 400 members of the Association will be present.

At this time there will be an election of four directors to take the place of the four whose terms of office then expire, and one to fill out the term of the late Herman Ridder, of the New York Staats-Zeitung, expiring in 1918. Luncheon will be served at 1:30 P. M., and an address will be made by Dr. Nicholas Murray Butler, president of Columbia University.

On Monday a meeting of the board of directors will be held at the offices of the Association, 51 Chambers Street. Those who will attend are:

Frank B. Noyes, Washington Star, president; Daniel D. Moore, New Orleans Times-Picayune, first vice-president; B. H. Anthony, New Bedford (Mass.) Standard, second vice-president; Melville E. Stone, New York city, secretary; Frederick Roy Martin, New York, assistant secretary; J. R. Youatt, New York city, treasurer.

Charles A. Rook, Pittsburgh Dispatch; Charles Hopkins Clark, Hartford Courant; Clark Howell, Atlanta Constitution, and V. S. McClatchy, Sacramento Bee, whose terms expire in 1916.

W. L. McLean, Philadelphia Bulletin; W. Y. Morgan, Hutchinson News; Adolph S. Ochs, New York Times, and A. C. Weiss, Duluth Herald, whose terms expire in 1917.

W. H. Cowles, Spokane Spokesman-Review; Victor F. Lawson, Chicago Daily News; D. E. Town, Louisville Herald, and R. M. Johnston, Houston Post, whose terms expire in 1918.

The new board of directors will meet on Wednesday morning and elect the following executive officers: President, first vice-president, second vice-president, general manager, assistant general manager, secretary, assistant secretary, and treasurer.

DIRECTORY OF EXHIBITORS

At Waldorf-Astoria Hotel During the A. P. and A. N. P. A. Convention.

The following firms will have exhibits at the Waldorf-Astoria Hotel, during the A. P. and A. N. P. A. conventions:

American Newspaper Syndicate, East Foyer.

A. N. P. A. Bureau of Advertising, Room 120.

Duplex Printing Press Company, Room 117.

Editor and Publisher, Room 116.

Fourth Estate, room 106.

F. J. Haskin, Room 107.

Intertype Corporation, Myrtle Room. 102-104.

International Syndicate, Room 141.

Lanston Company, Myrtle Room.

International News Service, Rooms

Mergenthaler Company, East Room.

National Electric Bulletin Corporation, Room 109.

Newspaper Feature Service, Room

114 and banquet hall.

Paper Insurance Office, Room 113.

Photographic News Syndicate, Room

100.

Pollard-Allwig Manufacturing Com-

pany, White and Gold Room.

R. Hoe & Co., State Apartments.

Rapid News Bulletin Machine, East

Room.

World Color Printing Company, Room 144.

The Associated Press meets on April 25, in the Astor gallery and grand ballroom. The A. N. P. A. will meet in the same place on April 26, 27, and 28. The A. N. P. A. dinner will be held on April 27.

BUREAU OF ADVERTISING

Luncheon at the Waldorf to be Largely Attended.

The Bureau of Advertising, American Newspaper Publishers' Association, will have its convention headquarters as usual this year in room 120, Waldorf-Astoria Hotel. Members of the Bureau have been asked to make this room their headquarters during the convention, to have their mail sent there, and to utilize the facilities for correspondence which the Bureau maintains.

A feature of this convention will be an exhibit of material used by the Bureau of Advertising at the Chicago convention of the Associated Advertising Clubs of the World.

A meeting of the committee in charge of the Bureau will be held at 306 World Building, on Monday afternoon, April 24, at two o'clock. At this meeting the final draft of the annual report will be passed upon.

The annual luncheon of the Bureau will be held at the Waldorf-Astoria Hotel on Wednesday, April 26, at 12:30 P. M. There has been an unprecedented rush for tickets this year, and the Bureau of Advertising announced some time ago that virtually every seat was taken.

Among those who will deliver five-minute talks at the luncheon are J. F. MacKay, of the Toronto Globe, chairman of the committee; Louis Wiley, of the New York Times; G. Edward Buxton, jr., of the Providence Journal; William H. Field, of the Chicago Tribune.

In addition to these, it is probable that there will be a brief address by a prominent national advertiser.

The affairs of the Bureau of Advertising will be discussed before the American Newspaper Publishers' Association convention Wednesday afternoon, April 26. Chairman MacKay will present the annual report, and speeches will be made by a number of men interested in the work of the Bureau.

It is understood that the Bureau's report this year is one of unusual interest. It deals largely with the steady increase in general newspaper advertising, and discusses frankly the work of the Bureau, with a view to enlisting a larger support from among the members of the A. N. P. A.

A. N. P. A. DINNER PROGRAMME

Mayor Mitchel, Gov. Whitman, and the Secretary of War Among the Speakers.

The programme for the dinner of the American Newspaper Publishers' Association, to be held in the ballroom of the Waldorf-Astoria on Thursday, April 27, is as follows:

Reception in the Astor Gallery, 6:30 P. M., the dinner to start at seven o'clock sharp.

Herbert L. Bridgman, president of the American Newspaper Publishers' Association, will preside. The invocation will be by the Very Rev. W. M. Grosvenor, dean of St. John's Cathedral. Patrick Francis Murphy will act as toastmaster. The speakers will include: The Mayor of New York, Senator Harding of Ohio, the Governor of New York, Newton D. Baker, Secretary of War; Daniel Willard, Dr. Wellington Koo, Otto Kahn, and Charles M. Schwab.

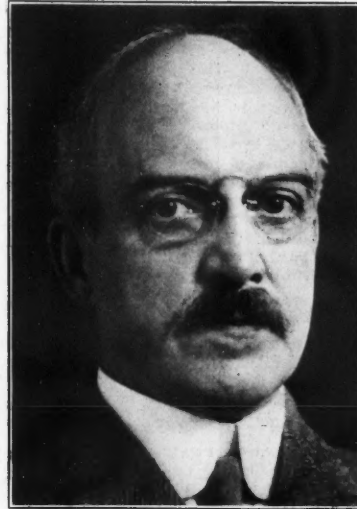
The Publicity Club, of Springfield, Mass., will end its year with a big banquet and show at the Hotel Kimball on the evening of May 2.

The annual meeting of the Pilgrim Publicity Association, of Boston, is slated for Monday, April 24.

ALDRIDGE BUYS THE RUDDER

After Eighteen Years on the Sun He Starts Out on His Own Hook.

Arthur F. Aldridge, for eighteen years on the staff of the Sun, has purchased the Rudder, a monthly publication devoted to yachting and power boating. The Rudder was started in 1890, and from small beginnings has grown to be one of the most popular of all the yachting publications as well as the oldest. For many years it was edited by Capt. Thomas Fleming Day, a small boat en-



ARTHUR F. ALDRIDGE.

thusiasm who twice crossed the Atlantic, once from Providence to Rome in the 21-foot yawl Seabird, and later from New York to St. Petersburg in the 35-foot power boat Detroit.

Mr. Day sold out his interests last week and Mr. Aldridge, James R. Thomson, and Andrew Paterson have formed a company and taken over the entire stock. The transfer was made on April 5.

Mr. Aldridge is to be editor and president of the Rudder Publishing Co., Andrew Paterson business manager and vice-president, and James R. Thomson secretary-treasurer. The Rudder has subscribers and contributors in all parts of the world.

Mr. Aldridge started yachting when the Genesta tried to defeat the Puritan and win the America's Cup in 1885, and he has followed the sport ever since. He wrote for the New York Times for many years prior to joining the Sun staff. Mr. Paterson is well known among the yachting and power-boat industries, having been business and advertising manager of the Rudder for several years.

Don C. Seitz Lectures on Japan

Don C. Seitz, business manager of the New York World, lectured for the benefit of the building fund of the Knickerbocker Avenue Methodist Episcopal Church last week, Tuesday, on "Japan." In the course of his address he told his hearers to disregard any talk they might hear regarding a Japanese invasion of this country. "The people of Japan," he continued, "have only kind feelings for us. To Americans they give the credit of uplifting them to the standard they now uphold."

Hearst Signs Jean Knott

Jean Knott, comic artist of the St. Louis Post-Dispatch, has signed a contract with William R. Hearst to work for the Hearst newspaper syndicate. His salary will be \$12,000 a year, or considerably more than double his present salary. Knott will depart for New York next month. He began on the Post-Dispatch as a counter clerk at \$10 a week. His work recently attracted the attention of Hearst, who signed him to a two-year contract.

MISSOURI'S JOURNALISM WEEK

Opening Days of May Will Bring Notable Newspapermen to Columbia.

COLUMBUS, Mo., April 18.—Completed plans for Journalism Week, May 1 to 5, inclusive, at the University of Missouri, indicate a memorable gathering. The list of principal speakers includes William J. Bryan, Secretary of the Navy; Daniels, Chase S. Osborn, of Michigan; Frederick W. Lehmann, Arthur Brisbane, editor of the New York Journal; Harvey W. Ingham, editor of the Des Moines Register and Leader; Courtland Smith, president and general manager of the American Press Association; S. C. Dobbs, of Atlanta, former president of the Associated Advertising Clubs of the World; Henry C. Campbell, editor of the Milwaukee Journal, and James Schermerhorn, editor of the Detroit Times.

The week will open Monday afternoon with the annual meeting of the Missouri Writers' Guild. In the evening the Guild's annual dinner will take place.

Among the speakers at the sessions in the journalism building will be: William Hanny, cartoonist of the St. Joseph News-Press; J. F. Huli, editor of the Maryville Tribune; C. E. McBride, of the Kansas City Star; E. E. Taylor, editor of the Traer (Ia.) Star-Clipper, and Jack Danciger, editor of El Cosmopolita, of Kansas City. Women in journalism will be presented by Mrs. Emily Grant Hutchings, special writer on the St. Louis Globe-Democrat; Mrs. A. V. Cashion, associate editor of the Mansfield Mirror, and Miss Anna E. Nolan, owner and editor of the Monroe City News. The Missouri Women's Press Association and the Association of Foreign Language Newspapers in Missouri will meet on Tuesday.

Wednesday will be Advertising Day. The League of Missouri Ad Clubs, the Missouri Associated Dailies, the Association of Commercial Organization Secretaries, and the executive committee of the Retail Clothiers' Association will meet. Among the speakers will be A. W. Douglas, of St. Louis; Ivy L. Lee, of New York; W. C. D'Arcy, of St. Louis; James R. Moorehead, of Kansas City, secretary of Southwestern Lumbermen's Association; A. I. Boreman, of the Merchants' Trade Journal of Des Moines; Charles F. Hatfield, director of the conventions bureau of the St. Louis Business Men's League; Lucien Harris, editor of the 'Frisco Magazine; Isadore Barth, of Columbia, president of the Missouri Retail Clothiers' Association.

The Missouri Press Association, of which J. Kelly Pool, of Centralia Courier is president, will meet Thursday and Friday. On the programme are: E. N. Marvin, editor of the Shenandoah (Ia.) Sentinel-Post; E. B. Liley, general manager of the St. Louis Republic; Dietrick Lamade, president of the Williamsport (Pa.) Grit; J. J. McAuliffe, managing editor of the St. Louis Globe-Democrat; Carlos F. Hurd, of the editorial staff of the St. Louis Post-Dispatch, and J. P. Seley, pressman of the E. W. Stephens Publishing Company.

The Sigma Delta Chi National Journalistic Fraternity will hold its national convention, and the Missouri Collegiate Press Association its State convention on Friday.

On Friday afternoon the visitors will be the guests of the College of Agriculture students at annual Farmers' Fair. Friday evening the week will close with a made-in-America banquet. The leaders in one hundred different lines of nationally advertised products will participate, furnishing samples of their products to the guests. The menu will be made up of corn products.

Three hundred editors and publishers from Missouri and other States, and a hundred merchants and advertising men are expected during the week.

MANY WAR WRITERS MAROONED IN MEXICO

Correspondents Are Not to Blame Because Their Interesting Stories Cannot Reach the States Quickly—Environment and Censorship Make Difficult the Task of Sending News.

In a long and interesting letter from Field Headquarters of the United States army near Nuevas Casas Grandes, Mexico, a correspondent of the New York Evening Journal tells of some of the many difficulties with which the newspaper writers now in Mexico are contending. He says, in part:

"If the publishers of American newspapers or the readers of those papers are wondering why so much less matter has been sent for publication by the correspondents attached to this expedition than was sent, for instance, by the correspondents attached to Mexican armies in the past or by the correspondents who were at Vera Cruz, let it be understood that the blame should be placed upon conditions, and not upon the young men who are marooned in the headquarters camps of this expedition.

"The correspondents with Gen. Pershing's force are as ambitious a set of copy producers as ever invaded any country, but they are handicapped in many directions. In the first place, there is a censorship the most rigid ever imposed by an American force.

CENSORS HAVE BEEN COURTEOUS.

"The censorship was no doubt a military necessity, and the correspondents are finding no fault with that or with the censors, who have been most courteous, not to say lenient, in the matter of calling attention to apparent failure on the part of some of the correspondents to realize the necessity of suppressing some of the matter they had written into their stories.

"The trouble was not the reason that much of the matter that might have been written was not written. The trouble, rather, lies with physical conditions. The correspondents who travelled with any or all of the revolutionary armies of Mexico, or who went to Vera Cruz when that Mexican port was occupied by American forces in April, 1914, nearly always were where they could set up their typewriters in houses in which they could work in comfort, sheltered from the winds and the dust, and where they had the advantage of having light for night work.

"Nothing like that in this little party which Gen. Pershing is conducting. It has been explained in this correspondence that it seems to be the policy of the Americans to avoid entering any of the towns or villages which may lie in the path of the expedition. This may be done to avoid wounding the sensibilities of the people or to safeguard against the contracting of disease of any kind, the germs of which might be found lurking in the walls of the abandoned native houses.

WRITING NOT AN EASY TASK.

"All of this means to the correspondent that he must set up his typewriter in the open and fight wind and dust and darkness while trying to prepare copy for the millions of newspaper readers who depend upon him for news of this momentous campaign.

"Another reason for the dearth of copy, as compared with former military campaigns in Mexico, may be found in the lack of facilities for getting the stuff from camp to Columbus, where there are a number of telegraph wires to carry all that reaches that point to the newspaper offices of the country. It is true there are wireless sets and a number of 'buzzers,' as army telegraph

Our Latch String is Out

A cordial welcome awaits all visiting publishers who may call at Room 116, Waldorf-Astoria, headquarters of the Editor and Publisher, during Convention Week. A stenographer and typewriter will be on hand to assist in handling correspondence, and a telephone will be installed for the convenience of our friends. Telegrams and letters addressed in our care will be promptly delivered.

instruments are called, but they are needed for the transaction of the business of the army and the Government.

"The censor has arranged for the carriage of 250 words of news per day by wireless, which means that each correspondent may send twenty-five words each day to his paper. That is all right for 'flashes' of important news, but will not do much toward relieving the mind of the average correspondent of its burden of what he may be pleased to call 'interesting dope,' and for which he is sure a whole world full of readers is waiting."

GALLAGHER DIDN'T KNOW

Hadn't Read Story in Which Davis Made Him Famous.

("Girard," in the Philadelphia Public Ledger.)

They say it is a wise son who knows his own father, and I say now that he is a wideawake hero who recognizes his own creator.

When Richard Harding Davis was a Philadelphia reporter one of the office boys on the newspaper where he worked was Gallagher. He was a precocious lad, and some years after Davis had become famous as a novelist and Gallagher himself had graduated into a brickyard, the latter revisited the Press office.

Meeting J. O. G. Duffy, who had been a reporter with Davis, Gallagher asked him what had become of the "big guns" on the paper in the "old days."

He wanted to know about Bradford Merrill and R. E. A. Dorr and Andy Watrous. "Then there was a tall guy," said Gallagher, "who used to give me a nickel to dance on the table. He called himself Mr. Richard Harding Davis. What's become of him?"

"What!" exclaimed Duffy, "don't you know that 'Dick' Davis is now famous and that he made you famous in a story?"

Gallagher wouldn't believe it, so Duffy went to the office library and got out a copy of "Gallagher." The original looked only at the cover and said:

"Why, the derned fool spelled my name wrong."

And it appears that he had.

St. Louis Republic's Elephant

The St. Louis Republic's elephant, "Jim," or rather, the elephant of the kids of St. Louis, whose pennies, collected at the public schools at the suggestion of the Republic, bought the elephant, was given a public reception in Forest Park Saturday and received a great juvenile ovation. She (yes, "Jim" is a she) cost more than \$2,000, and is an acquisition to the St. Louis Zoo. For weeks, while the collecting of the money progressed, the identity of the "elephant editor," who urged the kids on to the goal of the necessary purchase price from day to day, was unknown outside of the paper's office, and many wondered who was the versatile chap that dished out the elephantine dope in such popular doses. The mystery was cleared Saturday when Will T. Gray, assistant night editor, climbed aboard the new public pet and sat on "Jim's" head for his picture. Sunday morning's editions portrayed the "elephant editor," Mayor Kiel, several children, public school dignitaries, and others sitting on "Jim" in great state and much glee.

BUSY JOHN HENRY HEARLEY

Has Had a Lively Time Since He Left Albany, N. Y., Two Months Ago.

John Henry Hearley, who has been appointed by the United Press to succeed Henry Wood as manager of the United Press Bureau in Rome, is now in his new post, where he has succeeded Henry Wood. Mr. Wood has taken charge of the Paris bureau, from which Phillip Simms has gone to Russia.

Hearley speaks Italian fluently, hav-



JOHN H. HEARLEY.

ing learned that language partly from a tutor and more from constant jabbering with Italian fruit-stand men and bootblacks in Albany, N. Y., when Hearley was a legislative correspondent. He was aboard the steamship Sussex when she was recently attacked in the English Channel, and sent to the United Press a graphic first-hand story of the disaster.

Hearley has been with the United Press for nearly three years, during the last two of which he has been in charge of the Albany bureau. Several years ago, when he decided to train for a foreign post and studied Italian, Carl W. Ackerman, now Berlin manager of the United Press, had a similar ambition, and studied German.

The United Press' has strengthened the staff of its London office by the addition of Charles P. Stewart, general European manager from 1908 to 1911, and more recently staff correspondent extraordinary with the Ford peace party. He will be executive assistant to General European Manager Keen.

Ledger Men Form Athletic Club

The employees of the Philadelphia Ledger Company have formed an athletic organization, to be known as the Ledger A. A., which will take up all sports, but for the present is concentrating its efforts on the diamond. The following officers were elected at a recent meeting: President, Herbert Augustine; vice-president, Edward Flynn; secretary-treasurer, Walter Haffey, and manager of the baseball team, Harry Shaner, who has recruited his players from former stars of the various local high school teams and semi-professional ranks. The first game will be played on April 29, and other dates have already been arranged. The team is planning to campaign through New Jersey and Pennsylvania, with a series of Sunday games, with local games on Saturdays through the season. Byrne, a clever southpaw, and Ed. Flynn and Jack Spealman, right-handers, will do the twirling, while Augustine and Miller will catch for the aggregation.

Charities should cater to the uplift of their clients rather than to their contributors' whims.

PULP STORAGE CASE IS HEARD AT WASHINGTON

Interstate Commerce Commission Now Has Contending Claims Before It for Decision—Abolishment or Readjustment of Terminal Service Conditions at Three Ports Is Demanded.

WASHINGTON, April 20.—The Interstate Commerce Commission now has before it for decision the complaint of the Mechanical and Chemical Pulp Division of the American Paper & Pulp Association against the regulations of the railroads which permits free storage for unlimited periods of imported wood pulp at Philadelphia, Baltimore, and Newport News. The case was argued and submitted to the Commission on Tuesday last.

Luther M. Walter, counsel for the complainant, stated that the complaint was directed against free storage and other free terminal service for pulp from foreign countries at the ports of Philadelphia, Baltimore, and Newport News.

"It is conceded by the railroads that this free storage is given without limit," said Mr. Walter, "either as to the quantity of pulp stored, or as to the period of storage, and that the only compensation received by the carriers from such pulp is the ordinary commodity rate for carriage.

"It is the contention of the complainant that this free service on foreign pulp is given to importers at the expense of the carriers, and is unjust and unreasonable, and in violation of the act to regulate commerce. It effects undue and unjust discrimination against petitioner's product and against commodities and localities denied similar privileges. It subjects petitioners and the shipping public in general to undue and unreasonable prejudice, and it is a practice beyond the natural and lawful functions of the respondents as common carriers.

"We charge that this free service has produced speculation in this commodity and artificial and demoralizing market conditions in the entire paper industry, to the detriment of the industry and the general public.

"The relief asked is the abolishment or readjustment of the free terminal service as now furnished by the respondents at the ports of Philadelphia, Baltimore, and Newport News upon foreign wood pulp, so as to remove the abuse complained of. It is submitted that at these ports a free time allowance on foreign pulp or 10 days, at most, would adequately serve all real transportation needs and in no way embarrass legitimate importations of this commodity."

J. S. Patterson, representing the railroads, stated that the carriers were within their rights in granting the free storage and other services. He quoted decisions of the Commission which he said clearly showed that the practices complained of in this proceeding could not rightfully be condemned by the Commission, and that the question is one which properly addresses itself to the discretion of the carriers themselves in their competition with one another.

Henry Dubb on His Travels

Ryan Walker, the cartoonist, who is now on the Pacific Coast delivering his "Henry Dubb" illustrated lectures to full houses, finds that Henry Dubb is becoming world-famous. There is a Henry Dubb cigar, two Henry Dubb songs, two Henry Dubb statues, the Henry Dubb minstrels, and several Henry Dubb amateur plays. In Australia there are several imitations of the character, one disguised under the title of Henry Muggs. A man named Henderson is putting out through the Keystone Syndicate a series of sketches entitled "Darius Dubb."

If we ask others to stoop to our prejudices, let us not blame them if they lose their uprightness.

BIG A. A. C. W. CAMPAIGN IS A GREAT SUCCESS

Two Hundred and Eighty-eight Daily Newspapers Are Now Carrying the Advertising Copy Prepared by Mr. D'Arcy's Committee to Advertise Advertising Throughout the Land.

The campaign to advertise advertising, inaugurated by the Associated Advertising Clubs of the World a few weeks ago, is having excellent support from the newspapers, according to W. C. D'Arcy, of St. Louis, chairman of the committee. While some of the doings in a few of the metropolitan cities have thus far shown no inclination to run the advertisements prepared by the committee, in other cities the response of the publishers has been generous.

Two hundred and eighty-eight daily newspapers are now printing the series of ads in full or in part, according to space conditions. Evidences are abundant that the ads are not only being carefully read by the public, but that the messages they carry are making an impression.

Mr. D'Arcy and his associates believe that before the convention at Philadelphia is held, at least a hundred more newspapers will be added to the list, which at present includes the following:

Aberdeen, S. D.—American.
Alpena, Mich.—News and Argus Pioneer.
Alton, Ill.—Times.
Altoona, Pa.—Tribune.
Amsterdam, N. Y.—Recorder.
Anaconda, Mont.—Standard.
Anderson, Ind.—Herald.
Appleton, Wis.—Crescent.
Ashtabula, Ohio.—Beacon.
Ashville, N. C.—Times.
Athens, Ga.—Herald.
Atlanta, Ga.—Georgian.
Atlanta, Ga.—Journal.
Attleboro, Mass.—Sun.
Augusta, Ga.—Herald.
Aurora, Ill.—Daily Beacon-News.
Austin, Tex.—American.
Bakersfield, Cal.—Echo.
Baltimore, Md.—American.
Bangor, Me.—Daily Commercial.
Bay City, Mich.—Times.
Baton Rouge, La.—State Times.
Besumont, Tex.—Journal.
Belleville, Ill.—Record.
Binghamton, N. Y.—Press and Leader.
Binghamton, N. Y.—Republican Herald.
Birmingham, Ala.—Age-Herald.
Birmingham, Ala.—Ledger.
Birmingham, Ala.—News.
Bloomington, Ill.—Bulletin.
Bloomington, Ill.—Pantagraph.
Brookings, S. D.—Register.
Buffalo, N. Y.—Morning Express.
Buffalo, N. Y.—Evening News.
Burlington, Vt.—Free Press.
Burlington, N. J.—Enterprise.
Canandaigua, N. Y.—Messenger.
Canton, Ohio.—News.
Canton, Ohio.—Repository.
Calro, Ill.—Citizen.
Cedar Rapids, Ia.—Gazette.
Centralls, Ill.—Sentinel.
Charleston, S. C.—Evening Post.
Chesaning, Mich.—Argus.
Chicago, Ill.—Examiner.
Chicago, Ill.—Daily News.
Chicago, Ill.—Herald.
Chicago, Ill.—Journal.
Chicago, Ill.—La Tribuna Italiana-Transatlantica.
Chicago, Ill.—Tribune.
Clarksburg, W. Va.—Telegram.
Clinton, Ill.—Journal.
Cleveland, O.—Press.
Columbia, Mo.—Daily Missourian.
Columbia, Mo.—Times.
Columbia, S. C.—State.
Columbus, Ga.—Enquirer-Sun.
Columbus, O.—Dispatch.
Columbus, O.—Ohio State Journal.
Concordia, Kan.—Blade-Empire.
Corsicana, Tex.—Sun and Light.
Crawfordsville, Ind.—Journal.
Dallas, Tex.—Dispatch.
Dallas, Tex.—Journal.
Dallas, Tex.—News.
Danville, Ill.—Commercial-News.
Danville, Ill.—Press-Democrat.
Davenport, Ia.—Democrat.
Dayton, O.—Daily News.
Des Moines, Ia.—Register and Leader.
Des Moines, Ia.—Capital.

Detroit, Mich.—Journal.
Detroit, Mich.—News.
Detroit, Mich.—Times.
Dubuque, Ia.—Telegraph-Herald.
Duluth, Minn.—Evening Herald.
Duluth, Minn.—News-Tribune.
Dodge City, Kan.—Globe.
Elkhart, Ind.—Truth.
Elmira, N. Y.—Advertiser.
El Paso, Tex.—Herald.
El Paso, Tex.—Morning Times.
Eugene, Ore.—Register.
Evanston, Ill.—News-Index.
Evansville, Ind.—Courier.
Fall River, Mass.—Herald.
Fargo, S. D.—Forum.
Fon du Lac, Wis.—Commonwealth.
Fond du Lac, Wis.—Reporter.
Ft. Smith, Ark.—Southwest American.
Ft. Wayne, Ind.—Journal-Gazette.
Ft. Wayne, Ind.—News.
Ft. Worth, Tex.—Record.
Ft. Worth, Tex.—Star-Telegram.
Freemont, Neb.—Tribune.

Gainesville, Tex.—Register.
Galesburg, Ill.—Republican-Register.
Galveston, Tex.—Tribune.
Gary, Ind.—Tribune.
Grand Forks, N. D.—Evening Times and Herald.
Grand Rapids, Mich.—News.
Grand City, Mo.—Tribune.
Greeley, Col.—Tribune-Republican.
Greenville, Miss.—Times.
Greenville, S. C.—News.
Greenville, S. C.—Piedmont.
Hamilton, O.—Republican-News.
Harrisburg, Pa.—Patriot.
Harrisburg, Pa.—Star-Independent.
Harrisburg, Pa.—Telegraph.
Hastings, Neb.—Tribune.
Hattiesburg, Miss.—News.
Holyoke, Mass.—Telegram.
Houston, Tex.—Chronicle.
Houston, Tex.—Post.

Independence, Kan.—Reporter.
Indianapolis, Ind.—Indiana Daily Times.
Ironton, Ohio.—Irontonian.

Jackson, Miss.—News.
Jacksonville, Fla.—Florida Times-Union.
Jacksonville, Ill.—Courier.
Jamestown, N. Y.—Journal.
Joliet, Ill.—Daily News.
Joplin, Mo.—Globe.
Joplin, Mo.—News-Herald.

Kansas City, Mo.—Post.
Kansas City, Mo.—Star.
Kenosha, Wis.—News.
Knoxville, Tenn.—Journal and Tribune.
Kokomo, Ind.—Dispatch.
Kokomo, Ind.—Tribune.

La Cross, Wis.—Leader-Press.
La Cross, Wis.—Tribune.
Lafayette, Ind.—Courier.
Lafayette, Ind.—Journal.
Lancaster, Pa.—Intelligencer and News-Journal.
Lansdowne, Pa.—Times.
Lansing, Mich.—Press.
Lansing, Mich.—State Journal.
Lexington, Ky.—Herald.
Lexington, Ky.—Leader.
Lincoln, Ill.—Courier.
Lincoln, Neb.—State Journal.
Little Rock, Ark.—Arkansas Gazette.
Logansport, Ind.—Pharos-Reporter.
Los Angeles, Cal.—Evening Herald.
Louisville, Ky.—Courier-Journal.
Louisville, Ky.—Herald.
Lowell, Mass.—Courier-Citizen.
Lynn, Mass.—Telegram.

Madison, Ind.—Courier.
Madison, Wis.—Democrat.
Madison, Wis.—State Journal.
Manchester, N. H.—Union Leader.
Mansfield, Ohio.—News.
Marquette, Wis.—Eagle-Star.
Marquette, Mich.—Chronicle.
Marshall, Mo.—Democrat-News.
Maryville, Mo.—Democrat Forum.
Martins Ferry, O.—Daily Times.
Meriden, Conn.—Daily Journal.
Meriden, Conn.—Morning Record.
Meridian, Miss.—Dispatch.
Meridian, Miss.—Star.
Merrill, Wis.—Herald.
Mexico, Mo.—Mexico Ledger.
Middletown, N. Y.—Times Press.
Milwaukee, Wis.—Free Press.
Milwaukee, Wis.—News.
Milwaukee, Wis.—Journal.
Minneapolis, Minn.—Journal.
Minneapolis, Minn.—News.
Minneapolis, Minn.—Tribune.
Mitchell, S. D.—Republican.
Mobile, Ala.—Register.
Montgomery, Ala.—Advertiser.
Montgomery, Ala.—Journal.

Morris, Ill.—Herald.
Muskogee, Okla.—Daily Phoenix.
Nashville, Tenn.—Tennessean.
Nevada, Ia.—Journal.
New Bedford, Mass.—Morning Mercury.
New Bedford, Mass.—Evening Standard.
New Orleans, La.—American.
New Orleans, La.—Item.
New Orleans, La.—Daily States.
New Orleans, La.—Times Picayune.
New York City.—Journal.
New York City.—Sun.
New York City.—Times.
Newark, N. J.—Sunday Call.
Newark, N. J.—Star-Eagle.
Norwich, N. Y.—Sun.

Oakland, Cal.—Tribune.
Ogden, Utah.—Evening Standard.
Oklahoma City, Okla.—Oklahoman.
Oklahoma City, Okla.—Times.
Omaha, Neb.—News.
Ottawa, Ill.—Republican-Times.
Owosso, Mich.—Daily Argus.

Paducah, Ky.—Sun.
Paterson, N. J.—Evening News.
Pawnee, R. I.—Times.
Peoria, Ill.—Daily Journal.
Perth Amboy, N. J.—Evening News.
Phoenix, Ariz.—Republican.
Pittsburgh, Pa.—Chronicle-Telegraph.
Pittsburgh, Pa.—Dispatch.
Pittsburgh, Pa.—Gazette-Times.
Pittsburgh, Pa.—Leader.
Pittsburgh, Pa.—Press.
Port Huron, Mich.—Times-Herald.
Portland, Me.—Evening Express.
Providence, R. I.—Bulletin.
Providence, R. I.—Journal.
Providence, R. I.—Tribune.
Quincy, Ill.—Herald.
Quincy, Ill.—Whig.

Racine, Wis.—Journal-News.
Raleigh, N. C.—Times.
Reading, Pa.—Telegram and News-Times.
Richmond, Ind.—Palladium.
Richmond, Va.—Journal.
Roanoke, Va.—Times and World-News.
Rockford, Ill.—Register-Gazette.
Rockford, Ill.—Star.
Rochester, N. Y.—Democrat and Chronicle.
Rochester, N. Y.—Herald.
Rochester, N. Y.—Times.
Rochester, N. Y.—Union and Advertiser.

St. Cloud, Minn.—Times.
St. Joseph, Mo.—Gazette.
St. Joseph, Mo.—News-Press.
St. Louis, Mo.—Globe-Democrat.
St. Louis, Mo.—Post-Dispatch.
St. Louis, Mo.—Republic.
St. Louis, Mo.—Real Estate Bulletin.
St. Louis, Mo.—Star.
St. Louis, Mo.—Times.
St. Paul, Minn.—Brookings Register.
Salem, Ohio.—News.
Salina, Kan.—Journal.
Salt Lake City, Utah.—Deseret News.
San Antonio, Tex.—Light.
Sandusky, Ohio.—Register.
San Francisco, Cal.—Examiner.
San Jose, Cal.—Mercury.
Saratoga Springs, N. Y.—Saratogian.

Savannah, Ga.—News.
Savannah, Ga.—Press.
Scanton, Pa.—Republican.
Seattle, Wash.—Times.
Shreveport, La.—Times.
Shreveport, La.—Journal.
Sioux Falls, S. D.—Argus-Leader.
South Bend, Ind.—News-Leader.
Springfield, Ill.—Illinois State Journal.
Springfield, Mass.—Union.
Springfield, Ill.—State Register.
Springfield, Ohio.—News.
Spring Valley, Minn.—Mercury.
Spokane, Wash.—Press.
Spokane, Wash.—Spokesman-Review.
Stamford, Conn.—Advocate.
Syracuse, N. Y.—Herald.
Syracuse, N. Y.—Journal.
Syracuse, N. Y.—Post-Standard.

Tacoma, Wash.—Tribune.
Tampa, Fla.—Times.
Temple, Tex.—Telegram.
Terre Haute, Ind.—Tribune.
Tiffin, Ohio.—Advertiser.
Toledo, Ohio.—Blade.
Topeka, Kan.—Daily Capital.
Topeka, Kan.—State Journal.
Trenton, N. J.—Times.
Troy, N. Y.—Record.
Tulsa, Okla.—World.
Tucson, Ariz.—Citizen.

Walla Walla, Wash.—Bulletin.
Walla Walla, Wash.—Union.
Washington, D. C.—Herald.
Washington, D. C.—Post.
Washington, D. C.—Times.

Washington, Ia.—Journal.
Waterloo, Ia.—Times-Tribune.
Waukegan, Ill.—Sun.
Wausau, Wis.—Record-Herald.
Westerley, R. I.—Sun.
Williamsport, Pa.—Sun.
Wilmington, Del.—Every Evening.
Wilmington, Del.—News.
Winona, Minn.—Independent.
Winona, Minn.—Republican Herald.
Winston-Salem, N. C.—Journal.
Winston-Salem, N. C.—Sentinel.
Xenia, O.—Gazette and Republican.

Youngstown, Ohio.—Telegram.

In addition to the newspapers named in the foregoing list, thirty-five religious publications, thirty magazines, and three miscellaneous publications will run the advertisements advertising advertising.

LUMBERMEN FAVOR ADVERTISING

Its Advantages Discussed at Thirtieth Annual Convention in Texas.

DALLAS, Tex., April 19.—The advantages of advertising consistently, and the need of a pure advertising law which would place the burden of responsibility upon the advertiser, instead of upon the newspapers, was urged at the Convention of the Texas State Lumbermen's Association, which has just adjourned its thirtieth annual convention here.

W. J. Edgecombe, of San Antonio, secretary of the Texas State Retail Merchants' Association, said the next session of the Texas Legislature would be asked to enact a pure advertising law. The bill introduced in the last session of the Legislature was defeated, he said, because the responsibility was wrongly placed on the newspapers instead of on the advertisers.

The importance of consistent advertising was the theme of many addresses before the convention, and in informal discussion the experiences of many Texas lumbermen were related, all carrying a message showing the advantages of advertising.

H. S. Sackett, forester in the trade extension department of the National Lumber Manufacturers' Association, said the retail lumber dealer should advertise extensively and educationally in the local papers, pointing out the advantages of wooden structures.

"If your public doesn't know who, or what, nor where you are, nor what you can do for them, you will not profit. You must make them know these things—you must advertise. Some dealers complain because the mail-order houses ship lumber into their trade territory. This was because the mail-order house advertised, and advertised sufficiently to overcome your reputation for honesty and fair dealing."

J. H. Cooke, of Houston, discussed "Direct Results from Retail Yard Advertising," relating some personal experiences, showing profitable results from advertising.

Monor Memory of a Pioneer Journalist

OKLAHOMA CITY, Okla., April 19.—Several of the early-day newspaper men of Oklahoma have organized themselves into a committee to build a monument to the memory of Milton W. Reynolds, one of the pioneer "boomers" of Oklahoma, to whose work on the Kansas newspapers is largely due the interest that resulted in the opening of Oklahoma to settlement. At a great council of the Indians, held in 1867, at Medicine Lodge, Reynolds met Kicking Bird, the celebrated Kiowa chief, and later he adopted that name as his nom-de-plume. Reynolds came to Oklahoma the day of the opening, and lived for a time at Guthrie, later establishing a newspaper at Edmond. He died in 1890.

The whole world is longing to do a kindness, but is rendered callous by traditions that stalk in the guise of culture, creed, or "real" charity.

JOURNALISM TEACHERS MEET IN LAWRENCE

President Thorpe Presents Statistics Showing That 46 Colleges and Universities Represented in the Association Give Instruction in Journalism to 2,700 Students—145 Teachers Are Employed.

(Special to THE EDITOR AND PUBLISHER.)

LAWRENCE, Kan., April 21.—Merle Thorpe, president of the American Association of Journalism Teachers, in session at the University of Kansas today and to-morrow, in his opening address characterized the development of journalism teaching in universities as remarkable in the annals of American education.

"Nine years ago," said he, "universities and newspapermen generally regarded such training as impracticable. To-day this Association is composed of 145 journalism teachers who are instructing 2,700 students in 46 universities and colleges. When we consider the difficulties which law, medicine, engineering, and agriculture had in establishing themselves as university subjects, we have reason to feel grateful for the reception accorded us. This is due largely to the cooperation of active newspapermen who have seen in university training a means of accentuating a professional consciousness which they have always felt was theirs, but which has been underestimated and unrecognized by the general public."

WORK OF THE ASSOCIATION.

The Association will undertake a comprehensive study of the whole field of journalism teaching, including eleven distinct phases from reporting through business administration to magazine making. In three main groups, teaching direct State service and research.

Under the general division of teaching, the convention is studying the handling and treatment of news and discussing the best methods employed in various schools and offices in teaching the subjects of reporting and editing news. The utilization of the college paper and collaboration with the university's publicity department is likewise being discussed. Editorial material, methods of direction, and ethics are being considered. How to plan campaigns, how the student is taught to appreciate the power of the newspaper, what courses in ethics and public opinion might be advantageously given in connection with an editorial course are a few phases of editorial work being dealt with.

PROBLEMS OF TEACHING.

The history and philosophy of journalism in America and other countries and what is being taught and should be taught along those lines are before the conference. Administration, including the range of courses already offered and the outline of a course covering the business side of the newspaper, comes before the Association. The best methods of teaching advertising, combining theory with practice, are being given serious consideration, as are the best methods of teaching the principles underlying circulation, the texts used, and the appreciation of theory. Cartooning and illustrating, printing and engraving, specialized journalism, and magazine work will also be discussed to-day and to-morrow.

A NEGLECTED FIELD FOR RESEARCH.

Concerning direct public service, the Association is confronted with the question as to what direct State service and the State and society can legitimately expect from the State's department of journalism. Whether the attitude of journalism teachers in the past in advocating the introduction of cost systems, short courses, journalism conferences, and the like has been along the right track, will be threshed out to-day and to-morrow.

Most industries and professions rest on the assurance that the university laboratories are protecting them by col-

lating and by investigating scientific facts. Little, if anything, has been done for the publishing industry by the universities, although publishing is the fifth industry in the United States. Whether this is because there is nothing that can be made the subject of research or because departments of journalism have not yet gotten around to this activity will be decided by the present convention. The whole question of research will be brought to the attention of the publishers of the country during the present convention, and a complete report on its possibilities and limitations will be made either to-day or to-morrow.

WILL ADVANCE TEACHING OF JOURNALISM.

Under the division "General Suggestion," matters not covered with other parts of the programme are before the conference, and the programme is big with possibilities; as it is being followed out it should give the teacher a larger comprehension of his subject in its various correlations and assist in advancing the teaching of journalism by years as well as showing the way to organization and standardization in such departments.

SECRETARY BLAIN'S REPORT.

Secretary Hugh Mercer Blain, head of the department of journalism, Louisiana State University, presented some astonishing figures in his annual report. These show that 55 colleges and universities, a gain of 16 over last year, provide instruction in journalism to 3,500 students, an increase of 1,400 over 1914-1915. One hundred and seventy-five instructors are employed in teaching the subject. Twenty-five institutions are engaged in extension work.

Mr. Blain received replies to a questionnaire from all but twelve of the fifty-five institutions. Continuing, he says:

"Classification—No definite classification of the work can be given, for the reason that there is no standardization. Even the titles of departments are far from uniform, and the names and contents of individual courses are the same in no two institutions. A glance at the table will confirm this statement.

THE NUMBER OF TEACHERS.

"Teachers—The number of teachers is necessarily only approximate. In their reports some of the schools of journalism included those giving instruction in all academic courses required of journalism students, while others omitted teachers of other than purely journalism courses.

"Extension Work—This means work other than class-room instruction and laboratory practice. It is a remarkable fact that twenty-five institutions of higher learning are reaching out over the States in which they are located, spreading the gospel of successful journalism far and wide, so that students, editors, publishers, and all who will may receive instruction and assistance.

"Membership—The jump from 44 to 107 in the membership of the American Association of Teachers of Journalism insures its firm establishment as a progressive organization, and testifies to the earnest spirit of these teachers of journalism who are working toward a future not so far distant, when the newspaper that is not written, edited, and managed by college-trained journalists will be the exception; and when every State university will be a centre of journalistic activity, capable of rendering every conceivable service to the editors it has trained."

THOSE WHO WILL SPEAK.

Those who are on the programme for to-day and to-morrow are: Franklin Matthews, Columbia University; Fred Newton Scott, University of Michigan; J. W. Pierce, University of Indiana; John M. Cooney, University of Notre Dame; Walter Williams, University of Missouri; M. M. Fogg, University of Nebraska; F. W. Kennedy, University of Washington; A. W. Hopkins, University of Wisconsin; Albert F. Wilson, New York University; Dean Will H. Mayes, University of Texas; F. W. Scott, University of Illinois; Eric W. Allen, University of Oregon; J. B. Pow-

ell, University of Missouri; H. H. Herbert, University of Oklahoma; Hos. S. Myers, University of Ohio; W. P. Kirkwood, University of Minnesota; William G. Bleyer, University of Wisconsin; James Melvin Lee, University of New York; Everett Wallace Smith, Stanford University; Dean Talcott Williams, Columbia University; F. L. Stone, University of Montana, and Carl H. Getz, University of Montana.

Berryman Cartoon Exhibit

WASHINGTON, April 18.—Keen interest is being evinced in the exhibition of a series of cartoons by Clifford K. Berryman, now being held at the Corcoran Art Gallery, according to announcement made by those in charge of that institution. Placed in a large and excellently lighted room on the second floor, the cartoons, which form the first ex-



hibit of the kind ever held in the Corcoran Gallery, have attracted many visitors.

Mr. Berryman recently drew sixty cartoons of the prominent people who attended the annual Star dinner, and when he had worn himself to a frazzle, the editor of the dinner publication of "The Morning Star" asked him to draw one of himself. Just how he felt is shown by the accompanying illustration.

CONVENTION PRESS PLANS

James D. Preston Looks Over the Ground in Chicago and St. Louis.

CHICAGO, April 19.—James D. Preston, superintendent of the United States Senate press gallery at Washington, was in Chicago last week, making arrangements for the accommodation of the newspapermen at the Republican National Convention on June 7. From here he went to St. Louis to see about the Democratic Convention on June 14.

Mr. Preston has a job on his hands in caring for the 400 reporters who will be here from all over the continent to report the Convention. He was called to Chicago by the Convention arrangements committee, which is headed by Fred W. Upham, of Chicago. The committee sought Mr. Preston's advice as to telephone, telegraph, and messenger service for correspondents. If this advice is followed, old-timers in the Convention press seats say they will have nothing to wish for.

Editor Provides City Park

H. E. Bruce, editor of the Marquette (Kan.) Tribune, has purchased the Soldan Park and enough alfalfa ground to make a baseball diamond. The combination park will be fixed up and made a place for band concerts, ball games, shooting matches, field sports, and such other outdoor exercises and amusements as the community desires. It will be called Bruce Park.

SHAKESPEARE AS A REPORTER

He Had a Nose for News, Says Boston Press Club Speaker.

BOSTON, April 16.—That Shakespeare was the best reporter the world has ever known was the statement of Henry Fearing, of this city, who addressed members of the Boston Press Club in the club rooms Sunday evening.

"Shakespeare has a particular message for the journalist," he said, "which I think has escaped many of us. His very greatness lies in his universal and perennial timeliness—not the timeliness of the Elizabethan period, his all-time-ness. His nose is three centuries long, and is as actively smelling out news to-day as when it adorned his face.

"Putting all other evidences of his greatness aside, and forgetting all the high-brow ravings of his genius, Shakespeare stands out to-day as the one supreme artist in the writing game, because of the fact that he was an accurate reporter. And for the modern reporter or for the managing editor, he possesses a practical value, a value wholly divorced from what we were frightened into studying at school.

"He was a reporter first of all, and the greatest one that ever lived, because he told the truths of life without intruding his own personality. He was a human dictagraph, registering all the secrets of humanity, a moving-picture camera filming all scenes in a true perspective.

"Even his editorial comment hides him. What may have been his own observations are invariably uttered in character. For example, we are assured that his pet aversion was the Puritan. It was the Puritan who put the lid on the Elizabethan drama, but no respectable character of his has a word to say against them. His scorn of Puritanism is always expressed by such dissolute and asinine characters as Sir Andrew Aguecheek, in "Twelfth Night," a scorn which does credit to those who inspire it.

"His slang is even timely. 'Beat it' is found in the 'Comedy of Errors.' 'Some,' as in 'Some Pumpkins' is in 'King John,' and 'Too proud to fight' is taken almost bodily from "Coriolanus" in which Carus Marcius delivers a speech which for all its pertinency to his current views Roosevelt might be delivering to-day."

Mr. Fearing also said that, had some of the speeches Shakespeare puts in the mouths of his characters in one play been used to stimulate enmity in England, the effect would have been greater than that produced by the famous war posters.

Staff Changes on St. Paul Dispatch

ST. PAUL, Minn., April 17.—William Shaw, for two years with the St. Paul Dispatch and Pioneer Press, a year as city editor of the Pioneer Press, and recently as editor of the service department, has resigned to join the advertising staff of the Country Gentleman, in Chicago. E. R. Bean has relinquished the telegraph desk of the Dispatch to become night news editor of the Oklahoma City Oklahoman, and Floyd E. Thomas, Northwest editor of the Pioneer Press, gave up that position recently to join the Chicago office of the Associated Press.

Mr. Shaw is succeeded by Ray I. Tennant, city editor of the Dispatch. W. S. Bowers, news editor of the Dispatch, becomes city editor to succeed Mr. Tennant, and assumes full control of the news departments of the Dispatch. A. H. Cook, formerly of Cleveland, leaves the editorship of the Dispatch mail editions to become news editor, and is succeeded by Jay W. Luden.

The departing members of the staff were given a dinner at Hotel Sherman by their associates on the evening of April 15.

The Scranton (Pa.) Republican has been elected an active member of the American Newspaper Publishers' Association.

FARMER SMITH AND HIS HAPPY "RAINBOW CLUB"

Wonderful Growth of Unique Organization for Kiddies is Reported by the Philadelphia Evening Ledger—45,000 Children Enrolled in Four Months and Still They Come for Badges.

PHILADELPHIA, April 12.—Forty-five thousand children in four months. Some record! And the proud parent of the multitude is Farmer Smith, of the Evening Ledger, who has marshalled the entire host since last Thanksgiving Day.

These kiddies represent the "Rainbow Club," which is one of the cleverest ideas ever put over by a newspaper, and quite



FARMER SMITH.

as satisfactory to the circulation and advertising departments as it is to the young folks themselves.

Anybody can belong so long as they possess the magic spirit of youth. All you have to do, whether you are nine or ninety, is to sign a slip which is printed in every edition of the Evening Ledger which says: "I agree to do a little kindness each and every day—spread a little sunshine all along the way." Then you receive a button, which shows the pot of gold at the end of the rainbow, pinned to a card written in red ink and bearing "A Kiss from me, To-day," and you are a full-fledged member, with few rites and all the privileges.

MOST KISSED MAN IN AMERICA.

To quote A. R. Stanley, who has written of the founder of the club for Ourselves, the new Ledger publication, which is as yet only in proof, "Probably, artistically speaking, the Farmer is the most be-oscured man in America. For every kiss that he sends he gets at least twenty, triangular, quadrangular, circular, rectangular, and rhomboidal. He absorbs them all! The picture of Farmer Smith accompanying this article is made from a photograph taken by Harry Hood.

This precisely hits off the personal touch which has "made" the organization. Farmer Smith is no remote, intangible mere name in a paper, but a live—a very much alive—man, a queer combination of daddy, teacher, officer of the day, and beneficent fairy-godfather who meets his cohorts face to face, whenever they choose to drop in at the Club, and is adored, respected, and perhaps even a little feared, should some unruly youngster so forget himself as to raise a rumpus on one of the golden Saturday afternoons when the members turn out in force at their big clubroom in the Evening Ledger Building.

Farmer Smith tells me that the idea of a children's club was really inaugurated by the Kansas City Star, some years ago. The Farmer himself—Yale, 1899, born in Tennessee and twenty-five years in the newspaper field—is the

originator of the "Goodnight Stories" which first appeared in the New York Globe in 1909, and were syndicated in fifty-two papers all over the United States. Later came the "Bedtime Club" of that paper in 1915, which ran up to perhaps 40,000 members in six weeks. Then he went to the Evening Mail, where he was children's editor, writing his usual daily story. After that he happened in on the Ledger, since which time the original idea has burgeoned and blossomed until it has come to be very much like Jack's beanstalk, growing and spreading so rapidly that new tendrils put out and flourish literally overnight.

CLUB IS SELF-MANAGING.

The Club is, so far as may be, self-managing. The boys and girls are encouraged to take a personal interest in its affairs, even to "helping" the carpenter who built them a platform and benches for their very own Saturday afternoon entertainments, which they developed and perform in without adult assistance. They make the posters for these shows; they have a drawing-class; they sing and are soon to have a piano; a boxing-class is starting; they write poems and essays which appear in their daily club department in the Evening Ledger; they have a cheer and a motto, "Obey," and special writing paper, and since it is one whole day ago that I talked with Farmer Smith, heaven only knows what else they have acquired in the past twenty-four hours. "Keep the American boy busy," says their mentor, "and you keep him out of trouble." Presumably this applies also to girls, though they being naturally industrious and well-behaved, do not haunt the precincts of the Club and the dreams of the Farmer, as do their obstreperous brothers.

BRIGHT SIDE THE ONLY SIDE.

"There is only one side to the rainbow," says Farmer Smith. "That is the bright side." This persistent optimism is undoubtedly the reason why every plan which he has for the expansion of the Club is foredoomed to success. The latest wireless brings me the tidings that there are likely to be several clubrooms, in various parts of the town these will be somewhat disturbed by the 25 to 300 children who daily come to the rendezvous.

The Club has its regular diurnal space in the paper, which always begins with a Farmer Smith editorial, and includes a story and a post-office box. There are pictures of the members, and their pets, drawings by Rainbow artists, "Things to know and do," with money prizes for best answers, and other features. Thrift is encouraged, and any boy with \$1.00 in bank is entitled to wear a red ribbon, becomes one of the honor squad, and helps maintain discipline. For the first four weeks of the campaign, a page of names of new members was published every Friday. When the lists swelled to as many as 1,500 a day, this was discontinued.

EFFECT ON SUBSCRIPTIONS.

As for practical results, the paper is said to have gained perhaps 10,000 subscribers from this one source alone since November. The precise statistics are of course difficult to estimate, but the phenomenal growth of circulation in the past four months traces unquestionably in large measure to the popularity of the Club. "The child of today is the reader of to-morrow," is an axiom which fits the case in point like a glove and needs no elaboration. Advertising, too, has seen which way the wind blows, and on the children's page, firms are now carrying copy of especial interest to their young friends and their parents. There are a dozen other ramifications of the business end of the matter but, sensational as they are, they are not to be revealed just yet. The Rainbow Club is now being syndicated, and before many moons will have spread its arch of promise from one coast to the other.

CURTIS WAGER-SMITH.

SIDELIGHTS ON BIG MEN

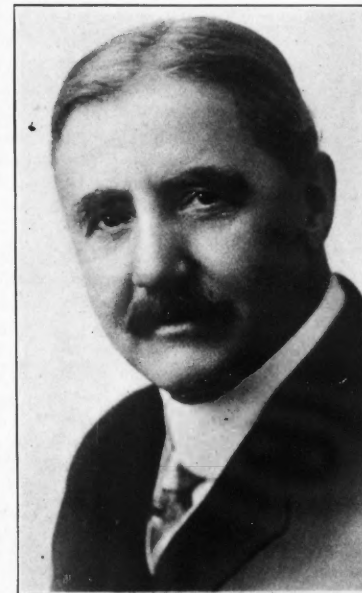
SCOTT C. BONE.

(Editor of the Seattle Post-Intelligencer)

Scott C. Bone, editor-in-chief of the Seattle Post-Intelligencer, began his newspaper career in Indianapolis thirty-five years ago. He was born in Shelby County, not far from the Hoosier metropolis, February 15, 1860. During the seven years of his employment on the Indianapolis newspapers he advanced from the modest estate of cub reporter to a city editorship, and then, in 1888, transferred the field of his endeavor to Washington, D. C.

He took the position of news editor of the Washington Post, and within a short time was promoted to managing editor, a post which he held for seventeen years. In 1906 he founded the Washington Herald and became its editor and principal owner. In 1911 he accepted the position of editor-in-chief of the Seattle Post-Intelligencer.

Mr. Bone's long residence in Washington brought him into personal touch with the men who have taken important places in the nation's life. There are few men in the country who have so wide an acquaintance. Possessed of that somewhat rare quality which at-



SCOTT C. BONE.

tracts and holds friends, he knows intimately most of the men who have figured in Washington's official life during the last quarter of a century.

With the coming and going of Senators, Representatives, Cabinet officers, and visitors at Washington, there probably is no city of considerable size in the country which does not have among its inhabitants a friend or two of Scott Bone. During his residence there seven Presidents occupied the White House, and, while he knew them all more or less intimately, at least three of them were his close personal friends.

Coming from a State where it is popularly supposed that politics is taught in the grammar grades at school, Mr. Bone found the environment at Washington pleasant. It gave him an opportunity to study government and men not found elsewhere, and there was little done in official life that he did not know about.

It is characteristic of Scott Bone that he is intensely loyal to his friends and to his ideals. Once he has honored a man with his friendship, it takes a hard jolt and convincing proof to make him believe ill of him. And that strong faith in his friends has seldom been betrayed.

The Seattle Post-Intelligencer reflects the personality of its editor, something somewhat rare in these days of imper-

sonal journalism. He has made it a rule on the P-I, as it is affectionately known to its friends, in dealing with a controversial matter, to see both sides the same day. If it is impossible to get both sides of the story for the one issue, then the reporters of the P-I must see the other fellow the next day.

It is this policy of fairness and of truthfulness which has given character to the Post-Intelligencer.

Mr. Bone takes an active interest in the civic life of Seattle. He is chairman of the Alaska Bureau of the Chamber of Commerce, the agency which was largely instrumental in securing the passage of the Alaska Railroad bill and other measures helpful to the Northland.

During the last year of his residence at the national capital, Mr. Bone was president of the Gridiron Club, of which he is still an associate member.

J. W. GILBERT.

SENATOR MYERS ON PUBLICITY

A Good Tendency of the Times, He Says, in Urging Publication of a Report.

WASHINGTON, April 19.—"The tendency of the times is for publicity," said Senator Henry L. Myers, of Montana, in discussing on the floor of the Senate a resolution ordering the printing of 100,000 copies of the final report of the Commission on Industrial Relations. The Senator's remarks on publicity in Governmental affairs were in part as follows:

"The tendency of the times is for publicity, and it is a good tendency, and there can be no valid objection to publicity in Governmental affairs. There can be no valid objection to the printing of this report and testimony. After having gone to the expense involved in the work of the Industrial Relations Commission, and the expense of taking this testimony, it would be absurd not to give its work publicity and put it within reach of all.

"Both the report and the testimony should be printed in adequate numbers sufficient to supply, free of charge, all who may desire copies thereof. I am sure there is much valuable information in both report and testimony, and why conceal it? The report consists merely of conclusions. They are based on the testimony; hence both should be published widely, in order that the people may read both and see if the conclusions are well drawn. I hope both the report and the testimony will be printed without further delay. There has already been too much delay in this matter."

The resolution was agreed to. It appropriated \$93,000 for the printing of the report.

Printing Teachers Elect Officers

The first annual convention of the Eastern Section of the International Association of Teachers of Printing ended on Wednesday at the Hotel McAlpin, in New York. In the convention's three days many men well known in the printing trade spoke, among them Peter J. Brady, secretary of the Allied Printing Trades Council; Isaac H. Blanchard, John Clyde Oswald, John J. Carroll, Dr. F. W. Hamilton, Charles Paulus, W. S. Huson, and John Martin. Officers chosen for the ensuing year were: Joseph A. Donnelly, New York, president; Frank K. Phillips, Newark, vice-president; R. A. Loomis, Jersey City, secretary, and H. E. Parker, New York, treasurer.

Hungarian Newspaper Men Organize

The Hungarian Newspaper Writers' Association has been organized in Cleveland by Magyar journalists. Among the Hungarian charter members are: Dr. Arthur Winter, Stephen Puky, Arpad Tarnoczy, Dr. Paul Agoston, Charles Rabits, Eugene S. Bagger, John Biro, Aladar Fonyo, Dr. Stephen A. Hosko, George Kemeny, Louis Linek, Stephen N. Linek, Joseph Muzslay, Dr. Ladislav.

TWO BUSY POOR RICHARDS

Rowe Stewart and Theodore E. Ash Unceasingly Active on Convention Matters.

The two busiest members of the Poor Richard Club of Philadelphia, host of the big A. A. C. W. convention next June, are Rowe Stewart, chairman of the convention committee, and Theodore E. Ash, the general secretary.

Mr. Stewart has delivered so many



ROWE STEWART.

speeches on the attractions of the convention, or the same one so many times, that speechmaking has become so automatic with him that you don't even have to press the button to get him started.

The beauty of Stewart's addresses is that they are on an exceedingly interesting subject, and are always brief and full of pep. When Mr. Stewart is not making speeches, or waking up the committees, or attending conferences, or calling upon the big business men of Philadelphia in the interests of the con-



THEODORE E. ASH.

vention, he attends to his duties as advertising manager of the Philadelphia Record, a position he has held for several years.

Before going to the Record he was associated with Tracy-Parry, advertising agents and earlier was advertising manager of Mr. Munsey's Philadelphia Times.

Mr. Ash, the secretary of the convention committee, and likewise the secretary of the Poor Richard Club, has his hands full attending to the mass of correspondence that is daily received at headquarters. He conducts the Ash Advertising Agency in the North American Building. He is well known among ad men, as he was editor of the Convention Daily, issued each day during the Boston convention.

Fighting for the Truth

By JOHN D. BARRY

=== One Who Understands ===

The other day I heard a group of men speaking about newspapers. They were abusive. Men usually are when they discuss this subject. I have often wondered why. These men read the papers daily, eagerly.

From such reading they acquire most of their information, yes, most of their opinions. Their minds are very largely furnished by means of newspapers.

Yet they feel no gratitude. They are like those people that Jane Austen, the English novelist, used to be so indignant about, the people who would read a novel with delight, a novel that some writer had spent months of toil on, and perhaps enriched with genius, and then throw it aside with expressions of contempt or indifference.

It is so with the attitude of the public toward many things, particularly things related to any form of artistic expression.

To me the newspaper is one of the marvels of life. It illustrates the magic of cooperation.

Think of getting so much for so little, at a cost so slight, indeed, that most people never think anything about it. The daily news of the world summarized in a few printed pages.

A few hundred years ago the fact would have seemed impossible. Indeed, it would actually have been impossible.

A public-spirited man of my acquaintance has said that it was the ambition of his life to own an endowed newspaper where he should have absolute freedom to fight for what he believed to be the right. A friend of his, something of a prophet and seer, remarked: "Who are you that you should ask to work under ideal conditions? Why shouldn't you take the odds the other fellows have to take?"

This point of view is worth pondering.

Even under the most favorable conditions I don't believe that any newspaper can be wholly accurate. No man can. To be accurate is one of the most difficult things in the world. The mere repetition of a remark nearly always means changing the remark.

Have you ever noticed how inaccurate you are yourself? And have you ever thought of the amazing amount of truth that gets into the newspapers in spite of universal inaccuracy?

Here and there one sees newspapers that are valiantly fighting for the right. The cost is often heavy. Sometimes it means ruin. All honor to the newspapers that have gone down in the struggle for justice. Who ever hears of them? No poet ever sings their praises. The people never stop to mourn.

The forgotten heroism of the world includes no nobler fighters than those who have been vanquished in their efforts to proclaim the truth through the press.

"The truth the people will not have at any price," says a cynical lawyer of this city. I believe he is wrong. The people will have the truth in the end. Sometimes they get it at the price of blood, the blood of those who proclaim it.

Both Mr. Stewart and Mr. Ash have contributed articles on advertising to THE EDITOR AND PUBLISHER during the last three years.

Whelan Retires from Coupon Company

Owing to pressure of other business interests, John F. Whelan and W. T. Posey have retired from active participation in the United Profit-Sharing Corporation. Announcement to this effect was made at the annual meeting of the board of directors of the corporation held on April 4, when Mr. Whelan and Mr. Posey declined a reelection. Their places were filled by the election of Sidney S. Whehan, a nephew of Mr. Whelan, and Marvin D. Rae. The other members of the board were reelected as follows: C. E. Parker, I. B. Ashby, and T. T. Graham. Messrs. Whelan and Posey still retain their offices in the United Cigar Stores Company.

Municipal Newspaper Proposed

A municipal newspaper published by the city, to contain official records of the proceedings of the various city boards and the city's legal printing, is proposed in a resolution introduced in the St. Louis (Mo.) Board of Aldermen by Alderman Barney L. Schwartz.

CHARLES S. YOUNG COMES EAST

Business Manager of San Francisco Examiner Joins Ayer Agency Force.

Prominent newspaper men of San Francisco joined in a dinner at the Palace Hotel last Saturday night, which was tendered Charles S. Young, the retiring business manager of the San Francisco Examiner, by more than fifty of his associates in the local newspaper field.

A dinner in honor of Mr. Young was given at the Hotel St. Francis on the evening of April 12, and was attended by many of the leaders in the local business world, as well as by representatives of the San Francisco press.

Mr. Young has occupied for five years the position from which he is retiring. He resigned in order to accept a high position with the advertising firm of N. W. Ayer & Son in Philadelphia. He will leave for the East in a few days.

J. B. Pinkham, who has been advertising manager of the Examiner for the past three years, will be Young's successor as business manager. Mr. Pinkham was connected with the business department of the San Francisco Post before going to the Examiner.

STATON WITH BARNUM & BAILEY

Globe's Former Art Manager Joins Fellows and Rice on Press Staff.

Harry P. Staton, the new Barnum & Bailey press representative, has been in active newspaper work in New York for more than twenty years. Starting as an office boy in the Brooklyn Times, in 1894, he became a full-fledged reporter on the Brooklyn Standard Union at the age of seventeen years, and before he was twenty was covering the



HARRY P. STATON.

local political situation for that paper with daily articles. When Charles Chapin came to the Evening World, from St. Louis, he put Staton on his staff. Later he was on the Sun for three years. Then he went to the Globe, where he served ten years as art manager.

When Mr. Munsey bought the Press he sent for Mr. Staton and told him to organize the best art department in New York. The morning after his first day's work on the Press, Mr. Wardman said of him that he had revolutionized the illustrating policy of the paper in one night. A change of policy caused Mr. Staton to leave the Press, and he became the editor and publisher of the Trend Magazine.

Last summer he became the advertising manager of the Brighton Beach Development Company, who conduct Brighton Baths and the various amusement enterprises covering sixty acres of Brighton Beach. William C. Marshall, of that company, became the backer of the McFarland-Gibbons fight, and he drafted Mr. Staton for the advertising and press-agency of that set-to.

Is the American Newspaper Published for Love?

(From the A. N. P. A. Bulletin.)

Great Britain advertises in the newspapers for recruits and pays the newspapers for transmitting its messages to the public.

Canada pays the newspapers for advertising her apple crop, for Patriotism and Production, a campaign to secure increase in agricultural production, and a town plot cultivation campaign to increase the number of back-yard gardens under cultivation, and also a campaign to increase the consumption of peaches and plums.

The United States Government, and some others, seem to view the newspaper as an omnibus designed for free transportation. The Government, however, pays its way in all other lines, including billboards for securing recruits.

Are the newspapers of Great Britain and of Canada lacking in patriotism?

Henry Ford pays for his peace advertising. The American Defence Society seeks the news columns to push its propaganda.

HOW TO HELP TO MAKE NEWSPAPERS BETTER

James B. Wootan, Formerly Editor of Omaha Bee, Points Out Responsibility of the Public in This Direction—Newspapers Must Be Free to Serve All Legitimate Interests and Be Without Bias.

[Following is a digest of a noteworthy article entitled: "How Can We Help Newspapers to Be Better?" contributed to a recent issue of the Continent by James B. Wootan, formerly editor of the Omaha Bee, and now managing editor of Public Service Magazine, of Chicago.—Ed.]

The nearest possible approach to ideal journalism is a paper of purpose, of conviction, irreproachable in character and with enough ability to claim distinction among the best of readers. That sort of paper is sure of public confidence, and public confidence is, over and above every thing else, the sine qua non of newspaper success.

"The critics of the daily newspaper," says a publisher of a very high-grade weekly, "seem to think that the man or men who are finally responsible for its character can lay down an ideal paper and do business while the public is coming to comprehend its value. As a matter of fact, in most cases it is necessary to begin with the thing the public will accept."

Yes, to begin and end with it.

INFLUENCES THAT AFFECT A NEWSPAPER.

And now for some of the influences affecting the character of the newspaper, with which the publisher must deal in trying to produce the thing the people will accept. A few of these influences arise from:

The personnel, interests, and aspirations of the publisher.

The heterogeneous clientele with its conflicting ideals and interests.

The equation between the editor's convictions and the public's demands. The relations of advertiser and plain subscriber.

The price of white paper.

News and what to print.

The editor with political or other kind of axes to grind through his newspaper ought to and usually does lose prestige, both for himself and his paper. Some strong newspapers have been owned and edited by men of this class, but it is safe to say that not one such paper was as strong and effective as it would have been by sticking to its first and normal task.

CANNOT SERVE TWO MASTERS.

It is no easier for a newspaper to serve two masters than it is for anything or anybody else, and that is exactly what the newspaper attempts to do when it puts its owner's private aspirations above his constituents' public interest.

No other factor in our everyday life has so complex a constituency to serve as the newspaper. And yet, all things considered, the press of America is meeting this severest of its tests amazingly well.

The demand for an independent press involves the equation between the editor's convictions and his reader's wishes. No more delicate task confronts the editor than striking this medium. Many editors get around it by the skillful use of buncombe, but the editor with a serious set of readers and conscientious regard for his duty will make a more faithful attempt than that. But for the fact that most folks seem to think they can run a paper better than the fellow whose business it is to run it, this particular task would not be so hard. It must be remembered that there are certain fixed principles even in the conduct of a newspaper, deviation from which merely to satisfy a popular vagary, hurts the paper, therefore its readers. The only possible way for a newspaper to serve any legitimate interest, is to be left free to serve all. Its function is

far too great for petty restrictions.

Of course, it doesn't help matters for a newspaper to maintain a low degree of editorial policy in order to avoid the odium of the double standard and to claim consistency as an advertising scavenger. That is exactly the position, too, of those publishers and advertisers who are doing so much to elevate the standard of newspaper advertising.

FAIR TREATMENT FOR ALL.

The only sane rule to follow as between advertiser and subscriber, of course, is to treat both fairly. Few papers but do that. The public is woefully deluded if it thinks otherwise. Certainly the advertiser cannot possibly get any more for his money than the subscriber gets for him. The notion that most papers draw their editorial inspiration from the counting room is bosh. The publisher, while amenable to the ordinary relations of business, is no more susceptible to wrong influences than others.

The newspaper is the most insistent factor in our economic life. It is with us morning, noon, and night. It has cost thousands of dollars and untold human effort, if not actual pain. It combines amazing skill of mind and hand, and yet we get it all for a pitiful penny, with often a cynical sneer. But we dare not be indifferent to the character and influence of such an institution. "I see by the paper," says your neighbor on every hand. Rapidly the race is becoming newspaper educated. Isn't the public's responsibility for helping the paper become what it ought to be plain and impressive enough?

The chronic grouch has no friends.



ELEVATION OF THE NEW HOME OF THE BIRMINGHAM (ALA.) NEWS.

NEW HOME FOR BIRMINGHAM NEWS

Alabama Daily Has Begun Erecting Structure for Exclusive Use of Paper.

The Birmingham (Ala.) News, which has just passed its twenty-eighth birthday, has begun work on the erection of a structure of which it may be proud. It will be a four-story building with mezzanine floor and basement, making six actual floors available for use in getting out the prosperous daily.

The News expects to be issued from its new home on Christmas Day, celebrating that holiday with a housewarming to its friends.

The building will be the largest individual newspaper plant in the South. There are other larger buildings owned and occupied by newspapers, but other enterprises than newspapers themselves occupy portions of these buildings. The new home of the News will be devoted exclusively to the making of a newspaper, and the entire space within its walls will be utilized with that end in view.

Completely equipped, as it will be the day it is opened to the public, building and equipment will represent an investment of more than \$300,000.

Before deciding on plans for the new building, Victor H. Hanson, publisher of the News, and Thomas Joy, his architect, visited the leading cities of the country and looked over newspaper plants to get ideas.

Among the papers they visited and whose homes they inspected carefully were the following: The Kansas City Star, the Indianapolis News, the Indianapolis Star, the Cleveland Press, the Cleveland Plain Dealer, the Toledo News-Bee, the Cincinnati Times-Star, the Grand Rapids Press, the Chicago Tribune, the Chicago Daily News, the

Chicago American, the Louisville Courier-Journal, and the Memphis Commercial-Appeal.

Curtis Dined in San Francisco

Cyrus H. K. Curtis, president of the Curtis Publishing Company, of Philadelphia, was the guest of honor, last Tuesday, at a luncheon given by the Rotary Club. Mr. Curtis briefly addressed the 175 guests. On Wednesday, Mr. Curtis was entertained at a luncheon given by the Downtown Association, at which Byron Mauzy, president of the body, who crossed the Pacific with Mr. Curtis, presided.

A Fourteen-Page Ad.

The Topeka (Kan.) Daily Capital carried on April 16, as a part of a forty-six-page paper, a special fourteen-page feature section of a local furnishing concern. This section alone carried 1,580 inches of paid advertising, of which 1,340 inches are national. All the copy was written in the Capital office. The entire paper of forty-six pages carried 4,617½ inches of paid advertising.

Alcorn-Henkel, of New York and Chicago, have been appointed national advertising representatives of the Muscatine (Iowa) News-Tribune.

R. E. Ward, special representative, New York and Chicago, who handles the Ohio Select List, has added the Pomeroy (O.) Daily Mail and the Bellefontain (O.) Index-Republican, to his string of papers.

Create an atmosphere in which others can do their best and your own burdens will be lightened.

ILLINOIS NEWSPAPER CONFERENCE A SUCCESS

So Beneficial That Editors in Attendance Vote to Make it an Annual Affair—Speakers Tell Them to Cultivate the Farmer and Keep in Touch with State Institutions—Prizes Awarded.

CHAMPAIGN, Ill., April 17.—The newspaper conference at the University of Illinois will become an annual affair, if the wishes of the editors and business managers are considered. Resolutions passed at the close of the first conference on Saturday strongly urged the University to hold a conference next year, and to include the small dailies of the State. They also recommended that the University print the addresses given at the meeting, and circulate copies among the editors of the State.

"For a beginner, we consider the conference a successful one," said H. F. Harrington, of the courses in journalism, who planned the meeting. The sessions were well attended, and registration reached sixty before the close of the conference.

"Honesty, decency, and cleanliness are the best dividend-payers on earth," James Keeley, editor of the Chicago Herald, told the large audience at the second evening session. Mr. Keeley spoke on "The Journalism of Public Service." He said:

"It's not always an easy thing to follow out—this public-service journalism. I have been called a traitor, weakling, deserter, and every other kind of crook. I have been challenged to show one constructive thing that I have accomplished. I feel, though, that a sane Fourth, the Christmas ship, and the Good-fellow movement haven't made people unhappier, and that they have in some measure been of public service."

DEFINES TREASON TO JOURNALISM.

Mr. Keeley urged that news should be colored as little as possible, and that discretion was necessary in knowing what to withhold from the public, just as it is necessary to know what to give the public. "Publicity is the greatest deterrent of crime, and the man who holds up news of wrongs committed and injuries done commits the highest treason known to journalism," he said.

"If you are wise you will stick by the farmer" was the advice of F. W. Beckman, head of the department of agricultural journalism of Iowa State College, in his talk on "Newspaper Opportunities and Duties in the Country Field." "It is time for you to stop ignoring the farmer and the country," declared Mr. Beckman.

Along with the development of the news field will come a good, legitimate business field, according to Mr. Beckman. The farmer is a good subscriber, who can pay a fair price for the paper because he has the money. He is rapidly learning the value of advertising, and the day is coming when he will make as much use of his paper to advertise his products as the merchant in town. "The papers that are making the money to-day," declared Mr. Beckman, "are the ones which have their business and news opportunities in the rural field, and are making the most of it."

MEANS OF RURAL BETTERMENT.

Jacob L. Hasbrouck, city editor of the Bloomington Pantagraph, urged the value of playing up country correspondence. Mr. Hasbrouck was followed by Dr. R. E. Hieronymus, the University's community adviser for the State. Dr. Hieronymus outlined the ways in which the newspapers may build up a strong community spirit, and aid in the plans for civic and rural betterment in sanitation, amusements, roads, and community life. The aid which the State institutions are prepared to give was explained, and editors were urged to keep in touch with the public health department, the State experiment stations, and the various departments of the University.

Following the close of the afternoon session the visitors were the guests of the Champaign Chamber of Commerce on an automobile trip around the campus and the Twin Cities, Champaign and Urbana.

Dean Eugene Davenport, of the College of Agriculture of the University, told the editors on Saturday morning of the part they must play if a better and more permanent system of agriculture is to be brought to the attention of the farmers of the State. "Real news about progress in agriculture is doubly profitable for the newspaper man," said the dean. "It makes the paper in demand among rural patrons, and it makes a more prosperous farming class, which, it is unnecessary to say, benefits all who have business dealings with the farmer."

AIMS OF UNIVERSITY TRAINING.

Dr. F. W. Scott and Prof. H. F. Harrington, of the department of journalism, followed with short talks on university training for newspaper men. "College courses in journalism are trying to give the student what he cannot so easily get in a newspaper office," said Dr. Scott. "The journalist is a leading citizen, so he must be an intelligent citizen. He must have a broad training in history, politics, economics, and literature. He is not an amanuensis, merely telling what is happening; he must know tendencies and movements, and it is this training that a university aims to give."

Professor Harrington argued that the hard school of experience in a busy office is no more suited to the technical training of a newspaper man, within certain limits, than a similar training in his own field would be for an engineer or a doctor. "The journalism laboratory is a short cut to efficiency," he said.

The conference was concluded on Saturday afternoon with a round table presided over by V. E. Joy, of the Centralia Sentinel. The use of contests, premiums, and prizes as circulation builders and holders was discussed by Frank F. Collins, of the Arcola Record-Herald, and Wilson W. Smith, of the Waverly Journal. The sentiment of the conference was almost entirely against such practices, on the ground that they were not only unethical, but unprofitable and insecure methods, as well.

Prizes for front-page make-up were awarded by the University as follows: First prize, \$10, Woodstock Sentinel, Charles F. Renich, editor; second prize, \$5, Mionok News-Dispatch, C. R. Denison, editor; honorable mention, Carrollton Patriot, Charles Beadlow, editor.

H. Bernstein to Edit American Hebrew

Herman Bernstein has succeeded the late Dr. Joseph Jacobs as editor of the American Hebrew, the foremost weekly in the field. Mr. Bernstein came from Russia to the United States in 1893. When in this country five years he published a volume of poems in English. Four years later a volume of his stories of Jewish life was brought out. He has visited Europe twice since the outbreak of the present war to study the conditions of the Jews in the war zone. In 1914 he established the Day, the national Jewish daily, of which he is the editor-in-chief.

New Editor for Star of Hope

Henry Leverage, one of Sing Sing prison's most scholarly inmates, has been appointed to succeed Hofman Browne, former lawyer, as editor of the Star of Hope, the prison's publication. Browne was pardoned recently by Gov. Whitman.

The Government's Big Ad Bill

According to that careful writer, Frederick M. Kerby, the advertising bill of the United States Government made necessary to get 25,000 recruits to fill up the regular army to war strength for purposes connected with the Mexican troubles, was \$2,171,000. It costs \$87 per man to get them to enlist. The army gets twenty-five men by advertising, while getting one without advertising.

PHILADELPHIA STORES THROW OUT STAMPS

(Continued from Page 1,422.)

"Yes, we have discontinued the use of trading stamps," said Mr. Robinson. "We did use them for a long time, about eleven years, in fact, but we believe their day is over now, and so we have quit. We used the yellow stamps, put out by a local company. They were all right, and the goods distributed as premiums were all right, of good quality. The people got just what they were told they would get—good, full value for the stamps. There was no complaint on that score. But the trading stamp is played out. The thing has had its day. And now I believe the public wants something else."

Asked to tell something about the beginning and growth of the use of trading stamps in Philadelphia, Mr. Robinson said:

OPINION CONCERNING THE S. & H.

"A dozen years or so ago the Sperry & Hutchinson people got a foothold in Philadelphia and induced one of our competitors to adopt their trading stamps. The idea appealed to a good many business men here. But the S. & H. business did not last very long in this city. Their premiums were not right—in many cases were not at all what they were represented to be. And their dealings with the people who handled their stamps, with our local men here, were not satisfactory. So it was not a great while before their stamps were discarded, and local companies were organized to handle the business, which increased rapidly and grew to large proportions.

"There was an enormous popular demand for the stamps. Thousands of people took advantage of the scheme as an easy way to furnish their homes. Competition in the giving of trading stamps grew beyond all bounds in reason, until the thing became a tremendous drain on legitimate business. I do not mean to say that the trading stamp business was not legitimate. It was perfectly so. I see no reason why goods should not be bought and sold for trading stamps, if people wish to trade that way. But always somebody has got to pay for the goods.

"We were literally forced into the giving of trading stamps. Yes, by our competitors. They were doing it, and we had to do it, too. But we found that it was an ever increasing burden on our business. Prices on many of the goods we handle could not be increased to cover the stamps. In the long run we found that we ourselves had to pay for the premiums given in exchange for the stamps, and—well, we could not afford to keep it up.

"Now that we have ended the whole thing, I hope our balance sheet will make a somewhat better showing at the end of the year."

William M. Crowe, vice-president of the Acme Tea Company, when asked for the facts regarding his company's abolishment of its trading-stamp system and business, said:

A WISE DECISION.

"Our former president, Mr. Hunter, before his death last year, came to believe that the trading-stamp principle is wrong. He saw that it is contrary to business ethics and that it nullifies all business economy. He held that it would be far better to do a clean, straight-forward, honest, and honorable and unquestionable business; and it was in accordance with his wishes that this company did away with trading stamps.

"It is absolutely impossible in this world to get something for nothing. Any principle, or practice, or scheme that inculcates that notion is wrong, and ultimately will be found to be harmful to trader and public alike. Always, somebody must pay. In this case, either the firm or its customers must pay for the trading stamps and for the premiums they represent.

"Actually, we and our customers shared the cost to a large extent, but even so the trading-stamp business cost us more than we could afford to pay."

"Concerning this action of the big chain-store organizations in throwing out trading stamps, and its general effect, Rowe Stewart, advertising manager of the Philadelphia Record, said:

"The effect cannot fail to be helpful to advertising in this city. Of course, in any real sense of the term trading stamps are not advertising at all. They belong in the freak class of promotion stunts. Advertising has had to compete with all sorts of freak methods of sensationalism, and the sooner such things can be eliminated, the better it will be for real advertising. At first the idea of advertising to most people seemed to be something sensational. Barnum was considered a great advertiser, because he was always doing something sensational. A disreputable looking tramp making a fool of himself on the street to attract a crowd, and then flashing a placard bearing the name of some show or commodity—this is still considered advertising by a great many people. This is the sort of thing that real and legitimate advertising has to compete with.

PREMIUM-GIVING FOLLOWS.

"And trading stamps are in this class. Trading stamps led to the giving of all sorts of premiums. When the novelty of one thing wore off, something else would be given away; when people had all the old furniture, silver-ware, trinkets, and gimcracks they fancied, the next step might be to give theatre tickets, and free tickets to the circus and the motion-picture show. The whole scheme of giving premiums is utterly silly.

"Some of the chain-store firms advertise in the daily papers extensively, Robinson & Crawford, for instance. The Acme Tea Company does not. That company has its own newspaper, which it circulates widely, giving it away, and for which it has a second-class mail privilege. But there can be no doubt that the Acme people are watching the advertising of the other firms most carefully, and I believe that ultimately they, too, must come into the daily newspapers."

CHARLES C. GREEN'S VIEWS.

Charles C. Green, foreign advertising manager of the Philadelphia North American, said:

"The cutting out of trading stamps by these big concerns clears the local field, and will be beneficial not only to the firms doing away with the practice, but also to their customers, and to everybody who sells goods to those firms as well. Their use of stamps has long been a stumbling block to many manufacturers and packers of food products. There were constant hitches, and bickerings and disagreements over the giving of the stamps, and the whole scheme was a nuisance to manufacturers and their agents selling to the grocery firms.

"Also, as I see it, this action by the grocery firms, which, by the way, was entirely voluntary on their part, and not the result of any pressure brought to bear upon them, will help the cause of true advertising in Philadelphia."

VICTORY FOR THE RIGHT.

The action of these Philadelphia merchants is a victory for truth and right over a subtle and insidious kind of wrong. What the merchants of one American city have done, those of other American cities can do. Philadelphia's good work in eliminating the noxious growth is a splendid example for all American cities where that growth has been permitted to get a start. It is only a matter of time until every community must realize that the trading stamp is a parasite on the tree of business, and realizing that truth must uproot and cut it away. And the sooner this is done the better it will be for American business.

G. W. HARRIS.

DR. LEE GALLOWAY SUES TRADING STAMP CONCERN FOR \$50,000, ALLEGING FRAUD

New York University Professor Claims that the Sperry & Hutchinson Company and George B. Caldwell, its President, Wrongly Used Expert's Name and Makes Sensational Charges in Naming Incidents Leading to the Suit.

Dr. Lee Galloway, professor of commerce and industry at the New York University, filed a suit for \$50,000 damages in the Supreme Court, on April 17, against the Sperry & Hutchinson Trading Stamp Co. and George B. Caldwell, its president. The complaint was served on Mr. Caldwell at his office, 2 West 45th Street, by a process-server from the office of Briesen & Schrenk, attorneys for Dr. Galloway.

The complaint is quite long and contains several exhibits. It makes sensational charges in setting forth the series of incidents that led to the suit. It accuses the defendants of using Dr. Galloway's name in violation of law.

As stated in the complaint and explained by Dr. Galloway's attorneys, the American Fair Trade League, of which Dr. Galloway is vice-president, decided last June to make a scientific and thoroughgoing investigation into the trading-stamp and coupon business, as to its economic value, both commercially and from the standpoint of the public welfare. Such information as was gathered was to be submitted to Congress, and upon the result of its investigation, the League is said to have intended that its own attitude toward legislation should be determined. A special committee was appointed to conduct the inquiry, and Dr. Galloway was made chairman.

As one plan of collecting the desired information, Dr. Galloway prepared a "Questionnaire" or series of impartial questions concerning trading stamps, their manner of use, and their effect on business and the public. At the top of the blank the following sentence appeared: "Kindly fill out and return promptly to Dr. Lee Galloway, chairman, Investigating Committee on Coupons and Trading Stamps, American Fair Trade League, New York City."

QUESTIONNAIRE WIDELY DISTRIBUTED.

There were twelve questions on the blank which was printed on legal-size paper with space for the answer left after each question. More than 7,000 copies of this "Questionnaire" were distributed to merchants throughout the country. The blank bore at the bottom a small reading, "Form No. 194-10M-10-25-15." This meant that ten thousand of the blanks were ordered by the Galloway Committee on October 25, 1915, the form number being a familiar device of business men to identify their job printing orders.

"These blanks began coming back to the office of the American Fair Trade League soon after they were distributed," explained Daniel Day Walton, of Briesen & Schrenk's office, to-day, "and several hundred were received and classified. On February 11, Dr. Galloway received a letter from George B. Caldwell, president of the Sperry & Hutchinson Company, saying that 'for some reason or other,' of which he professed entire ignorance, many persons who received the blanks had, either through an oversight or because they desired the Sperry & Hutchinson Company to know the character of their replies, sent the filled-in blanks to the Sperry & Hutchinson Company, and that the blanks were being forwarded to Dr. Galloway."

"Accompanying this letter were seventy or eighty blanks all with answers highly favorable to trading stamps as a means of getting and holding business. The blanks were identical in appearance with those sent out by Dr. Galloway, and they were duly assorted and filed with the blanks direct from merchants.

"A week or ten days later a second letter from Mr. Caldwell, accompanying another large batch of blanks, was

received by Dr. Galloway. While sorting these blanks a clerk came across one that looked like the others, but which bore at the top the line, 'Suggested Answers.' In place of the answers to the questions being written with a pen or pencil, they were printed in italic type. The answers were all favorable to the trading-stamp industry.

President's Office

The Sperry and Hutchinson Company
2 West Forty-fifth Street
New York

February 11, 1916.

Dr. Lee Galloway, Chairman,
Investigating Committee on
Coupons and Trading Stamps,
200 Fifth Ave., New York, N. Y.

Dear Sir:

For some reason or other, many of the persons to whom the circular letters headed "Trading Stamps and Similar Devices" were sent out sometime ago by your Committee, ^{as} persons using the Sperry & Hutchinson stamps, have voluntarily sent their replies to us.

They undoubtedly felt that they wanted we should know the character of their replies. I am interested in having you know the character of their replies, as that, of course, was the purpose for which you made the inquiry, and I take this opportunity of sending them to you for your use as they were received by us.

As I assured you and your Committee sometime ago, anything that we can do to further an impartial investigation on trading stamps and premiums we are anxious to do, with a view of ascertaining their value as trade builders and a reward for continuous patronage. I may add that our system during the past year has shown between ninety-three and ninety-four per cent redemptions, which is the greatest measure of service we have yet performed for our customers.

Yours respectfully,

George B. Caldwell
President.

Fac-simile of Mr. Caldwell's Letter to Dr. Galloway.

For instance, in answer to the question, 'What induced you to use trading stamps?' the printed 'suggested' answer was, 'To increase my volume of cash business.'

DISCREPANCIES IN BLANKS.

"This 'Suggested Answers' blank was, of course, significant, and it and its accompanying blanks were closely examined. It was noticed that the line in small type at the bottom bore the League's form number, but that the numerals following indicated a different date, and the number apparently ordered was 20,000. The blank bearing the 'Suggested Answers' also bore the same form number and date, but apparently only 750 were ordered. A few minor typographical differences were noticed after suspicion had been aroused. Because of these typographical differences

it was possible to go through the entire lot of blanks and identify those that had been received from Mr. Caldwell. Comparison of them showed that nearly all copied the replies printed on the 'Suggested Answers' blank.

"A little investigation showed that these spurious blanks were printed in a shop where much of the trading-stamp concern's work is done, and it was also learned that the blanks were circulated among merchants, some of whom were induced to fill in and sign them by solicitors employed by the Sperry & Hutchinson Company.

"It is perfectly clear that these fraudulent blanks and the 'suggested answers' were circulated for the purpose of padding the reports gathered by the American Fair Trade League

for the injury to his reputation, and also to make it clear that he was not a party to the attempt to arrange a doctored and inaccurate report for the consideration of Congress."

When Dr. Galloway was seen at his office, 13 Astor Place, he declined positively to make any statement. "The complaint speaks for itself," he said, "and my attorneys speak for me."

Edmond A. Whittier, secretary of the American Fair Trade League, and a member of Dr. Galloway's Committee, said: "I do not wish to discuss the matter at all except to point out that George B. Caldwell is president of the National Trade Association, recently organized for the purpose of defeating our honest advertising legislation. The forgery of our blanks and the attempt to falsify the returns differ in degree but not in character, from the methods heretofore employed by the men who are defending business methods detrimental to the public welfare and inconsistent with honest merchandising. At the same time the stupidity shown is amazing."

THE STAMP CONCERN'S REPLY.

Mr. Brown, of the Sperry & Hutchinson Company, is quoted as saying in a newspaper interview after Dr. Galloway's complaint had been served:

"We wrote the League and asked that the probe start at this office. Mr. Caldwell, the president, said we courted an investigation. We received no reply.

"Merchants wrote to us and asked about the answers to questions sent to them by the League. It was in reply that 'Suggested Answers' was sent them. We were refused a hearing by the League, and could get no satisfaction to our inquiries. Mr. Caldwell sent to Dr. Galloway's committee many of the answered blanks sent out by the League. Merchants sent them to us."

In an interview for the New York World, Mr. Caldwell is said to have told a World reporter he had been served with a summons. He knew nothing of the false blanks and had never heard of Dr. Galloway.

"I have no idea who the man is and I certainly am innocent of the charges he brings against me," he said. "You may be sure the suit will be fought to a finish."

Mr. Caldwell said that his company and the League had corresponded, and he had offered the committee a chance to investigate his company, but the offer was not accepted.

"I am personally acquainted with Mr. Ingersoll," he said, "and our correspondence in regard to the investigation was conducted on most friendly terms. The suit is a mystery to me."

President Caldwell's statement that he never heard of Dr. Galloway is somewhat remarkable, in view of the fact that on February 11, 1916, he wrote to Dr. Galloway the letter which is reproduced in this issue of THE EDITOR AND PUBLISHER, explaining how so many blanks happened to come to the Sperry & Hutchinson Company.

Philadelphia's First Real Estate Column

Congressman J. Hampton Moore, who wrote an article for the eighteenth birthday edition of the Public Ledger, of Philadelphia, on his connection with the paper under George W. Childs, and the establishment in 1887 of the first "real estate column" in any paper in the city and perhaps in the country, has come to the defence of his statement, which has been questioned. In a letter from Washington he says: "There can be no dispute as to how this column was started or who started it, although it is true that real-estate news was gathered by reporters for the Public Ledger and other papers in a desultory way prior to the organization of the Ledger Real Estate Bureau. The assembling of real-estate news was an evolution, and it was the Ledger's activity in real-estate matters that inspired a greater interest in the subject by the newspapers of the country."

WRONG DONE TO DR. GALLOWAY.

"There is no question but that a serious wrong was done to Dr. Galloway. We have evidence that in some minds this fraudulent use of his name raised serious doubts of his integrity," continued Mr. Walton. "He has begun the suit to obtain what redress can be had

Reasons Why the "Milwaukee Journal" Is and in Advertising Explained

By JAMES ROBERT McCUTCHEON

THE MILWAUKEE JOURNAL claims that it is "Wisconsin's Greatest Newspaper," and it is this same claim that led me to go among Milwaukee advertisers and learn from them the direct and unvarnished facts regarding its advertising efficiency. To the end that the opinions rendered by local advertisers come without the knowledge or consent of the management of "The Journal," I communicated personally with a number of Milwaukee business men, including all the largest advertisers. I wanted to know at first hand why it is that the "Milwaukee Journal" claims to be "Wisconsin's Greatest Newspaper." A letter written me by Stumpf & Langhoff, Ltd.—a department store—furnishes the key with these words: "The 'Milwaukee Journal' is read by all classes and castes. Aside

Reeke-Osmond Motor Car Co.

The Milwaukee Journal, owing to its vast circulation, cannot be ignored by any advertiser regardless of his line. It has given us the best of results in advertising our line of automobiles. Its progressive policy indicates that there is practically no limit to its growth. We heartily endorse it. A. L. REEKE, Pres.

Ed. Schuster & Co.

In a field so prolific with newspapers (there being seven English dailies), it would ordinarily be very difficult to select the best medium. But for the past ten years those who have associated themselves with newspaper advertising find that there is no longer any question as to which is the strongest medium in this city. We are quite certain that in the unanimity of opinion, the Milwaukee Journal is pre-eminent, not alone from the standpoint of greatest circulation, but also from the viewpoint of the merchant, and that it brings greater results from the amount expended than any newspaper of Milwaukee. FRANK B. JENNINGS, Adv. Mgr.

Waldheim & Co.

We started advertising in the columns of the Milwaukee Journal twenty-three years ago, when its rate was 20c. per inch, and have used its columns for our advertising copy constantly since that time. The growth of our business has been so remarkable, that we have been glad to support a newspaper in our community whose growth has been such as to meet our requirements and the needs of the community. V. WALDHEIM.

Bloch-Daneman Co.

We have used the Milwaukee Journal continuously for the last eight years and have had excellent results. BLOCH-DANEMAN CO.

Espenhains

The Milwaukee Journal is unquestionably the leader in the newspaper field of Milwaukee—both from the standpoint of quantity of circulation and from its result-getting advertising power. The simple fact that the Milwaukee Journal carries our full line of copy best attests to our opinion of it. R. S. BERNHARD, Adv. Mgr.

Atlas Bread Factory

We wish to advise you of the tremendous success of the Atlas Bread Pony Contest recently held. The contest was an immense and unequalled success and we feel that a considerable share of this was due to the Milwaukee Journal and the co-operation received from that company. It is remarkable that one paper should have the pulling power that that medium has, and we lay a great share of the enthusiasm shown in the contest to this medium, which was the only one used. This paper is justly entitled to all the success it is having and a continuance of the same. PAUL J. STERN, Pres.

S. J. Brouwer Shoe Co.

We have used the Journal almost to the exclusion of all other Milwaukee papers, because we found that it produced results in larger proportion than other papers totalling the same circulation. The service rendered us, and the one-price system, made it doubly welcome to our advertising appropriation. S. J. BROUWER.

National Clothing Company

We have been an advertiser in the Milwaukee Journal for a number of years, and we have been successful, because we maintain the same position every week. The Journal reaches the homes of all classes of people and we can recommend it to any business man who looks for results. H. FABER, Pres.

Gerretson Company

The Milwaukee Journal circulates among the most influential people in the city. It is thus able to reach both exclusive and general classes. The surest way to ascertain the merit of a newspaper medium is through results. We have, at all times, had excellent results from ads inserted in this paper. Its advertising power cannot be overestimated. CHARLOTTE

Gimbels

The Milwaukee Journal gets "the copy" from all the best sources. It has demonstrated its power to bring results.

Story & Clark Piano Co.

My only regret is that there is only one city. It is the best medium to use in the city. STORY

Kroeger Bros. Company

Positively the Milwaukee Journal is the largest and most spirited newspaper this city has. It is the best medium that can be found. Time and time again it has demonstrated its power. H.

The Boston Store

We have no better method of expressing our appreciation of the Milwaukee Journal than to refer to our daily copy in the city. It could not possibly be required. C.

(The advertising of the "Boston Store" a page each issue in the Milwaukee Journal.)

THE above letters are indeed interesting, for they are educational. They make it clear to the National advertiser who anticipates 100 per cent. efficiency from his 1916 campaigns in the State of Wisconsin, that the circulation of the "Milwaukee Journal" must be given first consideration. The letters not only prove that advertisers agree unanimously on the fact that the "Journal" is absolutely supreme in circulation, but that its advertising supremacy is based entirely on the capacity to produce a full measure of results. More than this, the letters

Facts About Milwaukee Journal's Circulation

THE average circulation of the Milwaukee JOURNAL now exceeds 100,000 copies. Speaking of its circulation growth THE JOURNAL says: "The 'Milwaukee Journal's' growth extends over the period of its entire existence—it never had a set-back; never had a boom. It never gave a premium in order to secure or retain a reader. It relied entirely upon making a better newspaper—had faith in the belief that it would continually win through superior worth."

In 1905, the average daily circulation was a little over 40,000. Between this time and 1910—five years later—the circulation had increased to 63,000 copies. With the passing of five years more, its circulation went up to over 100,000 copies during 1915. These figures prove, as "The Journal" says: "A continuous growth year after year." The quality of the circulation of "The Journal" needs no boosting, since its overwhelming advertising supremacy fully proves that this circulation represents the actual purchasing power of the people of Milwaukee in particular—and the State of Wisconsin in general.

THE MILWAUKEE

DAILY AND SUNDAY

Wisconsin's Greatest

Foreign Advertising Representatives
O'MARA & ORMSBEE, Inc.
New York and Chicago

Is Overwhelmingly Supreme in Circulation Maintained by Its Advertisers

Supremacy in Newspaperdom

from the fact that its circulation greatly exceeds that of any other paper in the City of Milwaukee, it is the cosmopolitan paper."

Below are shown extracts taken from letters received—letters which explain why the "Milwaukee Journal" published in 1915 a grand total volume of over 6,000,000 agate lines of advertising—and why the "Journal" published 1,655,318 agate lines during the first three months of 1916; a gain of 327,518 agate lines over the corresponding period of 1915, a gain—equaled by less than half a dozen American newspapers so far this year. The opinions of Milwaukee advertisers necessarily have particular significance to every National advertiser.

The C. W. Fischer Furniture Co.

We do not believe there is any question but that the *Journal* is the best medium in the Milwaukee field.
THE C. W. FISCHER FURNITURE CO.

Hartman Furniture & Carpet Co.

We have been using the *Milwaukee Journal* with excellent results for the last fifteen years.
HARTMAN FURNITURE & CARPET CO.

The Richman Brothers Co.

The *Milwaukee Journal* has a large circulation which reaches all classes of readers who respond to the advertising carried in it. Its "outside" circulation brings large business from every section of the State of Wisconsin.
DAVE ALBERT, Mgr.

G. R. Kinney & Co.

Milwaukee has a lot of newspapers. We are not big advertisers, therefore we have had to limit ourselves to a few papers. We are retailers of medium-priced footwear and have used the *Journal* more extensively because of its circulation and strength in our field.
G. R. KINNEY & CO.

Stumpf & Langhoff, Ltd.

Experience has convinced me, repeatedly and consistently, that the *Milwaukee Journal* is by far the best and foremost advertising medium in the city. Aside from the fact that its circulation greatly exceeds that of any other paper in the city of Milwaukee, it is the cosmopolitan newspaper. It is read by all classes and castes, and is, therefore, sure to bring results in all instances regardless of what the commodity advertised may be.
A. W. SHAFER, Adv. Mgr.

C. F. Adams Company

We consider the *Journal* the best advertising medium in Milwaukee, for various reasons. I believe it has the largest circulation of any paper in the city. It is a newspaper for all the people, its service is good. We have used the *Journal* almost exclusively during the past season, and the results have been beyond our expectations.
R. S. ROBINSON, Mgr.

T. A. Chapman Company

We have for years used the *Milwaukee Journal* for advertising both daily and Sunday.
T. A. CHAPMAN CO.

Oswald Jaeger Baking Co.

For our products we want a newspaper that will go into the home. Of course they claim that the *Journal* has a large street circulation, but nevertheless most of these *Journals* that are sold on the street find their way to the home just the same. The circulation of the *Journal* happens to be two or three times larger than some of the evening papers here. As a matter of fact there is no question but that we reach every home through the *Journal*. We know we reach more homes than with any other paper, or probably even two combined—that is, evening papers.
A. F. JAEGER, Sec'y & Treas.

A. P. Rosenberg Co.

We have found the *Milwaukee Journal* a splendid medium for our advertising. We have always advertised in it persistently, and never failed to receive satisfactory results.
A. P. ROSENBERG, Pres.

Marshall & Ilsley Bank

The *Milwaukee Journal* is a wide-awake newspaper and has a big circulation. We have always had good service.
F. X. BODDEN, Ass't Cashier.

prove that the "Milwaukee Journal" is popular in the homes of all classes of people—the wage-earner, the business man, the professional man, the manufacturer, and the financier—and when the advertiser comes across a daily newspaper which is popular all along the line, right there he locates the newspaper which always makes good to its advertisers in overflowing measure. Yes, the "Milwaukee Journal" is everywhere regarded as "Wisconsin's Metropolitan Newspaper"—the newspaper that will connect National advertisers with Wisconsin business.

MILWAUKEE JOURNAL

AND SUNDAY

Greatest Newspaper

HARRY J. GRANT
Business and
Advertising Manager

Facts About Milwaukee Journal's Advertising

THE volume of advertising published by the Milwaukee JOURNAL in 1915 was overwhelmingly larger than that of any other Milwaukee newspaper, and the grand total exceeded 6,000,000 agate lines. Despite the fact that business conditions in the earlier months of 1915 were far from satisfactory to the average newspaper publisher, "The Journal" made a clean-cut gain of 272,000 lines over 1914 in foreign business. This fact alone demonstrates how effectively the circulation of "The Journal" is serving foreign advertisers—and how widely is becoming recognized the fact that "The Journal" can be depended upon to spread the business messages of foreign advertisers with a practical guarantee of 100 per cent. efficiency. Another feature which demonstrates the popularity of "The Journal" among all classes of people concerns the fact that it gained in 1915 over 1914, 113,000 lines of classified advertising. The "Journal" published a grand total of over 1,400,000 lines of foreign advertising, and a total of over 1,137,000 lines of classified.



EDWARD PAYSON CRITCHER

I Am The ADVERTISING EXCHANGE EDITOR
My name is EDWARD PAYSON CRITCHER

I OWN THE 

My Address is 163 West Washington Street
Room 319, Chicago, Ill.

MY BUSINESS is to furnish YOUR ADVERTISING MANAGER with LIVE, UP-TO-DATE and SEASONABLE FEATURE PAGE IDEAS (months in advance) with FULL INSTRUCTIONS to him so that he is prepared to send his solicitors out and gather in the NEW LOCAL LINEAGE at REGULAR RATES and INCREASE YOUR LOCAL LINEAGE THOUSANDS OF LINES YEARLY.

There are HUNDREDS of excellent Local Advertising Feature or Special Pages that appear in the different newspapers throughout the country, but no one sees them on your paper but the EXCHANGE EDITOR, and what does he know about ADVERTISING?—so into the waste basket they go, and YOU LOSE thousands of dollars yearly of good local lineage, and that's one reason why YOU NEED ME and MY SERVICE.

I also create hundreds of original advertising ideas that I PUBLISH in the CHICAGO HERALD, as I am the Manager of the Industrial Advertising Department of that paper, and have been for years.

Some of the best newspapers in the country are my clients now, and if your city is open for the SERVICE, it will pay YOU to get in touch with ME QUICK.

I will also furnish Special Drawings, Matrix or Stereotype Plates or Ready Made Ads, if you wish.



EDWARD PAYSON CRITCHER, Manager
Room 319
163 W. Washington St., CHICAGO, ILLINOIS
Phone Franklin 44

STATE SECRETARY HUGO SPEAKS ON PUBLICITY

Tells Western New York Editors How They Can Aid Cause of Good Government by Honest Criticism of Officials and by Publishing Facts Which Should Be Known—Must Win Confidence.

Addressing the members of the Western New York Newspaper Association at the annual meeting of that body at Rochester, N. Y., last Saturday, Secretary of State Hugo took "Publicity" as his theme.

Among other things, Secretary Hugo declared that "American governmental activities are conducted in public, and it is our best security for the satisfactory working of our institutions that the people's servants should act under the public eye and be subject to public criticism."

In his introductory remarks Mr. Hugo pointed out that, while the newspaper is an admitted necessity as a medium for the circulation of ideas, it has also a still more important function, the full action of which, he believed, is as yet but dimly comprehended, although absolutely essential in a Government like ours.

PUBLICITY AIDS GOVERNMENT.

"I refer," said he, "to the effect that publicity has in government, in the discharge of public office and public duty, in the conduct of all institutions, public and semi-private in their nature, and upon schemes, movements, and theories. Such publicity makes the whole people inspectors of all that concerns them, brings every deed to the bar of public criticism, and forms the most powerful of all engines, public opinion. This great service the newspapers render."

In speaking of the relation of the press to the public, he pointed out that this is a matter which concerns every citizen, because the mass of newspaper readers universally share a desire that the press should be, above all things, independent. "It is conceivable, however," he explained, "that the interests of the newspapers and the public may be opposed. But to be first in the publication of news is the goal for which every newspaper contends, and this competition is keener than, perhaps, the public realize."

THE PRESS IS ENLIGHTENING.

"But back of it all lies the great enlightening influence of the press, which, decade by decade, steadily improves. It provides the public with an ever-increasing variety of reading and commands the services of some of the ablest men in the country, while in the discussion of politics it is largely taking the place of the Legislature and public forums."

In further emphasizing the growing demand for wider publicity in affairs of State, Mr. Hugo declared that the confidence of the public in those who wield Government authority can spring only from full and complete publicity, and no one will deny the mighty influence of the press in this respect.

In describing the efforts on the part of the present Administration along the lines of judicious publicity, he told of the policy inaugurated in his department of distributing information concerning the administration of the Motor-Vehicle law, the taking of the decennial census, and the work attendant upon the Constitutional Convention held last year.

"I believe," said he in conclusion, "in taking the whole people into your confidence by furnishing them a free and easy access to all matters affecting their welfare."

A Call for Bids

"A Kansas printer has notified the merchants of his town that he will soon be in need of a pair of shoes, a new shirt, and a sack of flour, and that he will call for bids on these items, as that is the custom of the merchants when they want four dollars' worth of printing."—[From "When Worms Wiggle."

WANTS A PAPER INVESTIGATION

Representative Dyer Wishes to Know If a Conspiracy Exists.

WASHINGTON, April 18.—The rapid increase in the cost of paper is believed by many members of Congress to be caused by other than the shortage of the raw material used in the manufacture of paper.

Representative Dyer, of Missouri, member of the Judiciary Committee of the House, has introduced a resolution of inquiry as to whether a conspiracy exists among the manufacturers of paper in raising the price to exorbitant figures. It is well known that many of the materials used in the making of paper are imported and owing to the war there is of necessity a certain shortage of these materials which naturally increases the price of same. But it is the belief of the author of the resolution that the price of paper has risen to an exorbitant point without due cause.

The resolution particularly requests that the Committee on Judiciary of the House, to which the resolution was referred, make special inquiry as to whether or not any anti-trust laws of the United States have been violated by the manufacturers of paper in forcing up the price of paper to an unprecedented point.

Action has been taken by the Senate by passing a resolution calling upon the Attorney-General to inquire whether the oil companies have not combined to raise the price of gasoline in violation of the law, so there can be no question but what the House can take the same action in regard to paper, should it so desire. The resolution is only one of inquiry, but should it be found that a conspiracy exists, unlawfully raising the price of paper, action could be taken to immediately dissolve such unlawful combination and the price of paper be adjusted on legitimate prices of material.

HIGH METAL PRICES ALARMING

Type Founders, Engravers, and Electrotypers Feeling Effects of Advance.

The metal market is feeling price-soaring to such an extent that type founders, engravers, and electrotypers are becoming alarmed at unsettled conditions.

Charles R. Murray, general manager of Barnhart Bros. & Spindler, says that it is impossible to predict how high any metals may go. In an interview in Chicago a few days ago he said:

"Take antimony, for example. We can buy the Japanese and Chinese metal at 45 cents a pound, where two years ago it was in the neighborhood of 6 cents. The English product, which is the best, cannot be had. It is not on the market. Any one who happens to have any of it can easily obtain as high as 75 cents a pound for it."

Antimony, a type alloy, and lead enter largely into shrapnel construction. Sheet brass has jumped from 13 cents to 38 cents a pound. Copper has doubled in price. Spelter, which was \$4.10 a hundred before the war, is now quoted at 17½ cents a pound. Most of the tin and antimony used in this country come from abroad. Much of the tin comes from Cornwall, England, where the mines are said to be nearing exhaustion.

Syndicates' Convention Reporters

The Central Press Association announces that in addition to William Jennings Bryan, it will have Samuel G. Blythe and Irvin S. Cobb covering the big political conventions at Chicago and St. Louis in June.

The Adams Newspaper Service announces that William Alien White, editor of the Emporia Gazette, and Ida M. Tarbell, of Standard Oil fame, will report the great political conventions for the syndicate this year.

The International News will also be specially represented.

ADVERTISING SELLS SHIRTS AND COLLARS

Government Special Agents Make Some Interesting Discoveries in Survey — Tendency to Cut Out the Jobbers—Less than Half the Manufacturers Are Advertisers—An Important Decision.

WASHINGTON, April 19.—Advertising has come to play so important a part in the distribution and sale of American-made shirts and collars that advertising men and publishers may discover much to interest them in the findings of an investigation of the shirt and collar industry just completed by special agents of the United States Department of Commerce. Uncle Sam's investigators have assembled much data bearing upon the expense of advertising in relation to the cost of selling.

Forty-two establishments were embraced in the survey, ranging in size from shirt factories doing an annual business of \$150,000, to plants with a yearly turnover of nearly \$3,000,000. Four establishments making collars reported to the Government that they had in the aggregate net sales in excess of \$16,000,000. As a sidelight on the power of advertising, it may be noted that the Government investigation has disclosed that the plants manufacturing collars, or both shirts and collars—that is the big advertisers in the field—are making very much larger profits than the establishments making shirts only, and most of which do not use newspaper space nearly so lavishly, if at all.

LARGE AMOUNTS FOR ADVERTISING.

A report of the investigation, soon to be issued, will point out that the establishments which manufacture collars spend comparatively large amounts for salaries and for advertising. It is also noted that there is a growing tendency on the part of the advertising manufacturers to sell their product direct to retailers, instead of, distributing through jobbers. This results, according to the Government figures, in a selling expense that in the case of establishments selling to retailers is more than twice as great as that of the firms selling to jobbers, but, on the other hand, the final profit of the firms that supply retailers direct is found to be heavier than that of the manufacturers that reach the trade by means of the jobbers.

MISSIONARY WORK NEEDED.

That there is yet opportunity for much missionary work on the part of publishers and advertising agents is attested by the Government's discovery that out of thirty-eight establishments in the shirt industry, eighteen now do no advertising whatever. The remaining twenty firms advertise more or less, but to a widely varying degree. For example, some of the firms that say they advertise spend as little as one-hundredth of 1 per cent. whereas others more than 3 1-3 per cent. of the total cost. The Government investigators are inclined to the view that the advertising of out-of-season sales for the disposal of cut prices of job lots or "seconds" is having a very injurious effect upon the regular manufacturers in the shirt and collar trade, the goods for these special sales being, it is pointed out, for the most part the product of sweat-shops in which inferior material is used. Piracy of shirt and collar patterns is also denounced as one of the great evils of the trade, and is one that, although the Federal report will not mention it, is bound to restrict in some degree the amount of advertising done.

GOVERNMENT TESTS OF ADVERTISED WARES.

The recent action of the Federal Trade Commission, already reported in these columns, whereby steps were taken to compel three manufacturers to desist from labeling as "silk" certain goods composed of cotton, has served to disclose a new sphere of usefulness for Uncle Sam's big research and testing

institution, the National Bureau of Standards.

It was this clearing house for technical information that made the tests that disclosed to the Trade Commission that the eight submitted samples of thread and fabric were really composed of cotton and artificial silk instead of genuine silk as the labels and advertisements would indicate.

The Standards Bureau has already conducted valuable tests of electrotyping methods and materials. It is at present carrying on the experimental manufacture of paper with a view to discovering new sources of raw material for news print; it has lately grappled with the color and dye-stuffs situation with the object, among other things, of relieving the printing ink situation; and now, if, in addition to all these other activities, the testing of advertised goods is to be added in order to adduce scientific information as to the justice of advertised claims, the Bureau will become, in its relation to publishing and advertising interests, one of the most important branches of the national Government.

IMPORTANT TRADE-MARK DECISION.

A trade-mark opinion of considerable significance to a large number of advertisers has just been handed down by the Court of Appeals at Washington, the controversy that provoked this ruling being that between the firms of D. H. Burrell & Co. and the Simplex Electric Heating Company. The dispute grew out of an alleged conflicting use of the well-known trade-mark "Simplex." The one firm desired to use "Simplex" on steam-heated apparatus for pasteurizing milk and apparatus for cooling milk, but, whereas its rival's goods are electrical in character, the fact that the line comprises heating apparatus of somewhat the same general character was sufficient to cause a decision that the exclusive rights to "Simplex" belonged to the prior user. An added element of interest in this case was the fact that the word "Simplex" was part of the corporate name of the Simplex Electric Heating Company. This consideration is one that is being given much prominence in disputes between advertisers who lay claim to the same word. Only recently the Ford Motor Company, by reason of the presence of "Ford" in its corporate name was enabled to prevent the registration of "Ford" as a trade-mark for automobile tires.

Chicago Ad Men on a Speaking Tour

S. Dewitt Clough, president of the Advertising Association of Chicago; W. Frank McClure, director, and John A. Tenney, secretary of the Advertising Association of Chicago, are making a tour of the Southern cities, addressing the advertising associations at Asheville, N. C.; Jacksonville, Fla.; Birmingham, Ala.; Nashville, Tenn., and St. Louis, Mo. Mr. Clough talks on the work of the Associated Ad Clubs of the World; Mr. McClure tells of the recent church advertising conference held in Chicago, and urges the different ad clubs to assist the churches of their respective cities in their advertising problems. Mr. Tenney tells of the work being done through the Junior Advertising Association of Chicago, with a plea to establish such an organization in every city in the country.

New A. B. C. Audits

The Audit Bureau of Circulations has recently audited the following publications: Batavia (N. Y.) Daily News, Des Moines (Ia.) Capital, Register, and Leader-Evening Tribune, Glens Falls (N. Y.) Post Star, Gloversville (N. Y.) Leader-Republican, Urbana (O.) Daily Democrat, Memphis (Tenn.) Commercial Appeal, Miami (Fla.) Herald and Daily Metropolis, Phoenix (Ariz.) Republican, Taunton (Mass.) Daily Gazette, and Moose Jaw (Sask.) Morning News and Evening Times.

Indianapolis News

Advertising

Breaks All Records

In March 1916

The Indianapolis
News

CARRIED MORE advertising, both display and classified, than in any previous month in the history of the paper.

Over 110 Columns
Daily Average for the Month

MARCH CIRCULATION—109,892
NET PAID AVERAGE

The Largest Exclusively Evening
Two-Cent Circulation in America

Send for detailed Statement of Circulation and Advertising

Eastern Representative

Dan A. Carroll
Tribune Bldg.,
New York City

Western Representatives

W. Y. Perry
J. E. Lutz
1st Nat'l Bank Bldg.
Chicago

MEMBERS A. B. C.

OUR CONTRIBUTION T

Model 16 and Model 17 (Multiple Magazine) Linotypes

*Continuous Composition from All Magazines
All Faces Mixed at Will*

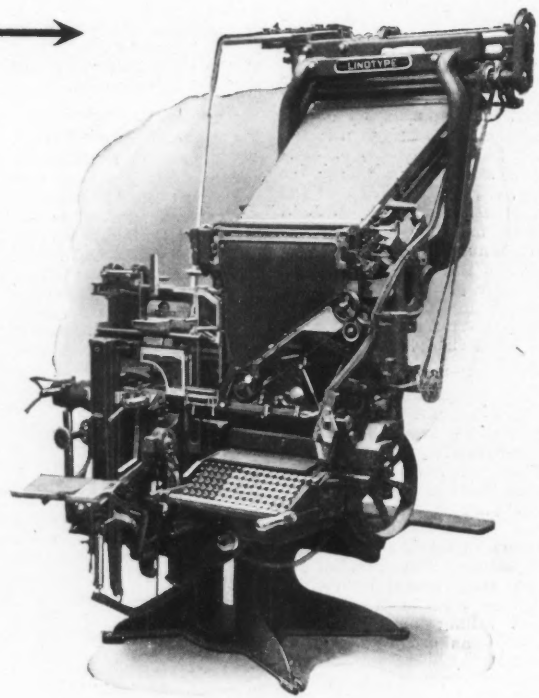
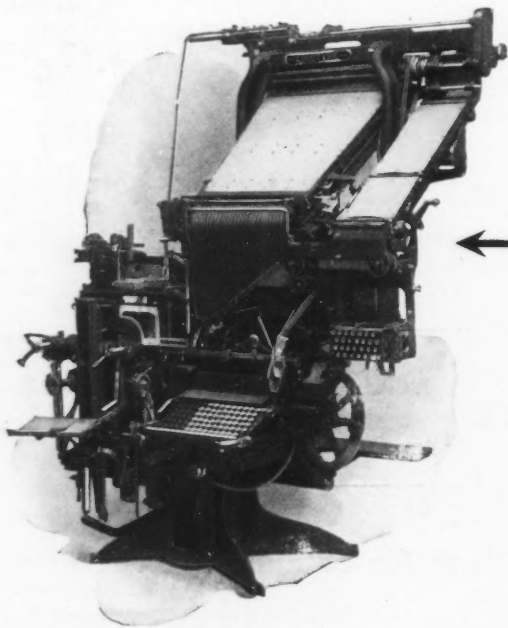
Model 16

Double-Magazine Linotype

Two Full Size Magazines Independently
Removable from Front of Machine.
Either Magazine Instantly Brought Into
Operation by the Touch of a Key.
All Matrices Delivered to a Common
Assembler Belt.
All Faces Mixed at Will at a Continuous
Operation. Particularly Adapted to
Intricate Composition.

PRICE \$2,900

F. O. B. New York



Model 17

Multiple-Magazine Linotype

Same as Model 16, with the Addition
of an Auxiliary Magazine, Giving
Greater Range and Flexibility.
Faces from All Three Magazines Mixed
at will.
Auxiliary Magazines Interchangeable
with Models 14 and 19.

PRICE \$3,000

F. O. B. New York

We Have a Linotype for Every Office at a Price and U

CHICAGO, 1100 South Wabash Ave.
NEW ORLEANS, 549 Baronne St.
SAN FRANCISCO, 646 Sacramento St.

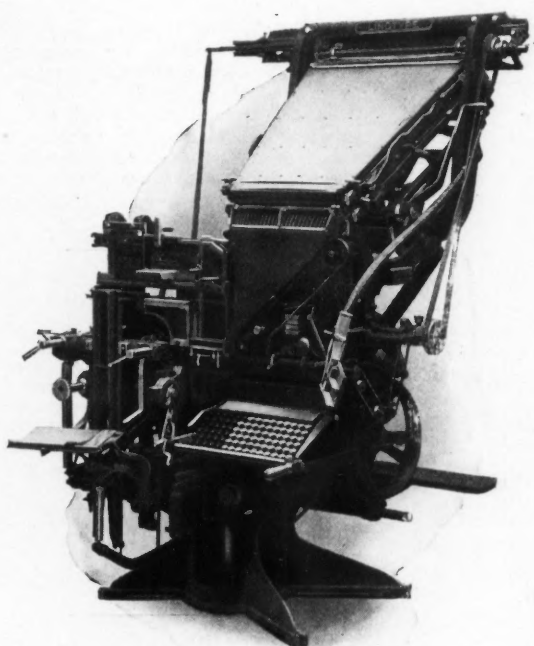
MERGENTHALER LIN

TORONTO: Canadian Linotype, Limited, 35 Lombard Street

TO YOUR PROSPERITY

Model 18 and Model 19 (Multiple Magazine) Linotypes

TWO-MAGAZINE MODEL 5



Model 18

Two-Magazine Linotype

Two Full Size Magazines, Both Interchangeable.

All Bodies, 5-point up to 36-point.

Universal Ejector Adjustable to All Bodies and Measures.

Water-Cooled Mold Disk.

Magazines Interchangeable with Models 4, 5, 6, 7, 8, 11, 14 and 19.

PRICE \$2,600

F. O. B. New York

Model 19

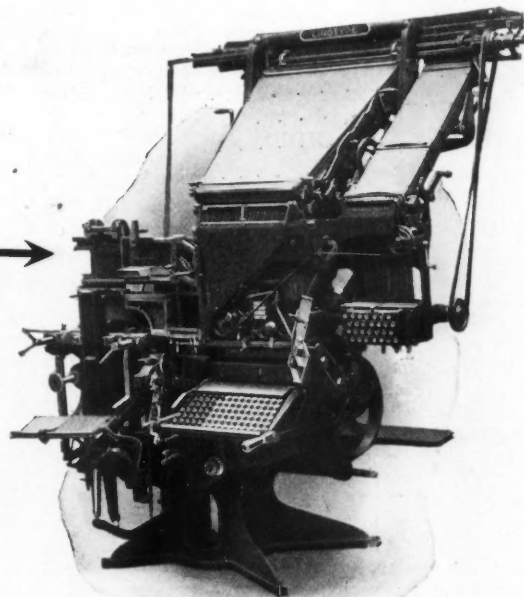
Multiple-Magazine Linotype

Same as Model 18, with the Addition of an Auxiliary Magazine for Large Display and Head Letter Faces, Special Characters, Etc.

PRICE \$2,700

F. O. B. New York

See the April Linotype Bulletin for Detailed Information



and Upon Terms Within Easy Reach of Every Printer

LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK

1100 South Wabash Ave., CHICAGO

549 Baronne St., NEW ORLEANS

646 Sacramento St., SAN FRANCISCO

EDITORIAL

THE ASSOCIATED PRESS

HERE again in force, after the year's interval, are the members of the Associated Press—for conference in many things of weight and urgency, and for that stiffening of purpose and strengthening of arm which come from personal contact with a battalion of men whose aims and ideals are essentially alike.

When the question is raised: "Is coöperation in business a WORKABLE thing?" the answer is: "The Associated Press."

Not in the history of business has there been an example of successful coöperation to match that afforded by the Associated Press.

Your "Captain of Industry" will assure you that no great enterprise can be built up unless the chief workers in it are assured of winning great personal fortunes through its success.

The workers who make the Associated Press have no such lure. The best that they can hope for is a fair reward for good work; the least that is exacted of them is undivided loyalty and complete devotion to their work.

The Associated Press is, therefore, a concrete example of the fact that men will give of their best without the spur of great reward in prospect. Thus, this organization becomes a proof—tangible of the soundness of idealism—a demonstration that great accomplishment need not be based always upon selfish motives and prospects of gain.

Convening in a period surcharged with problems of major importance, when history is in the crucible, while "the moving finger writes," the members of the Associated Press, at this annual meeting, carry a burden of collective and individual responsibility matched only by the power in them vested. Strong men, they will meet far-reaching problems with wisdom and strength and without the shadow of variance from those principles which always control them.

Greetings to the thousand members of this great organization now in New York—and to those soldiers of the rank and file not here—the men manning the machinery of the service in all parts of the country, and to men on sentry duty away out on the rim of the world!

TREASURY DEPARTMENT TAKES A HAND

THE Treasury Department has issued an order notifying tobacco companies that they must either place coupons in all packages or in none at all. This means that the package goods going into States where laws have been passed prohibiting their use must still contain the forbidden coupons, or that the coupon must be omitted from the packages, no matter where sold.

To a layman it would seem that this ruling constituted practical prohibition of tobacco coupons of the sort packed with tobacco products.

That it will be so construed by the tobacco companies is not anticipated; and they will, doubtless, try to find legal means of circumventing the Treasury Department order.

But—EVENTS SHOW ONE TREND. The coupon and trading-stamp devices are to "go." Their promoters will prolong the fight to the last possible hour—but the end was in sight when Justice McKenna upheld the Florida and Washington laws.

"SAVE refuse, rags, and waste paper" is the message sent to business men, through chambers of commerce and other organizations, by Secretary of Commerce Redfield. He emphasizes the growing shortage of materials for making paper, and calls for careful conservation. Newspapers may really serve their readers by passing the warning along to them.

THE New York World is to extend to four weeks, with full pay, the summer vacations of World employees who desire to join the military training camp at Plattsburgh. If all big business concerns should adopt this policy, we should be able to make great progress during the coming summer in solving the "preparedness" problem.

"To laugh, if but for an instant only, has never been granted to man before the fortieth day from his birth. Man is the only animal that knows nothing, that can learn nothing without being taught. He can neither speak, nor walk, nor eat, and in short, he can do nothing at the prompting of nature only, but weep."

Pliny the Elder.

DR. GALLOWAY'S SUIT

DR. LEE GALLOWAY, professor of commerce and industry at the New York University, and vice-president of the American Fair Trade League, has brought suit against the Sperry & Hutchinson Trading Stamp Co., and its president, George B. Caldwell, for \$50,000.

Dr. Galloway, in his effort to get at the truth of the trading-stamp business—to ascertain with some exactness the part it plays in merchandising—sent out to merchants a "Questionnaire," containing a list of queries bearing upon the use of stamps and the effects they have upon business.

It is alleged, in the complaint filed in this suit, that the Trading Stamp Company sought, by devious means, detailed in the complaint, to influence the nature of the replies made by merchants to these questions, and thus to deprive these answers of any real value as economic data.

Dr. Galloway contends that this interference with his work, considering the methods alleged to have been employed in such interference, had the effect of nullifying his efforts to arrive at the truth, and of injuring his reputation as an impartial investigator.

Both sides announce that the suit will be fought to a finish. It is well that it should be. For the matter involved is of wide public import, and the issue of the suit will be awaited with especial interest by all who have the public welfare at heart.

GOVERNMENTS BUY ADVERTISING SPACE

JOHN CLYDE OSWALD, publisher of the American Printer, protests to THE ERROR AND PUBLISHER that our recent editorials, on the proposed donation to the Government of a million dollars' worth of advertising space, are based upon two misconceptions.

First, he assures us that Mr. Houston, in his conferences with the Naval Consulting Board, did not assume to speak for the newspaper industry of America, but only for such part of it as may be affiliated with the Associated Clubs. Second, he assures us that Mr. Houston has had no idea in his mind that advertising space could be contributed to a patriotic cause because it costs nothing to those who contribute it.

If our discussion of this matter should have placed Mr. Houston in a false position in these respects we are glad of the opportunity to set him right.

The essential thing in this proposition is the assumption that advertising space has such an uncertain commodity-value that a donation of it, in large quantities, to a worthy cause, may be assumed in advance, and the delivery of the donation practically pledged in advance.

Perhaps a few publishers of newspapers, careless guardians of the marketable value of advertising space, may be responsible for the impression which still persists so generally—that to donate a column of advertising space is not at all the same sort of thing as to donate merchandise of equal market value, or the value of the space in cash. Yet, pub-

lishers of newspapers know that there is no wide difference, economically, between contributing advertising space and contributing cash.

There is no question involved as to the worthiness of the cause, nor of the generosity and patriotism of the members of the Naval Consulting Board in contributing of their time and effort, nor of the worthiness of the example of personal service afforded us by the engineers who are making the industrial survey for the Government.

There is no question involved, either, as to the public spirit of the editors of newspapers who have given such generous space in their editorial and news columns to the end that the public may understand the purpose of the movement. In so doing the newspapers have contributed no small share of coöperation to this plan; and they will continue to do so just to the extent that the public interests are served.

But, nowadays, as per the examples of England and Canada, governments are learning that advertising space is a commodity—often one much needed by the Government—and that the publishers of newspapers should no more be expected to donate this commodity to their government than should the maker of munitions, or war equipment, be expected to contribute of their product as an act of patriotism.

IF you sometimes feel convinced that you, personally, have about the hardest job ever wished upon an editor, just think of Rudolph Block—and cheer up. Mr. Block is the editor of the Hearst comics. He manages about the largest flock of comic artists ever assembled; acts as "librettist," idea-maker, idea-rectifier. Consider how it would strike you to assume responsibility for even one strip of comics a day—then think, again, of Mr. Block. Your own work will seem like play. Yet Mr. Block, who has been doing this work for about twenty years, is not haggard, but rosy; not irritable, but bubbling with cheer; and he finds time, under another name, to produce two dozen or more popular short stories for magazines each year.

JOHN HICKS, publisher of the Oshkosh Northwestern, while vacationing in Texas recently, tells us: "I feel that I cannot allow this opportunity to pass without expressing my appreciation of the splendid work you are doing in THE ERROR AND PUBLISHER. Newspaper people now feel that they have a representative which looks after their interests. Nothing I take up pleases more than THE E. & P., except my own paper." Evidence that in this expression Mr. Hicks is voicing a widening sentiment and conviction among newspaper people, comes to us day by day. And it quickens to doubled effort.

MARYLAND has just passed a law establishing a license tax fee of \$1,500 a year for trading-stamp companies doing business in that State, in addition to regular taxes already assessed. Mississippi is pushing a license law based somewhat on the Florida act. The stamp-coupon interests, hoping for a respite until next year, must feel that life is going to be one grand little mêlée for them from now on. These are but the opening stanzas. There will be many chapters in this historic "stamp book" before its pages are "full."

THE first week in May will be a busy one for newspaper men. Journalism Week, an annual event, will be observed at the University of Missouri, at Columbia; the Kansas Newspaper Conference, which will be held at the University of Kansas, at Lawrence, will be attended by three hundred editors of that State; and the Louisiana Press Association will convene at Baton Rouge. Journalists of national reputation will address these gatherings, and the resulting benefits will be felt in the respective States for the next twelve months. It's a good thing for the editors to get away from their desks for awhile, and rub elbows with each other.

P E R S O N A L S

NEW YORK CITY.—Gonzales Pardo, editor of the Madrid (Spain) El Domino Negro, who writes under the nom de plume of "The Black Mask," arrived in New York, on board the Spanish liner Antonio Lopez, last Saturday, from Barcelona. He is on his way to Havana, Cuba.

Charles Gorham Phillips, of the Dry Goods Economist, was tendered a dinner on Thursday evening, April 13, at the Engineers' Club, in celebration of the twenty-fifth anniversary of his connection with the United Publishers' Corporation. After the dinner the party attended "The Cohan Revue, 1916," at the Astor Theatre.

Roscoe C. E. Brown, formerly managing editor of the Tribune, and now a member of the staff of the Columbia School of Journalism, is being mentioned to succeed Darwin R. James, jr., as Civil Service Commissioner.

L. A. Lange, publisher of the Fond du Lac (Wis.) Reporter, is a visitor in this city.

Henry McEnerny, of the New Orleans Times-Picayune, was in New York this week.

Frank H. Simonds, editorial writer on the Tribune, has returned from several week's absence in Europe where he visited the battle front.

Miss Anne Lewis Pierce has joined the Tribune Bureau of Information.

Frank M. Ball, circulating manager of the New York Tribune, has resigned.

Arthur Elliot Sproul, late of the editorial staff of THE EDITOR AND PUBLISHER, is now with Doremus & Co., advertising agents, of this city.

Claude Campbell, of the Chicago Daily News, and Jackson Miller, formerly of the Chicago Tribune, were in New York this week.

Victor F. Ridder, of the New York Staats-Zeitung, has been appointed by Gov. Whitman a member of the State Board of Charities.

William B. McCormick, late art critic and book reviewer for the New York Press, and who succeeded Joseph E. Chamberlain in the same capacity on the Mail, has joined the staff of the Army and Navy Journal, as editorial writer.

Dr. Taleott Williams, of the Pulitzer School of Journalism, will be one of the speakers at the testimonial dinner to be given at the Hotel Astor, Monday night to E. H. Sothern and Julia Marlowe, who have retired from the stage.

Frank D. Root, at one time Washington correspondent for the New York Times, and subsequently editorial writer on the same paper, who has been financial editor of the Independent since 1898, has resigned and Harold J. Howland has succeeded him. Mr. Root has been an American correspondent for Australian and other foreign newspapers since 1885. His home is in Brooklyn.

John H. Hawley, president of the Every Week Corporation, New York, has resigned.

Louis Wiley, business manager of the New York Times, recently addressed the students of the department of journalism of New York University on the general subject of newspaper making and the influence of newspapers.

W. H. Hazelwood has returned to the copy desk of the Evening World, after several weeks' serious illness.

Owing to the illness of W. P. McLaughlin and William McInerney, and the absence of others, Harry Burke is sitting at the head of the copy desk of the Evening World, and Sylvester Rawling, the musical critic, and Charles Darnton, the dramatic critic, have been drafted for temporary desk work.

Mrs. Katherine Powell, secretary to Emil Scholz, publisher of the Evening Post, has been invited to be a guest of the A. N. P. A., at its convention in the Waldorf-Astoria Hotel, next week.

S. P. Fougner, London correspondent of the Sun, who has been spending sev-

I HAVE always believed that success would be the inevitable result if the two services, the army and the navy, had fair play, and if we sent the right man to fill the right place.

—Layard, 1855.

eral weeks in this city, sailed on Wednesday on the steamship New York for London.

Francis P. Albertanti, sporting editor of the Evening Mail, is confined to his home with an attack of the grippe.

H. O. Allison, business manager of the Beaver (Pa.) Times, is stopping at the Hotel Martinique.

Thomas P. Orr, of the Sunday World, is the proud father of a new baby boy. Mrs. Orr, formerly Miss Mary McNamara, was assistant society editor of the World.

W. C. Lehman, who was formerly Albany correspondent of the old Publishers' Press, and spent the past six years as press representative of the Sullivan & Considine Vaudeville Circuit, with headquarters in Seattle, is now connected with the Central News of America. George L. Brucker, formerly of the City News Association, has also joined that organization.

Sydney D. Long, circulation and business manager of the Wichita (Kan.) Eagle; Major C. B. Biethen, of the Seattle (Wash.) Times, and W. S. Eakins, advertising manager of the S. S. Company, Atlanta, Ga., are stopping at the Hotel Martinique.

W. A. Hendrick, publisher of the New Haven (Conn.) Times-Leader, is visiting this city.

Frederick Roy Martin, assistant general manager of the Associated Press, who went abroad a few weeks ago on a business trip, returned to New York this week.

W. Y. Morgan, publisher of the Hutchinson (Kan.) News, and Mrs. Morgan are in New York.

Marcellus Foster, publisher of the Houston (Tex.) Chronicle, is at the Martinique.

OTHER CITIES.—G. Scott Smith, publisher of the Kane (Pa.) Republican, has been appointed to a refereeship in the Compensation Bureau of the State Department of Labor.

Joseph A. Sullivan has resigned from the Cincinnati Times-Star to become executive secretary of the Ohio Insurance Federation.

E. A. Gast, editor of the Warsaw (Ind.) Union, has been elected Thirtieth District Chairman of the Indiana Democratic party. He succeeds Rudolph Aekerman, of South Bend, who declined a reelection.

N. P. Houx, editor of the Mexia (Tex.) Evening News, announces his candidacy for the State Senate from the Twelfth Senatorial District of that State.

John Millott Klinck, assistant city editor of the Oswego (N. Y.) Palladium, has become local editor for the Utica Saturday Globe, succeeding James P. Slattery.

J. A. Hopkins, of Newark, N. J., has been elected editor-in-chief of the Delaware Farmer, issued by the Delaware Agricultural College.

James T. Williams, jr., editor-in-chief of the Boston Transcript, spoke before the members of St. Andrew's Chapter of St. Andrew's Church, Providence, April 18, taking for his subject, "Americanism."

Herman Black, who recently resigned as business manager of the Milwaukee Journal to join the Hearst organization in Chicago, has succeeded Harrison M. Parker as publisher of the Chicago Evening American. Mr. Parker has been appointed advertising coun-

sel for the Hearst publications, with headquarters in New York.

Frederick N. Smith, for the last two years city editor of the Bridgeport (Conn.) Morning Telegram, has been engaged by Collier's Weekly as a war correspondent. Mr. Smith will sail on April 27 for the Balkans. The Naked Truth, a four-page publication printed by the staff of the Telegram, was presented to him at a farewell dinner recently.

Frank W. Bolande, managing editor of the Bridgeport (Conn.) Post, is in New Orleans on an extended vacation.

Edgar T. Johnston, for six years political reporter of the Bridgeport (Conn.) Evening Standard, and Herbert V. Plank, of the same publication, have bought the Pocomoke (Md.) Ledger-Enterprise, a weekly newspaper, which they intend to convert into a semi-weekly.

Henry V. Allen, publisher of the Wichita (Kan.) Beacon, addressed the Traffic Club recently. He spoke mainly upon non-partisan politics and business governments, as typified chiefly by the Dayton Board of City Managers.

J. Edward Doyle, of the Lynn (Mass.) Telegram staff, about the middle of May will take up his duties as a teacher in Mania for the Government.

Jack Beckwith, of the Lynn (Mass.) Item art staff, has branched out into the Amateur Lecturers' Union with a talk on sketching public celebrities.

Charles E. Trow, of Salem, Mass., a Civil War veteran and an old-time newspaperman on Boston and Essex County dailies, celebrated his eighty-third birthday Tuesday of this week.

Arthur P. Howard, one time "boy mayor" of Salem, Mass., and lately engaged in newspaper work on the Burlington (Vt.) Advance, has resigned.

BOSTON.—Justin C. Keeler, a charter member of the Boston Press Club, and formerly of the Herald, is confined to his home with an attack of phlebitis.

H. C. Bradfield, now advertising manager of the King Automobile Company, of Detroit, but formerly on the staff of the Boston American, recently visited this city and offered Harold Bornstein, also a former newspaper man, \$12,000 a year to take the King agency. Business is so good with Mr. Bornstein, however, that he turned the offer down.

"Tim" Murnane, who has been writing baseball for the Boston Globe so many years that he is regarded as the dean of his craft in all America, returned from the trip South with the Boston American team and took to his bed. During his illness M. E. Webb, also a well-known sporting writer, is taking his place.

Burton Whitman, of the Traveler, has been appointed official scorer of the Boston Americans.

Friends of Harry Poor, managing editor of the Globe, and Clifton Carberry, managing editor of the Post, are pleased to know that both gentlemen have returned to their posts of duty.

George M. Diamond, assistant city editor of the Globe, who broke a leg, is making a fine convalescence.

R. W. Simpson, formerly day editor of the Atlanta office of the Associated Press, is now day editor of the Boston A. P. office.

William F. Kenney, day editor of the

Globe, is a member of the Mayor's Committee on the Shakespeare Celebration.

H. H. Chamberlain, formerly of the Post and the Salem Herald, is now a draughtsman in a war munitions plant in Waterbury, Conn.

Thomas Killian, one of the best reporters on the Post, has left that paper for a desk job on the North American, Philadelphia.

Col. Walter Emerson, night editor of the Herald, and a recent addition to the staff, is putting much pep—if the Herald will permit such a word—into and onto the front page of that paper.

Merton E. Burke, Sunday editor of the American, is at El Paso, writing special news and feature stories for the American.

William U. Swan will commence work for the Christian Science Monitor May 1. For twenty-one years Mr. Swann was city editor of the Boston office of the Associated Press. He severed his connection with the A. P. Saturday.

Carroll J. Swan, of the Swan Agency, of Boston, is holding up his reputation as a producer of shows. At the present time he has two shows in preparation, one for the Business and Professional Women's Club and another for the Boston City Club. Mr. Swan has written the entire show for the women.

Paul King, formerly of the Boston American, has returned from a trip abroad. While there he saw the bombardment of a city, which lasted three days and nights.

CHICAGO.—James E. Crown, city editor of the New Orleans Item, has returned to New Orleans after a two weeks' visit to his fruit farm in Michigan. Mr. Crown formerly was city editor of the Examiner.

Louis Levins, formerly of the Kansas City Star, is reading copy on the Examiner.

Melville L. Slater, of the Journal rewrite desk, was called to Oswego, N. Y., Friday on receipt of news of the death of his father.

Harry Gray, formerly of the Los Angeles Times, is on the Journal copy desk.

Leslie Orear has left the Examiner copy desk to edit a West wire for the Associated Press.

Preston F. Gass, political man for the Journal, and Mrs. Gass are the parents of a new baby boy, born Thursday.

Herbert Quigley, formerly of the St. Louis Star, was in Chicago last week.

Harry Stanley, formerly of the Minneapolis Tribune, has joined the local staff of the Journal.

Harry Hewes, formerly with the Journal, is on the Examiner copy desk.

Lowell Thomas, formerly of the Journal staff, but who has been attending Princeton University this winter, was in town Friday en route to the coast. Mr. Thomas is delivering lectures on Alaska, where he spent several years.

Edward C. B. Le, advertising manager of the Chicago Examiner, and wife, have returned after a week's sojourn at French Lick Springs.

Homer Hogan, star reporter of the Chicago Examiner, has been made assistant city editor of that paper.

L. G. Edwardson, assistant to A. H. Messing, publisher of the Chicago Examiner, has been named by Mayor W. H. Thompson as one of the executive committee representing the city of Chicago in its coming clean-up and paint-up weeks, April 23 to May 5.

A horse of another color can do team work. You can be and think differently from others, and yet work in with every one who is pulling in the direction of the common weal.

If the most difficult parts of a certain work appeal to you, it is a good sign that you are fitted for that work.

PITTSBURGH—Colonel C. A. Rook, of the Pittsburgh Dispatch, will be a New York visitor next week, attending the A. N. P. A. convention and the Associated Press Convention, the latter body of which he is a director.

George Selbel, managing editor of the Pittsburgh Volksblatt and Freiheits-Freund, is being complimented by his friends on his newest poem in the current issue of The Outlook.

W. U. Christman, celebrated his second anniversary as managing editor of the Pittsburgh Post by a special smoke for the boys around the office.

Lee Robinson is doing the special correspondence work for the Pittsburgh Gazette in Washington, since Robert Ginter has been called to Pittsburgh as managing editor.

C. L. Lancaster, city editor of the Dispatch, has accepted the city editorship of the Pittsburgh Sun. H. L. Jiles, of the Gazette-Times succeeds Mr. Lancaster on the Dispatch.

Nicholas Martin, political writer of the Tri-State News Bureau is smiling over the advent of a daughter.

J. K. Burnett, manager of the Tri-State News Bureau has his hands full planning to place specially trained convention men at each of the thirty national conventions to be held in Pittsburgh between April 27 and August 30.

Grayce Druitt Latus, who covered the Ford Peace Expedition for the Dispatch, spoke on her experiences on the Oscar II to the Congress of Women's Clubs at the Fort Pitt Hotel, April 14.

PROVIDENCE—James Nolan has resigned as editorial writer of the Providence Evening News after twenty-one years' service to take a clerical position in the office of the Collector of Internal Revenue in this city. Charles M. Inman, managing editor of the paper, will occupy the editorial writer's chair for the present.

Elliott Thurston, son of the late Thatcher T. Thurston, editor of the Providence Tribune, has resigned from the reportorial staff of that paper to devote his entire time to short-story writing.

V. Raymond Howay, formerly a New York newspaper man, but more recently connected with the Providence Journal as a State House reporter, has resigned to become editor of the Strand Theatre magazine.

Paul May, who was a member of the Providence Journal staff in 1912, covering "night local" and who has since been in Scranton and in Western cities, has returned to the Journal.

Jean Sebaste, formerly star reporter on the Providence Evening Tribune, has been made news editor of that paper, having been advanced from telegraph editor.

James T. Williams, jr., editor of the Boston Transcript, and William Roscoe Thayer, former editor of the Harvard Graduates' Magazine, will be speakers Saturday evening, April 22, at the annual dinner of the Harvard Club, of Rhode Island.

WASHINGTON, D. C.—Guy A. Blakely, Chief of the United Press staff of operators, has been elected president of the Commercial Telegraph Union of America, and Milton Elgin, of the International News Service, has been elected secretary and treasurer of the same organization.

Alfred Pittman, for the past nine months attached to the Washington Bureau of the Christian Science Monitor, has resigned to accept the position of assistant to the editor of System, of Chicago.

William G. Greene, editor of the Bethel (O.) Journal, has volunteered his services in time of war, and has requested that he be assigned a private to the ranks of the United States Marine Corps. General Barnett, commanding the United States Marine Corps, has accepted his offer and will call him to the colors when needed.

James J. Montague, of the New York American, was a visitor here this week.

Richard V. Hooker, editor of the Springfield Republican, spent several days in Washington this week. Mr. Hooker was at one time Washington correspondent of the Republican.

E. L. Conn has joined the Hearst forces.

Gardner Cowles, publisher of the Des Moines Register and Leader, stopped off in Washington for several days en route to New York, where he will attend the annual meeting of the Associated Press.

Ralph Pulitzer, publisher of the New York World, was a visitor to the House Press Gallery when President Wilson addressed the two houses of Congress on the U-boat situation.

W. Y. Morgan, publisher of the Hutchison (Kas.) News, was a visitor to Washington this week.

CLEVELAND—William P. Leech, vice-president and general manager of the Leader-News, was among the prominent Clevelanders who occupied boxes at the opening game of the Indians and the Browns at American League Park.

Florence Davies, editorial writer for the women's department of the Plain-Dealer, has taken a leave of absence for a few months, to recuperate from her recent illness. Miss Lora Kelly will take Miss Davies' place while she is away.

W. H. Dodge, president of the Scripps-McRae League, of Ohio; W. G. Chandler, advertising manager of the Cleveland Press, and E. B. Conliss, business manager of the Toledo News-Bee, will represent the Ohio organization at the A. N. P. A. Convention in New York next week.

Joseph K. Schmidt, formerly managing-editor of the Willoughby (O.) Delta, has resigned to join the editorial staff of the Leader-News. F. W. Dowding has been appointed to succeed Mr. Schmidt at Willoughby.

Charles Edward Russell will write a series of articles for the Newspaper Enterprise Association on the aftermath of the war. Mr. Russell will sail from New York on the Finland on May 6.

William Robertson, real-estate editor of the Plain-Dealer, made a distinctive showing in a record-breaking real-estate section put out by the Plain-Dealer last Sunday.

Sport writers of Cleveland were in their glory at the opening baseball game last week. E. M. Thierry, for the Leader, and Robert I. Snajdr, for the Plain-Dealer, wrote the first-page stories; Henry P. Edwards handled the game in detail for the Plain-Dealer, and H. T. McDaniel and Xen Scott did likewise for the Leader.

Mrs. Erna Thompson, society editor of the News, is convalescing from her recent illness.

L. Egli, Cleveland artist, has been appointed as a member of the ad art department of the Leader-News.

Fred W. Agnew, manager for the International News Service, in Cleveland, is the recipient of a letter from E. L. Pratt, news manager of the organization, commending him upon his work on the Amherst wreck.

Ernest J. Lannigan, well-known writer on sport topics, and recently of the New York Press, has joined the sporting department of the Leader.

H. W. Marksbury, until lately Cleveland manager for the Associated Press, has bought the Times-Age at Coschocton, O. and will edit the paper.

T. A. Daly, humorous writer for the Public Ledger, Philadelphia, has been invited to read some of his poems before the Cleveland Chapter of Trinity College Alumni next Wednesday.

Clark B. Firestones, editorial writer and European correspondent for many years for the Evening Mail, New York, and who now is a candidate for Congress from Ohio; was a visitor to Newspaper Row in Cleveland during the week.

Joseph Jackson, baseball expert for the Detroit News, is with the Detroit

American League team, which met the Cleveland organization this week in Cleveland.

Charles Gatchell, Arthur Ritchie, and E. A. Evans, of the Press, have gone back to nature, or as near as they can get to it, by taking a cottage at Rocky River for the summer.

Joyce Kilmer, poet of the New York Times and Literary Digest, read some of his poems before the Alumni Association of Ursuline Academy last week.

Miss Eva E. Keleher is a new member of the editorial staff of the News.

W. J. O'Connor, of the sporting department of the St. Louis Post-Dispatch, accompanied the Browns to Cleveland when they opened the season here with the Indians.

PHILADELPHIA—Millard Fillmore Reeve, for thirty-two years on the staff of the Public Ledger, during the greater part of which time he has been City Hall man, will be tendered a Good Fellowship Dinner at the Majestic on April 27, which will celebrate his birthday and the anniversary of his long connection with that paper. Newspaper men who are on the committee are Alexander Hamilton Brooke, George J. Zacharias, Joseph Moloney, Joseph L. Copeland, William C. Rowan, Ben Raleigh, Frank O'Connor, David Smiley.

A. R. Stanley, another star writer of the Ledger, has left that paper and is handling publicity for the Chester Military Academy.

Miss Marble, of the Record, has returned from St. Augustine and Palm Beach, and Miss Wambaugh, society editor of the Telegraph, has likewise resumed her duties, after a sojourn at the latter resort.

Miss Curtis Wager-Smith reported the four-day field trials of the English Setter Club at Medford for the Inquirer.

Joseph A. Cunningham, the "Bubbles" of the North American, has been running an amusing weekly puzzle contest in which the prizes began with a real pig, and continued with various josh gifts sent in by interested readers. His daily sport cartoons have been attracting much attention.

P. H. Kelly, who won the Press popularity contest in 1905 for the best-liked man in this city, is a candidate for delegate to the Republican National Convention.

Cyrus H. K. Curtis is vice-chairman of the local chapter of the reorganized National Red Cross. George Horace Lorimer, editor of the Saturday Evening Post, is a member of the committee.

ST. LOUIS—Bart Howard, who has been writing the "What Y' May" column on the editorial page of the St. Louis Republic, is now writing sports for that paper. He has been following one of the St. Louis teams on a trip to Cleveland and Chicago and sending back "dope" that reminds readers and friends of the days when he was captain of the old St. Joseph (Mo.) team, and was counted as a wonder as a left-handed second-baseman. For years he was editor of the Joplin (Mo.) Globe, and is one of the widest-known newspaper men in the State.

Gordon White, until recently assistant city editor of the Globe-Democrat, is now in the city department of the St. Louis Star.

M. V. Brumby, formerly city editor of the St. Louis Republic, is now in charge of the Republic's news bureau. Thomas J. Masterson is day assistant city editor and Hugh Wood is night assistant. All of these men are old-timers on the Republic.

Will T. Gray, formerly in charge of the St. Louis Republic's news bureau, is now assistant night editor of that paper.

Recent acquisitions to the general assignment staff of the city room of the Republic are M. B. Cook, lately of the Los Angeles Express, and formerly of the staffs of all the Cleveland papers, and A. G. Brown, formerly city editor of the Quincy (Ill.) Whig and until recently in the publicity business in Chicago.

W. W. Ellis, hunting and fishing editor of the St. Louis Republic, has induced the management of the paper to again offer prizes this season for anglers who catch the largest small-mouth and large mouth black bass and crappie. Last season this contest proved a popular innovation.

Waller Edwards, for many years city editor and night editor of the St. Louis Republic, is now in the publicity business here.

H. G. Hoffer is the new circulation manager of the St. Louis Republic. He comes from the circulation department of the Los Angeles Tribune. He is being kept very busy just now with the Republic's stenographers' contest, which is reaching enormous proportions.

Roy Albertson, who has written sport for the Republic, is now in the Sunday department as an assistant to Sunday Editor Charles E. Heberhart.

SAN FRANCISCO—Miss Sellna Hess, who was connected with the editorial staff of the Oakland Tribune for eight years, has retired from the newspaper field and is now contributing to Eastern magazines. She is compiling her reminiscences of her newspaper career, which will be issued in book form.

Cyrus H. K. Curtis, head of the Curtis Publishing Company, and Mrs. Curtis arrived here from Honolulu on the steamer Great Northern last week and are at the St. Francis.

Among the newspaper men who recently arrived here as visitors are: W. E. Barnes, a newspaper publisher of Modesto; C. J. Mulvain, a Stockton editor and publisher; P. H. Kelly, a publisher of Los Angeles; F. J. Smith, proprietor of a newspaper at Fort Bragg.

William Jacobs, who has been connected with the editorial staff of the San Francisco Chronicle for several years past, has resigned to manage the publicity of the Santa Cruz Beach Company, under the auspices of the Santa Cruz Chamber of Commerce. A stag party will be given in his honor at the Newspaper Men's Club on Saturday night.

C. B. Compton, a newspaper man of Manila, who arrived at San Francisco last week on the transport Thomas, has been in the Philippines since 1898. He confirmed the recent pessimistic reports as to conditions in the Philippines, saying: "All of the big firms are moving away to China or Nagasaki. There is a feeling that, if the Jones bill passes in Congress, it will be all over with Americans in the islands, and, if it fails to pass, there will remain the same old uncertainty."

PACIFIC NORTHWEST—J. F. Young, business manager of the Spokesman-Review, recently took a trip to his ranch in the wilds of Idaho, his particular mission being to transport several pairs of Missouri quail which he hopes will find contentment in the new environment and will multiply.

Grace P. Fischer, of the staff of the Pacific Northwest Farm Trio, has been transferred to the Portland office of these publications and will devote herself particularly to the interests of the Oregon Farmer.

James A. Ford, for several years political editor of the Spokesman-Review, and more recently secretary to Senator Miles Poindexter, has been appointed to the newly created position of assistant secretary of the Spokane Chamber of Commerce.

George Childers, formerly a partner in newspapers at Deary and Bovill, Idaho, and later connected with a paper at Lewiston, Idaho, has moved his equipment to Moscow.

John H. McDonald, for a year editor of the Walla Walla (Wash.) Union, has sold his stock to his partners, B. E. La Due and W. D. Ifft.

Fred Adams, a former Spokane newspaperman, has been appointed advertising and publicity manager for the Spokane Interstate Fair.

NEWS OF THE SCHOOLS OF JOURNALISM

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

University of Oregon

EUGENE, Ore., April 18.—The students of the School of Journalism of the University of Oregon took hold of the Eugene Daily Guard last Monday, and conducted this ten-page evening paper for the whole week. After watching the proceedings for a few hours the regular staff of the paper decided it would be safe to leave, and they went fishing, returning regretfully at the end of the week.

Dean Eric W. Allen and Prof. Colin V. Dymont, of the School of Journalism, were on hand to oversee the work of the students, and to shift them from one job to another in case any failed to make good on the desk to which he had been assigned.

The paper attracted much favorable notice from the press of the State. The students in their editorial page took one fling into politics when they called on Dr. John Straub, dean of the Liberal Arts faculty of the University to give up political ambition and abandon the idea of running for Governor. They held that the University could not well spare a man of Dr. Straub's type, while the Governorship demanded a more practical politician.

At the end of the week Wallace Eakin, a senior from Astoria, was declared to have made good as managing editor, and Grace Edgington, senior from Hood River, as telegraph editor. Other positions were not announced by the instructors, on the ground that so

many shifts had been necessary on account of conflicting class work in the University that to name any one would be invidious.

It was due to the influence of Miss Edgington that, after the first day, the guard abandoned scare-heads for the week, and appeared in conservative dress. Both the managing editors and the professors were in favor of giving considerable display to Verdun and Mexico, but Miss Edgington prevailed upon the managing editor to use no heads wider than one column.

Throughout the week the city news was thoroughly covered, as was shown by a detailed comparison of the two daily papers. The telegraph news consisted of the full leased wire Associated Press service as received by the largest papers on the coast.

New York University

Louis Wiley, business manager of the New York Times, addressed the journalism students last week on "The Making of a Newspaper."

Arthur T. Vance, editor of the Pictorial Review, was a recent speaker before Professor Lee's class in magazine-making. Mr. Vance spoke on "The Editing of a Magazine for Women," and announced that a prize contest in the short story, open only to college students, was to be conducted by the Pictorial Review. Details of the contest will be given in an early number of the magazine.

Richard H. Waldo, secretary of the New York Tribune, addressed one of the journalism classes on Tuesday of this week. His subject was "The Power of the Newspaper."

Edward Frank, editor of McBride's Magazine, told the students in magazine fiction about "The Short Story Plot and Its Construction."

Prof. James Melvin Lee addressed

the Press Guild of the University Settlement on Eldridge Street at its April meeting.

New York University will be represented at the annual conference of the American Association of Teachers of Journalism, held this year at the University of Kansas, by Professors Lee and Wilson. Professor Lee will speak on "Research in Advertising"; Professor Wilson, on "Teaching the Technique of the Short Story."

Alfred Guion, of the advertising department of the Century Magazine, spoke to the class in advertising media on Wednesday of this week on "The Magazine Solicitor and His Work."

Ohio State University

Under the direction of Prof. Joseph S. Myers, formerly managing editor of the Pittsburgh Post and Sun, the members of the department of journalism of the Ohio State University, in practical extension of their class room work, are to operate a service department for the benefit of country editors, which, it is hoped, will have actual results in the improvement of rural newspapers in Ohio. Publishers of these small papers have been asked to send their weeklies to the department, where they will be reviewed and recommendations made for their betterment.

One of the principal features of this rural weekly service is to improve the headlines of the papers submitted. It is hoped, by those in charge of the new plans, that in time a regular extension department may be provided for the journalism department, and that several trained newspapermen may be employed to do nothing but travel through the State, giving aid to country editors.

With the completion of the new university shop building next fall, the department of journalism will have a plant modelled after a regular newspaper office.

University of Texas

According to custom, the staff of the Daily Texan, the daily newspaper published by the student body of the University, has nominated an editor-in-chief and managing editor of the publication for next year. These nominations are: Roy E. Hawk, San Marcos, editor-in-chief; Silas B. Ragsdale, Brownwood, managing editor. The staff of the Daily Texan is elected by the student body in the spring at the close of the school year, and the two men nominated by the staff will go into the election as candidates for these respective offices.

Wisconsin University

"The newspaper business is a trade and a profession; a science and an art. In the long run, it gives out about what is put into it," said J. L. Sturtevant, publisher of the Wausau (Wis.) Daily Record-Herald, in a lecture to the students in the journalism course at the University on Thursday, April 20. Mr. Sturtevant's subject was "The Small City Newspaper." This was the fourth of a series of lectures by practical newspaper men.

Moley's Dash Led to Beat

BOSTON, April 18.—Photographer John Moley, of the Post, made a 170-mile dash to Bradford, R. I., last night to secure photographs of the wrecked New Haven train. The trip was also made by automobiles of the Globe, American, and Journal, but Moley was the only man to get home in time to get his photographs in the paper. He left Boston at 9:20 P. M. with Edward Dunn, David Shea, Herbert Baldwin, and A. W. Cullis, reporters. At 4:53 this morning Moley appeared in the office of the Post with a collection of flashlights, which were rushed through and in an 8 A. M. extra the Post carried a picture of the wreck on the first page.

Past The 100,000 Mark

The Indianapolis Star's Circulation on February 1, 1914, was 82,196
On February 8, 1914, the Indianapolis Star began the
use of Newspaper Feature Service

On April 2, 1916, the Circulation of the Indianapolis Star was 114,978
*In Two Years There Has Been a Circulation Increase
of 32,782 or 39.8 per cent.*

Advertisers interested in the Indiana field take note.
Publishers interested in Sunday Circulation be advised.

Let us furnish you with other interesting proofs of circulation RESULTS in many fields

NEWSPAPER FEATURE SERVICE

37 West Thirty-ninth Street, New York City



The Syracuse Evening Journal

The A. B. C. Reports tell the story of "The Famous Syracuse Situation"

But it requires study and analysis because parallels were evasive.

The *Journal's* graphic chart showing "life lines" is intensely interesting.

And the *Journal* has outgrown its old quarters, and its new building will be the very last word in modern newspaper plants.

This means that the remarkable growth and development of the *Journal* continues.

And we are mighty proud of it.

THE SYRACUSE EVENING JOURNAL

Syracuse, N. Y.

THE JOHN BUDD COMPANY
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Burrell Bldg.
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CHICAGO

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ST. LOUIS

The New York Times

Leads All New York Morning Newspapers in Circulation Gain

REPORTS TO THE POST OFFICE DEPARTMENT

	Apr. 1, 1916 Average Daily & Sun.	Oct. 1, 1915 Average Daily & Sun.	Apr. 1, 1915 Average Daily & Sun.	One Year Loss & Gain
Times	334,744	318,274	298,248	+36,496
American	335,435	349,345	333,345	
Herald	92,853	98,651	106,580	
Press	103,657	110,869	94,025	
Sun	68,309	71,749	71,708	
Tribune	93,848	82,674	70,965	
World	391,831	391,158	376,590	
Total	1,420,677	1,422,720	1,351,461	

The New York Times gain in four years, 124,993 — greater than all other New York morning newspapers combined.

TO CANADIAN PUBLISHERS

We are open to serve a few more Canadian newspapers. The President of this Company is a Canadian and is thoroughly familiar with conditions in Canada.

"Where You Can Get Facts About Canada."

We have proven this to Advertisers and Agencies. A personal interview will solve one of your problems.

W. F. LONG COMPANY, Inc.

REPRESENTING CANADIAN PUBLISHERS

25 West 42nd St., New York Bryant 3728 8 So. Dearborn St., Chicago

Old Paper Hasn't Missed an Issue

The death recently of W. A. January, one of the founders of the Placerville (Cal.) Mountain Democrat, the second oldest newspaper in California, brought out the fact that that paper has not

missed a single issue. Sixty-four years ago last December, in company with D. W. Gelwicks, Mr. January presented the first issue of the paper at the historic town of Coloma, Cal.

CALLS, BILL UNCONSTITUTIONAL

Says Price Maintenance Measure Is Against Basic Principles of Nation.

The National Trade Association, recently formed in New York to oppose the enactment by Congress of a Price Maintenance law, and to fight other tendencies toward regulation of trade which it considers unfair, has received from H. H. Byrne, a patent lawyer of Washington, a statement of objections to the so-called Stevens bill, in which he holds that the principle of price maintenance is unconstitutional, and seeks to interfere in un-American fashion with trade relations. Mr. Byrne believes that the bill will be defeated in Congress. Among his objections are the following:

"It is unconstitutional because it seeks to regulate commerce after it (commerce) ceases to be interstate.

"It is an unwarranted reaching over and into controlling of purely local affairs of the State.

"The bill proposes to establish proprietary rights in subject matter that are neither in the nature of patent nor trade mark, and for which no warrant is found in the Constitution.

"It seeks to create Federal power in machinery dealing with subject matter that is purely a matter of contract between private parties, for the enforcement of which ample legal machinery already exists. And it further seeks to make innocent sub-purchasers responsible for violations of contract, knowledge of which they have no means of acquiring.

"Such a law as the Stevens bill proposes would only benefit the few and put a burden on the masses. It would in effect but add another tentacle to the octopus of centralized power which is fast strangling the rights of the State and individuals in contravention of the basic principles upon which the nation was originally based."

SOCIALIST PAPER MUST PAY TAX

Court Holds That Forward Is Not Exclusively Educational Publication.

A Socialist newspaper is not within the provision of the law that exempts educational institutions from taxation. The Forward Association, publisher of the Yiddish newspaper Forward, of New York, sought exemption on its property on the ground that the Association "was organized and existed exclusively for educational purposes, and for the moral and mental improvement of men and women." The Appellate Division has handed down a decision holding that this ground was not well taken, thus sustaining Justice Platzek, in the Supreme Court, that the Socialist organ did not come within the prescribed exemption. The city taxed the Forward property at \$225,000.

A Move Along Preparedness Lines

E. J. Lynett, editor and proprietor of the Scranton (Pa.) Times, has acquired the property formerly owned by Adolf Blau at the southwest corner of Penn Avenue and Spruce Street, that city. The property adjoins the building of the Times, and Mr. Lynett explained that his purchase is a move along "preparedness" lines, as his present quarters are even now barely adequate for his publishing business, and it is, therefore, only good business to prepare for expansion when the opportunity offers.

Urges Use of Lightweight Paper

The United States Department of Agriculture, in a circular issued recently, recommends the use of lightweight papers to relieve the present stringency in paper-making materials. The weights of printing, writing, ledger, and wrapping papers in many instances, the Department suggests, can be materially and profitably reduced.

JACKSON'S ALONG THE ROW

ROOM FOR BOTH.

Suggestion has been made that the Franklin statue be removed from the Row to the Battery, and the Greeley statue be given the site where Ben has stood for so many years. There is no reason why the old bronze comrades should be separated. There is plenty of room in the square for both without infringing on the sacred rights of hot-dog and fruit stands.

FROM THE SKINNERSVILLE SIGNAL.

"We have been so busy this season that we have not had time to acquire our usual attack of spring fever. When an editor has to hustle around to find space in which to accommodate all the ads offered him, and at the same time produce a paper that is the joy of every household, he has no opportunity to acquire that tired feeling, and dream about green trees, and brooks, and of getting close to nature, and probably catching malaria in so doing. The Signal office is now a busy hive of industry, paying the union scale, and figuring on a new linotype. Our enterprising merchants are increasing their space, and our subscribers are paying up.

"We are now in a position to make faces at the man who once held a mortgage on our plant, and charged us seven per cent. No, we have no time for spring fever or other lazy luxuries this year. All hands are hustling, from ourself to the devil, and circulation is going up like the price of gasoline. Prosperity has arrived in Skiddersville with both feet, and we are going to do our part to see that they are kept free of bunions, and to help her keep up her sprint."

HOW HE SAVED HIS JOB.

When a certain man, who afterward became a great city editor, was a reporter at Police Headquarters years ago, he fell by the wayside one night and as a result was beaten on a big story.

He knew he would lose his job, unless he could invent a good excuse, and so he thought awhile and finally hit it.

The first thing he did was to write the story he was beaten on, in great shape. Then he placed it in an envelope, wrinkled it up, smeared dirt on it, and called in the services of a bright boy who did errands about headquarters, and gave him some careful instructions and two dollars. Then he got a call to hurry to the office.

He found the city editor in a rage—and got an awful calling down.

"But," he said, when he got a chance to speak, "I wrote a good story about that last night and gave it a boy to bring down to the office."

"Oh, you did, did you?" shouted the city editor in tones of sarcasm. "Well, if you want to save your job, you had better find that boy."

Back to Police Headquarters hurried the reporter.

"Now, remember," he said to the boy, "I gave you this envelope last night and told you to hurry to the office with it. Now scoot down there with it."

In due time the boy reached the city editor and handed him the envelope.

"When did you get this?" he was asked.

"Last night," he answered without a tremor.

"Why didn't you bring it here then?" "Oh, I thought any old time would do. The regular boy was busy, and M— gave it to me."

So a bright young liar earned \$2 and a reporter saved his job.

WISE GUY.

He wrote a poem—A song to Health— And sent it everywhere.

It came back with the word "Declined," But he did not despair.

He changed it round a little bit, Made some of it more clear—

And sold it for some twenty plunks— To advertise a beer.

TOM W. JACKSON.

EDITORIAL ASSOCIATIONS AND PRESS CLUBS

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

The board of directors of the Board of Trade, of Niagara Falls, N. Y., have completed tentative arrangements for the entertainment of the members of the National Editorial Association, which will spend a part of a day there on June 17. It is planned to have a delegation from the Board of Trade meet the party at the station and escort them to the home of Shredded Wheat, where they will be greeted and welcomed by Fred Mason, vice-president and general manager of the company. Following a luncheon, a tour of the falls, islands, and perhaps a power plant or two, will be made. In the evening there will be a banquet in honor of the visitors, at the Internation Hotel, to be followed by a searchlight trip of the belt line, after which the party will continue their trip to New York, arriving there the following morning.

Preliminary plans are being made in Madison for the second State conference of the printers and publishers of Wisconsin, which is to be held in that city June 1, 2, and 3, under the auspices of the Wisconsin Federated Printing and Press Association, in cooperation with the department of journalism at the University. Arrangements have been made to use the Senate chamber for all the meetings, except the session of Thursday afternoon, which will be held in the club room at the Park Hotel, which will again be headquarters. At the opening session it is planned to have a stereopticon exhibition of paper-making and ink-making. Among the big attractions of the meeting will be a talk on advertising by Jason Rogers, publisher of the New York Globe. One afternoon will be devoted to entertainment of some kind and probably a banquet and one other meal where all may get together will be planned.

Tentative plans for Battle Creek's entertainment of the Michigan Press and Printers' Federation, May 18, 19, and 20, are announced by President F. W. Gage. Among the speakers will be Arthur Brisbane, editor of the New York Evening Journal; J. Clyde Oswald, of the American Printer, of New York, and W. C. Shoemaker, of Chicago. The main sessions will be held in the Elks' Temple, with sectional meetings in other near-by halls. The opening banquet will be staged at the Battle Creek Sanitarium, with Roy K. Moulton, of Grand Rapids; Dr. J. H. Kellogg, of the Sanitarium, and Mrs. R. H. Ashbaugh, of Detroit, as speakers. This banquet will follow the opening session at which Mayor James W. Marsh will welcome the visitors, with A. L. Miller giving a newspaper welcome, and responses will be made by various officials of the Federation. Those who will participate in discussions on this occasion will be Stuart H. Perry, of Adrian; J. B. Haskins, of Howard City; Will Ralston, of Detroit, and Mrs. C. E. Apsey, of Caledonia. Thursday afternoon from 4 o'clock on will be devoted to a reception for "long-time members of the Michigan Women's Press Association."

The address of welcome to the Mississippi Press Association, which meets at Clarksdale, May 23, 24, and 25 will be delivered by Oscar G. Johnson, the "Gentleman from Coahoma." Joseph E. Norwood, the "Gentleman from Pike," will respond. These two men are leaders in the House of Representatives and among the really strong men in the Legislature. Among the entertainments promised the press by the people of Clarksdale are included an auto trip to Friars Point, a boat ride to Helena, Ark., an auto trip to Moon Lake, and a cabaret dance at the Outing Club, to say nothing of the frequent "eats."

The New Haven Press Club, with a membership of fifty, was organized on

April 14, with Paul Barnett, political reporter of the New Haven Register, as president. Howard Webb, a prominent Connecticut lawyer, is the first honorary member.

The Central New York Publishers' Association has elected the following officers for 1916: President, H. B. Sykes, Clinton Courier; vice-presidents, E. F. Bussey, Cato Citizen; George A. Carley, of Cooperstown, and E. A. Blair, of the Lakeside Press, Cleveland; secretary, M. V. Atwood, of Groton. B. H. Stone, of the Camden Advance Journal, was re-elected treasurer, and the new executive committee consists of Fay C. Parsons, Cortland; C. I. Burch, Earlville, and C. I. Williams, Phoenix. The annual outing will be at Cape Vincent, July 8.

Judged by the rapid increase in the membership roll and the general interest that is being shown in the organization, the full allotment of associate members in the New Orleans (La.) Press Club will be reached in a comparatively short time. Just as soon as the limit has been reached in this class

of membership, the campaign will come to an end, and the associate list closed. The additions made recently include the names of many prominent business and professional men of New Orleans and other points in Louisiana, all of which indicates unusual interest in the Press Club formed for the purpose of bringing the business and publication interests closer together.

The Baltimore Press Club has leased the Academy of Music, that city, for the evening of May 4, when the Poli Players will present "A Pair of Sixes." Following the play a dance will be given in the concert hall.

The April meeting of the New York Trade Press Association, April 28, will be addressed by E. E. Pratt, chief of the Bureau of Foreign and Domestic Commerce.

The Abilene (Texas) Printing Company, publishers of the Abilene Morning Reporter, has purchased a site for \$8,500, and will erect a modern building to house its plant.

Stevens & King, Inc., have been appointed Eastern advertising representatives of the Lowell (Mass.) Sunday Telegram, outside of the New England territory.

CATHOLIC PRESS ASSOCIATION

Editors and Publishers of Papal Papers to Meet Two Days in New York.

As a preliminary to the great meetings of the American Federation of Catholic Societies and the German Catholic Central Verein in New York next August, to last a week, editors and publishers of Catholic papers throughout the United States will hold a two days' convention of their own on August 18 and 19. For several years the Catholic Press Association has been meeting at the same time and place as the Catholic Federation. It is expected that this year's convention in New York will be the largest in the history of the Catholic Press Association. The committee of arrangements, made up of representatives of Catholic papers of New York and vicinity, have practically completed plans for the accommodation and entertainment of the delegates to the Catholic Press convention.

The convention sessions will be held in the Catholic clubhouse, where meals will also be served, thus facilitating the work. After the close of the convention on August 19, the delegates will be taken in automobiles to Coney Island, where there will be a special dinner in the evening.

Important Reasons Why Every Morning Newspaper Should Use

THE SUN NEWS SERVICE

The Oldest, Livest and Fastest Morning News Service in America

News of the world from its own correspondents and special writers abroad and throughout America.

Brimming with short, bright, breezy stories and those of the human interest kind which win subscribers and hold them year after year.

Big events handled in masterly style by a staff of writers who portray facts with vividness.

Fastest wire service in the world. Leased wires manned by efficient and expert telegraphers.

Compelling features for women readers.

Absolutely independent—no axe to grind nor views to disseminate.

Indispensable to papers depending upon any monotonous, heavy, humdrum, routine press association report.

ASK TODAY FOR FURTHER PARTICULARS AND SAMPLE OF LEASED WIRE REPORT IN YOUR TERRITORY

THE SUN NEWS SERVICE

"No Axe to Grind"

General Offices: 150 NASSAU STREET, NEW YORK
Telephone 2200 Beekman

WHY FARM PAPERS EXIST

Interesting Facts Presented to St. Paul Town Criers by Professor Kirkwood.

ST. PAUL, Minn., April 18.—The Town Criers' Club, the association of St. Paul advertising men, held a memorable meeting on the night of April 14, where at the question was discussed of how the farmer and the city man may be brought into a closer working relationship; how each may serve the other to the benefit of himself, and how each is dependent on the other for material advancement. J. A. Davidson, of the Webb Publishing Company, was toastmaster. F. W. Murphy, of Wheaton, Minn., one of the men who established a modern school-building and civic centre at that place, spoke on "What the Community Spirit Can Accomplish." Frank B. White, secretary of the Agricultural Publishers' Association, also spoke.

Prof. W. P. Kirkwood, head of the University of Minnesota department of journalism, and who has charge of the University Agricultural College publications, explained "Why Farm Papers Exist"; called attention to the fact that the handbook of one of the leading advertising agencies listed 249 farm papers, with a total circulation of 19,627,000 in the United States, and 27 in Canada, with a circulation of 788,000. Taking the 1910 census report as authority, there are 6,400,000 farms in the United States. This means that, on the average, there are three subscribers to farm papers for every farm.

Mr. Kirkwood outlined methods by which farm papers serve their readers. These papers, he said, were the most efficient agencies in existence for the promotion of prosperity on the farm, because they got the farmers to do the right thing at the right time. "Farm papers," said the speaker, "do this kind of thing in four ways: They transmit to the farmer in popular terms the results of scientific research in agriculture; they serve as a medium of exchange of ideas among farmers themselves; they fit method and practice to particular need and give wise counsel and advice; they inform through their advertising columns as to material and equipment that will reduce labor, increase output, and multiply profits.

Mr. Kirkwood expressed a belief that the farmer of the future, with new aspirations, would be a farm manager, a man who would regard his farm as a business enterprise rather than as a place to labor, and that, when this farmer had made his position felt, the statement that is made of the farmer of to-day—that he shaves every morning with a Gillette, rides to town in a six-cylinder car, and bathes at night in a white-tiled bath-room—would be supplemented by something still better, and that this something would be a discounting of his bills every month at two to ten per cent. off for cash.

Frisco Press Club's Double Show

A "Ten Years After" show will be staged by the San Francisco Press Club on April 29, midnight, at the Tivoli Opera House. There will be two parts. The first will be an amateur one-act farce, the "Black Cat's Dream," book by Clyde C. Westover, music by Herman Heller. The second part will consist of professional vaudeville acts.

New Life in San Francisco Club

SAN FRANCISCO, April 13.—The Newspaper Men's Club of San Francisco, now out of debt, is enjoying new popularity and activity. Nearly all the men on the staffs of the five large dailies of the city are members, and many associate members, formerly connected with the local press, are joining. Edward H. Hurlbut, of the Call, has been elected secretary-treasurer to succeed Eugene Bowles, of the Bulletin. Last Saturday night, ladies' night, the Club gave a movie show and dance. Next week the Club members will be the guests of the Columbia Theatre, meet May Robson and her company, and dance on the theatre stage.

PROVIDENCE CLUB SPRUCES UP

New Decorations Add to the Attractiveness of Its Headquarters.

PROVIDENCE, R. I., April 17.—S. Ashley Gibson, chairman of the house committee of the Pen and Pencil Club, 223-225 Benefit Street, has received over fifty front-page matrices from the leading dailies of the United States.

Since the Club was organized the house committee has endeavored to furnish its rooms in such a way that the Club would be just a little different than others. The matrices will be used to decorate the library, the lower half of the walls being covered with the pasteboard forms and then painted in some harmonizing color.

The Club has just completed decorating its tap-room. This has been in the hands of portrait and landscape painters for some time. Various types of paintings have been placed on burlap panels, and altogether it is considered one of the finest and most unique rooms of its kind in New England. Such artists as Col. H. Anthony Dyer, Cyrus Farnum, S. R. Burleigh, Stacy Tolman, Frank W. Marshall, Norman MacGillvary, Robert Nisbet, William C. Loring, Ralph Foster, Percy Albee, William Brigham, Chester Dodge, M. R. Halladay, and Alden W. Brown have furnished the decorations.

The grill-room is now in the hands of the decorators, who are putting a scheme of Colonial cartoons upon the walls.

INDIANA A. P. MEMBERS DINE

Ogden M. Reid and David E. Towne Among the Speakers Heard.

INDIANAPOLIS, April 18.—The Indiana members of the Associated Press held their annual banquet to-day. The members were the guests of J. C. McGill, president of the Indianapolis American Association baseball team, at the opening game of the season. Before the game an automobile ride was taken. Meredith Nicholson, the author, formerly of the editorial staff of the Indianapolis News, acted as toastmaster. Ogden M. Reid, editor of the New York Tribune, spoke on "Our Duty to the Public," touching upon the editorial and advertising policy of reliability, whether in paid space or news columns.

Other speakers were David E. Towne, of the Chicago Evening Post, a director of the Associated Press; Paul Cowles, of Chicago, superintendent of the central division of the Associated Press; John H. Holliday, the Nestor of Indianapolis and Indiana newspaperdom; Booth Tarkington, the author, and Charles W. Fairbanks, former Vice-President, and the favorite son candidate from Indiana for the Presidential chair.

Maine Newspaper Men Meet

The Maine Daily Newspaper Association met on April 12 at Portland and enjoyed a dinner, after which a business session was held. There were numerous discussions of business subjects and the meeting proved most interesting to those taking part. In attendance were F. B. Nichols, Bath Times, Bath; W. B. Reed, Bangor News; M. R. Harrigan, Bangor Commercial, Bangor; L. B. Costello, Lewiston Sun; A. H. Staples, Lewiston Journal, Lewiston; G. W. Verrill, Waterville Sentinel, Waterville; Maurice Hogan, Daily Eastern Argus, Portland; B. A. Conley, Portland Daily Press, Portland; William H. Dow, Fred H. Drinkwater, and F. S. Morton, Evening Express-Advertiser, Portland.

No Publication "Half So Interesting"

In sending his check for a renewal of his subscription to THE EDITOR AND PUBLISHER, J. S. Bailey, advertising manager of the Index Publishing Company of Greenwood, S. C., writes: "No publication which reaches my desk is found to be half so interesting as THE EDITOR AND PUBLISHER, and you are making your paper better from time to time."

Good Year's Work by F. H. Siegfried

Frederick H. Siegfried, long and favorably known as an advertising agent in New York city, but who retired to Montclair, N. J., is the editor and manager of "The Montclair Annual—Who's Who in Montclair," just issued for 1916. The



FREDERICK H. SIEGFRIED.

book contains 250 pages and a map of Montclair, and has a guaranteed circulation of 5,000 copies. It is filled with information and pictures concerning the beautiful suburban town it describes. It carries a letter from James H. Kennedy, president of the Montclair Civic Association, thanking Mr. Siegfried for dedicating the useful publication to that Association. In addition to editing this annual, Mr. Siegfried is managing director of the Advertisers' Service Bureau of Montclair.

AMONG THE NEW BOOKS

THE ADVERTISING BOOK, 1916.—Edited by Paul Terry Cherington, of the Graduate School of Business Administration, Harvard University. Published by Doubleday, Page & Co., New York, for the Associated Advertising Clubs of the World.

In this book Professor Cherington has succeeded in two purposes avowed in the preface: First, "to give to such persons as may be interested in advertising (but who are not familiar with its inner workings in modern forms) a clear idea of what is being done from within to make more effective this part of the present day selling mechanism;" and, second, "to help those who are actively engaged in selling operations to acquire a working familiarity with some of the events forming current advertising history."

This volume, which is not only intensely practical, but also up to the minute, is divided into two parts, the first of which deals with advertising and the distributing system, and the second with advertising methods. In its fourteen chapters it makes the right sort of advertising shine like a big, white diamond with many facets. Every phase of advertising, especially as observed during the past year, is treated intelligently and without prejudice. It is a sort of a history, a year book, a treatise, and a long lay sermon combined. As publishers like to say of novels, it is "gripping" in its interest to the army of advertisers and consumers to whom it is intended to appeal. Best of all, the stamp of authority is on every one of its 600 pages. It is not expected that every reader will agree with all the opinions expressed, but those views are sufficiently weighty to warrant their having a place in the book. The result of this juxtaposition of contrasted conclusions is that several sides can be seen at once and judgment formed accordingly.

Among the chapter topics are national advertising, as related to the department store, regular retailers, chain stores, and wholesalers; advertising and the consumer; progress in retail advertising; advance in methods of analysis; advertising standards; developments in advertising mediums; direct-by-mail advertising; trade-marks and brands, and others.

The book's clear purpose is to answer unfair or ignorant attacks upon advertising by placing against them the record of achievement. This the author has done in a convincing manner.

The book is dedicated to Lewellyn E. Pratt, chairman of the educational committee of the Associated Advertising Clubs of the World.

NORTH AMERICAN'S ENTERPRISE

Novel Stunt Performed by Promotion Department to Interest An Advertiser.

The extent to which a daily newspaper will go, under the spur of highly competitive conditions, to secure a desirable national advertising account, has been demonstrated this week, by the Philadelphia North American.

The Welch Grape Juice Company began a Philadelphia campaign by contracting with the Bulletin for 15,000 lines of display. The North American was not on the list. The North American's promotion department, presided over by that versatile genius, Charlie Green, being one of the most alert in the country, knew this fact before the copy appeared, and had stormed the embattlements, but to no purpose.

Then came the bright idea. A four-page advertisement was prepared by the North American and appeared in two striking colors in the Westfield (N. Y.) Republican, the home town paper of the Welch Company. This advertisement was unique in that it combined every known feature of effective advertising display and news presentation.

The first page carried articles headed "Big Victory Seen in Welch Sales Advance," "Consolidate Positions," "Next Battle Expected to Win Consumer," "Price North American Pays for Keeping Advertising Columns Cleaned," "How Advertised Goods are Placed in Chain Stores," "Where They are Fighting To-day," etc. The editorial page "Conducted in the Best Interests of the Reader" contained editorials in regard to Welch's "A Question of Policy," "Circulation," "50,000 Children are Personal Friends," etc.

The display advertisements were arranged in pyramid make-up and every ad was a boost for the North American. Such ads as "Resort and Travel," "Piano Advertising," "Food Products," "Department Store Advertising," "Automobile Advertising," etc.

The last page was a work of art, being a reproduction in colors of the Welch trade-mark and a quart bottle of the famous Welch product, and contained the suggestion that "no other weapon at hand can be more effective in inducing consumers to buy and dealers to push 'The National Drink' than this full page, attention-compelling advertisement which has been designed and written exclusively for Welch's by the North American."

Whether this enterprising stunt will land the North American within the breastworks remains to be seen.

Made Money Through Ad Play

CLEVELAND, O., April 19.—The Cleveland Advertising Club bought the entire house recently for a performance of "It Pays to Advertise," at a local theatre. W. J. Raddatz was chairman of the committee on arrangements. The object was to raise money to help defray expenses of the Clevelanders' trip to the A. A. C. W. convention in Philadelphia. Flowers, candy, and perfume were distributed as souvenirs by Knoble Brothers, the Chandler & Rudd Co., Clarence R. Crane, and Coigate's.

NEW INCORPORATIONS

CLEVELAND, O.—Sloman Advertising Company, Dayton; capital stock, \$10,000; incorporators, S. M. Sloman, M. H. Sloman, R. J. Sloman, F. F. Hasenstab, and A. E. Priest.

NEW YORK CITY.—Hawley Advertising Company; capital stock, \$25,000; advertising contractors and agents and general advertising; incorporators, John H. Hawley, R. Wentworth Floyd, and Ray Brown.

NEW YORK CITY.—Philip Kobbe Company; capital stock, \$30,000; printing, publicity, advertising, etc., realty construction, etc.; incorporators, P. Kobbe, 44 West 44th Street; T. Garrett, jr., 15 Broad Street, New York; V. C. Kitchen, 345 Walnut Street, Richmond Hill, L. I.

OKLAHOMA CITY, Okla.—Novelty Space Advertising Company, of Oklahoma City, has been incorporated. Capital \$25,000. Incorporators, I. A. Knesa, F. W. Childers, V. L. Bateman, and P. F. Petersen.

NEW YORK CITY.—Fonda-Haupt Company, Inc.; capital stock, \$5,000; general advertising business; directors, Douw H. Fonda, of Plandome, Long Island; William A. Haupt, of Bronxville, and Joseph J. Bonneau, of Richmond Hill.

TUCKAHOE, N. Y.—A. H. Seaman & Co., Inc.; capital stock, \$10,000; proprietors and publishers of newspapers and magazines; directors, Jacques L. Woldenberg, John O. Hayden, and Emanuel C. Davidson, all of New York City.

NEW YORK CITY.—Rexet Publishing Corporation; capital stock, \$10,000; publishing, printing, and general advertising; directors, John C. Schemm, C. Wood Tatham, and M. E. Hefferman, all of New York city.

CANISTEO, N. Y.—Steuben Advertising Company, Inc.; capital stock, \$10,000; general advertising business; directors, Harry W. Kellogg, Archibald H. McPherson, and Leon L. Hough, all of Canistota.

CHANGES IN INTEREST

EUGENE, Ore.—The Daily Guard has become the property of J. E. Shelton, who will act as managing editor, and Charles H. Fisher, who is associated with him financially. Mr. Shelton has been news editor of the Morning Register for the past two years.

LANSING, Mich.—The Morning Press, which has been in operation here more than a year, has suspended publication.

ATLANTIC CITY, N. J.—The Review, the resort's oldest newspaper, has been purchased by Congressman Isaae Bacharach, Harvey K. Eaton, and allied interests, and merged with the Sunday Gazette, of which Capt. Harry E. Smith is owner and publisher. Capt. Smith has been elected president and general manager of the new company. James M. Healey, editor of both the Review and the Sunday Gazette, as formerly conducted, will continue in that capacity under the new arrangement.

EVERETT, Mass.—George Murphy, for twenty-five years editor and one of the proprietors of the Republican-Herald, has sold his interest in the paper to Charles T. Hall, who has been advertising manager of the paper.

SARGENT, Neb.—M. Lorkosky, who has been owner and editor of the Leader for the last nine years, sold the paper to G. E. Livermore, superintendent of the Comstock schools. Mr. Livermore has also bought the Sargent News and consolidated it with the Leader.

MOBILE, Ala.—Frederick I. Thompson, chief owner and president of the Register, has become president of the corporation publishing the Item, and that paper is now being published at the Register plant. The Register last year celebrated the hundredth anniversary of its publication, and is one of the journalistic landmarks of the country. The Item was established in 1884. Mr. Thompson is also the chief owner of the Meridian (Mississippi) Dispatch and is interested in several New York magazines.

Wears a Newspaper Printed on Satin

At an advertising costume party at the home of Mr. and Mrs. Edwin G. Kaufmann, 250 West 82d Street, New York, last Saturday, one of the guests appeared as a Tribune Girl dressed in a gown made from a complete issue of the New York Tribune printed on white satin. Other costumes represented were advertised articles, and moving pictures were taken of the party.

Davis Estate Valued at \$250,000

The will of Richard Harding Davis, filed at White Plains, N. Y., Tuesday for probate, leaves his estate in trust for the widow, Elizabeth Genevieve McCoy Davis, and their daughter Hope. Mrs. Davis is to have the income until the daughter is twenty-one, when they shall divide it. But if the widow remarries, the entire income goes to the daughter until she is twenty-one, when she is to get half the principal, and the income from the remainder. Charles Belmont Davis, a brother, is to be the author's literary executor. He and Nora Davis Farrar, a sister, who lives in Turgoose, B. C., are to have such personal effects as the widow does not desire to keep. The estate is said to amount to \$250,000.

Wolfram Estate Goes to Widow

Charles Berthold Wolfram, editor and publisher of the New Yorker Herald, who died April 3, leaving more than \$50,000, gave to his wife, Mrs. Amalie Wolfram, of 7 West 95th Street, his entire estate, by his will, filed April 10. By a codicil he gave the income from thirty bonds of the city of New York, worth \$30,000, to his son, Herbert W. Wilfram, for life, the principal of the bonds to be distributed equally among his sisters at his death.

The busiest place in town next week will be the Waldorf-Astoria.

The Brooklyn Standard Union sells its space for cash only.

An inflexible rule admits of no "exchange" of space with anyone.

And a Flat Rate of 15 cents to everyone gives fair treatment to all alike.

NEWSPAPER CENSUS

WASHINGTON, D. C.

Showing What Newspapers are Read in the Homes at the National Capital

The following information was obtained from a source independent of The Washington Star or of any other newspaper; is certified to as to its exact correctness; was obtained within the last two weeks, and is available for inspection as to details and verification by any one interested.

Inquiry was made at every home on representative blocks scattered in each section of the city. Out of all of the homes visited, where daily newspapers are read, it was found that

780 Read The Evening Star
195 Read The Evening Times
222 Read The Morning Post
250 Read The Morning Herald

* These figures show that 975 evening papers are read in the homes, compared with 472 morning papers, or more than twice as many. The figures also show that there are more than three times as many Evening Stars read in the homes as any other Washington paper, morning or evening.

THE SUNDAY SITUATION

Out of the 830 homes visited where Sunday newspapers are read

650 Read The Sunday Star
348 Read The Sunday Post
208 Read The Sunday Herald
154 Read The Sunday Times

A careful analysis of the information obtained from each home shows that 439 read The Sunday Star but did not read The Sunday Post 137 read The Sunday Post but did not read The Sunday Star 211 read both The Sunday Star and The Sunday Post

Of the 208 who read The Sunday Herald, 29 did not read either The Sunday Star or The Sunday Post, and of the 154 who read The Sunday Times 17 did not read either of the 5-cent Sunday morning papers

The full details of the above census from every home on each block visited may be obtained at The Washington Star office by any one interested; also information as to three other similar censuses taken within the past three years, showing the same general result, with minor differences.

DAN A. CARROLL
Eastern Representative
Tribune Building, New York.

W. V. PERRY & J. E. LUTZ
Western Representatives
First National Bank Bldg., Chicago.

Letter to Editor of *Indianapolis Star*:—Recognizing "Flaneur's" authoritative delving into historical matters, several readers of the Flaneur letters in the *Star* ask his judgment on the seven greatest empires and the approximate area of each, including Spain when she ruled a great part of both Americas, and the conquests of Ghengis Khan, etc."—Dr. H. P. Clark, Indianapolis.

For Price and Territory write:
THE DAILY "FLANEUR" LETTER OFFICE
Munsey Building Washington, D. C.

THE NEW ORLEANS ITEM

Member A. B. C.

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

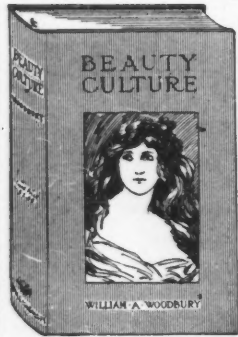
THE JOHN BUDD COMPANY
Advertising Representatives
New York Chicago St. Louis

What Do You Know About This?

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

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

Wm. A. Woodbury's Book



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

ELIOT LORD,
110 W. 34
New York

MONEY IN THIS TOWN
Colorado Springs has \$12,000,000 in bank deposits—\$400 for each person.

THE TELEGRAPH
is the paper these depositors read.

J. P. McKinney & Son
New York Detroit Chicago

Newspaper Properties

Specializing in Central West and Southern Dailies. Confidential correspondence with Buyers or Sellers invited.

A. S. PORTER
118-120 Griswold St., Detroit, Mich.

Having the confidence of its readers

DETROIT SATURDAY NIGHT
produces sure results.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

NEWS PHOTOGRAPHS WANTED
We wish to secure a reliable correspondent in every large city in the United States to furnish us with new, exclusive feature photographs of prominent people, interesting events and strong human-interest subjects. Good prices for first-class material. Write **UNIVERSAL PRESS SYNDICATE, 33 West 42nd St., New York City.**

MAILS "MIDNIGHT FROLIC"

Souvenir Programme Will Contain Big Surprise for Each Guest.

Practically everyone of importance in the advertising world will be at the Evening Mail's "Midnight Frolic" to be held at Amsterdam Roof, on the night of April 27. Hundreds of invitations to the affair, sent out by the advertising promotion department of the newspaper, have already been accepted.

One of the features of the entertainment will be the souvenir programme, which will contain a big surprise for each guest on the front page. A special vaudeville stunt will be put on by Goldberg, the Mail's cartoonist. The manberg, the Mail's cartoonist, and a special supper will be served.

It is planned by the staffs of the paper to make this one of the most notable nights in the history of newspaperdom of New York city. Dull care and business will be absolutely banished from the place, and fun and frolic will be king and queen from start to finish of the occasion.

NEWSPAPER CHANGES AT POMONA

California Dailies Consolidate and Free Paper Goes on Paid Basis.

POMONA, Cal., April 19.—The newspaper situation has been somewhat relieved in Pomona by recent changes. The Daily Bulletin, published mornings, except Monday, by the King Printing Company, has changed over from a free distribution to a paid basis. The Pomona Daily Review has consolidated with the Pomona Daily Progress as the Pomona Progress and Daily Review. H. G. Tingley, formerly publisher of the Review, becomes one of the editors of the Progress and Review, with W. A. Stevens and Almon Richardson, who incorporated the Pomona Progress a few weeks ago. Roy Driscoll, former city editor of the Review, is now city editor of the Bulletin. Howard C. Kegley, vice-president of the American Press Humourists' Association, who was formerly city editor of the Pomona Progress, is city editor of the Progress and Review.

The consolidation removed one paper from the evening field and leaves a morning and an evening paper.

The Progress Publishing Company has an authorized capital of \$75,000, of which \$40,000 has been subscribed. The plant of the Review will be sold.

Won't Be Worked for Ball Scores

The Fort Worth Star-Telegram has announced to its patrons that it cannot answer telephone calls regarding baseball games, and cannot give out scores or other information about this sport. Included in its statement are some statistics showing the number of calls of this nature answered last year and the time of its employees thus taken, and reports from the telephone company showing the number of calls for the Star-Telegram office which found all lines busy. So far as is known, the Star-Telegram is the first paper in Texas to adopt this policy with regard to telephone information on ball games.

Police Records Not Public

In an editorial in reference to Chief Young's recent order denying reporters access to the police reports, the Police Journal, the official organ of the St. Louis (Mo.) Police Department, says: "It is a mistake to assume that the records of the Police Department are public. There is no provision in the Missouri statutes requiring the Police Department to keep public records. They are open at any time for inspection at the hands of properly authorized officials and will continue to be. Anyone familiar with police matters must know that in a great city it would be impossible for the Police Department to perform its work properly if everything it was doing became a public matter."

OPPORTUNITY STILL KNOCKING

Plenty of Room for Boy Who Works and Saves, Speakers Tell P. J. G. 10 Club.

Opportunity is still beckoning to the boy who works and saves and practices honesty in his business dealings. So speakers told the boys of the P. J. G. 10-Club, sellers of the Curtis publications in Topeka, Kan., at a luncheon held recently in the Commercial club-rooms, that city.

The speakers were Miss Margaret H. Goodrich, district manager for the Curtis people; William Macferran, of the State Savings Bank; J. Will Kelley, of the Commercial Club, and J. E. Griest, business manager of the Capper publications.

The opportunity for the poor boy is just as bright as ever, Mr. Macferran explained, if the boy will make it a business to save a portion of his earnings, however small they may be. "To spend all you make," he said, "is failure. Keep what it is not necessary to spend. Save it. Nothing is too small to save. To not save means misery. To waste means a spendthrift."

Mr. Kelley welcomed the boys as the future business men of Topeka, and invited them back to the Club.

Mr. Grelst told how the paper and ink for the big publications are made, how the papers are printed, folded, and stitched, and the care necessary to have them sent out in every direction so as to reach every city on the same day.

Miss Goodrich, who presided at the luncheon and introduced the speakers, gave a short talk in which she explained the training for business life given by the Curtis Publishing Company to the boys who sell papers. This includes clubs, Young Men's Christian Association memberships, and other rewards for merit.

Paris Beacon's New Owners

Fred A. Feare and William F. Leath, of the Commercial-Tribune, have concluded negotiations for the purchase of the Paris (Ill.) Daily Beacon, one of the leading Republican dailies of Uncle Joe Cannon's district. Mr. Feare is a native of Wisconsin, was connected for years with the Minneapolis Tribune, and was head of a large job establishment there. He has been foreman of the Commercial-Tribune composing room for ten years, and is president of the Tribune Printing Company. Mr. Leath is a native of Virginia, and helped establish the Newport News Daily Press. He became connected with the Commercial-Tribune in 1906 as a copy-reader, and by successive promotions, reached the managing editorship, and later the presidency of the Commercial-Tribune Company. Mr. Feare will have charge of the business department, and Mr. Leath the news and editorial departments.

Paris Fire Ends One Daily

PARIS, Tex., April 17.—It has been decided that there will be but one daily newspaper plant at Paris. Both the Morning News and the Evening Advocate lost their entire plants in the recent big fire. The News carried insurance of \$16,000, and has purchased new equipment, which will be installed as soon as a building is made ready. The Advocate carried only \$8,000 insurance, which, it is said, little more than covered indebtedness against the plant.

To Hold Hearing on Paper Freight Rate

WASHINGTON, April 19.—A hearing will be conducted by the Interstate Commerce Commission on May 1 at Detroit, Mich., through Examiner Bell, on the complaint of the Lake Superior Paper Company against the Minneapolis, St. Paul & Sault Ste. Marie Railway Company and others, in connection with the rate on news print paper from the company's mills to Omaha, Kansas City, and other points.

London Papers Cut in Two

Londoners are getting their daily news in more condensed form than ever before in history. It was never served up to them in anything like the manner in the United States where the headlines come pretty close to conveying the story, but an effort at terseness and conciseness has been made in the telling of the story that is quite an innovation in journalism here. The change was made necessary by the regulations governing the importation of paper—a measure of economy brought on by the war—which reduced the supply of print paper and resulted in the publishers of the great dailies deciding to cut down the size of their edition to about one-half of what they were before March 1 last, when the law became operative.

Dinner a Bait to Newsboys

An appeal to the inner boy is the basis of an offer which is proving an unusually strong incentive for the Spokane (Wash.) Spokesman-Review's carrier organization. A big banquet will be spread with every carrier numbered as a guest if the gain in circulation made by the paper during the best three-week period since Christmas is exceeded by the showing of the three weeks from April 1 to April 22. In addition, special prizes will be awarded to the boys who turn in the largest number of new contracts, while individual work will be given the regular compensation whether the banquet becomes a reality or not.

Newsboys See a Picture Show

Newsboys of Fort Worth were guests of Manager Healy, of the Healy Picture Show, to see the "Battle-Cry of Peace." The newsies, more than 100 strong, were marshalled into line at the Fort Worth Record office by Circulation Manager G. J. Desmond and D. T. Copher, who has been providing amusement for the newsboys for the last twenty-five years. Hot coffee and sandwiches were first served the boys through the courtesy of the Mecca Café, and they then proceeded to the picture show.

Austin Newsboys Organize

The permanent organization of the Austin (Tex.) Newsboys' Association was effected last Sunday afternoon at a meeting of about sixteen newsies in the office of Probation Officer Lyman J. Bailey. Victor Machet was chairman. The following officers were elected: President, George Courreges; vice-president, Thomas I. Brennan; secretary-treasurer, Victor Machet. Mr. Bailey was named adviser of the Club. Louis Nalle was made manager of the baseball team, and Robert Brennan, captain.

Newsboys Study Ornithology

The carrying and vending of newspapers do not necessarily conflict with the acquisition of scientific knowledge. The newsboys of Hopkins, Minn., have organized a club for the study of ornithology, the chief aim being not only to learn all about birds, but to protect them. The youngsters are quite enthusiastic in their new venture.

Newsboys Organize Ball Team

The newsboys of Buffalo, N. Y., have organized their baseball team for 1916, and will play their first game to-morrow.

HOW IT HAPPENED.

(From the Cincinnati Enquirer.)

"I see that the Old Fogey has failed in business," remarked the Grouch. "How did it happen?"

"Too much advertising," replied the Wise Guy.

"But he never advertised," protested the Grouch.

"No," but his competitors did," replied the Wise Guy.

NEWSPAPER ACTIVITIES IN MANY CITIES

Various Plans and Schemes That Are Being Employed to Build Circulation and Increase Prestige.

The Brooklyn Eagle will reproduce the fine paintings at the Brooklyn Museum in a series of beautiful photographic supplements, beginning with its issue of Sunday, April 30, and on the following Sundays. Among the artists whose work will be reproduced are Bouguereau, Frere, L'Hermitte, Boldini, Trumbull, Van Cleef, Spangenberg, and Stanic. A reproduction of "The Madonna Enthroned," as painted by Bernardine Luini, the costliest painting in the Museum's collection, which was recently acquired, was issued as a supplement in last Sunday's Eagle.

The Fort Worth Star-Telegram has been conducting a free cooking school during the last week, with Mrs. Eliza Q. Fothergill as culinary expert. The school closed Saturday with a baking contest in which several hundred prizes were given. Cakes entered in the baking contest were given to charity. The Star-Telegram secured a nice lot of advertising through this feature.

The Fort Worth (Tex.) Record is conducting a contest in which six cash prizes are offered for the best letters on daily features published by this newspaper. A first prize of \$10 and a second prize of \$1 are offered for the best and second best letters of 100 words on the best feature carried by the Record. A first prize of \$5 and a second of \$1 are offered for the best and second best letters on the second best feature, and a first prize of \$2.50 and a second prize of \$1 are offered for the best and second best letters on the third best feature of the Record.

The Baltimore Evening Sun celebrated its sixteenth birthday April 18. When the paper was a year old, on April 18, 1911, its paid circulation was 30,165

copies. Its average paid circulation for March, 1916, was 65,765 copies, an increase in five years of 15,746. The gain in advertising is correspondingly large.

The advertising records of the Columbus (O.) Dispatch are being knocked galley-west. Last Friday the paper carried 199 columns of paid advertising, and on Sunday 350 columns. In the latter was included a sixteen-page section from the Z. L. White Co., and a four-page section for another store.

The Newark (O.) News Printing and Publishing Co. has ordered a new four-deck Goss Straightline perfecting press, to be installed June 1, 1917. It will be equipped with a color attachment.

As a first aid to the automobile tourist, the Chicago Examiner has established a touring bureau at 2204 Michigan Avenue, Chicago, which is in the heart of Automobile Row. Touring data, maps, etc., will be supplied to motorists free of charge. Any information concerning road routes in and out of Chicago, or anywhere in the Middle West, will be supplied free of charge to any one who writes the Chicago Examiner's touring bureau.

The Kingston, (Ont.) Whig issued a fifty-six page Progress and Prosperity number on April 8. The first four pages were printed on coated paper, the outside page being in four colors with a design showing the flags of the Allies surrounded by a border of maple leaves. The number was well received and the edition was soon exhausted.

The Oshawa, (Ont.) Reformer ran a special prize bargain page on April 14. It invited readers to name the best bargain mentioned on the page. The person first naming the advertisement pronounced by a committee of advertising experts to be the best received a substantial prize.

History Prizes for Newark Pupils
More than 1,000 prizes will be awarded by the New York Times to pupils of the schools of Newark, N. J., for the best essay on "The History of Newark from Its Settlement to the Present Day." The contest will be conducted in connection with the celebration of the 250th anniversary of the founding of Newark, N. J., which commences on May 1, and lasts through October, and will be open to all the pupils of the public, private, parochial, and high schools. The prizes will consist of 500 Tiffany silver medals for the best essays, and for the next best 500 engraved certificates of merit will be awarded. In addition to the prizes awarded to the pupils, the teachers of the high schools and grammar departments of the public schools will receive prizes for the work of their pupils.

Bell's Newsstand Proposal Dead
The plan proposed by License Commissioner Bell, of New York city, to dispose of newsstand licenses at auction is practically dead. Public sentiment, exerted in behalf of several thousand dealers, the majority of whom have operated their stands for years, has had its effect on the Board of Estimate, and the highest bidder proposition will be withdrawn. Newsdealers stand ready to pay the city an increased license fee and have proposed a plan whereby fees will be fixed on the basis of stand earnings.

The Pittston (Pa.) Gazette has been transferred from the associate to the active class of A. N. P. A. membership.

Pittsburgh Publishers' Election

PITTSBURGH, Pa., April 19.—The Pittsburgh Publishers' Association has elected the following officers: George S. Oliver, of the Gazette-Times and the Chronicle-Telegraph, president; A. E. Braun, of the Post and the Sun, vice-president; Edward Hope, of the Leader, treasurer, and Elmer R. Stoll, secretary. The Pittsburgh publishers have voluntarily given a 10 per cent. raise to all employees of the press rooms, the raise taking effect April 10 and continuing until September 19, 1917. Better financial conditions in the entire Pittsburgh district is the reason ascribed for the raise.

Sioux City Papers Complain of Rates

WASHINGTON, April 19.—A complaint has been filed with the Interstate Commerce Commission by the Tribune Company, publishers of the Sioux City Tribune, and the Perkins Brothers Company, publishers of the Sioux City Journal, directed against the freight rate on news print paper from International Falls, Minn. It is charged that the rates to Sioux City are unreasonable and excessive when compared with the rates from International Falls to points in Iowa and Missouri, the rate to Sioux City being three and four cents per hundred pounds higher.

Newspaper Fire Insurance

Iowa newspaper publishers have suggested a mutual fire insurance system which will enable them to secure protection at a lower rate than is now available. The newly organized Iowa Citizens' Fund Mutual Insurance Association, of Mason City, has agreed to make a special class for such newspapers and printing plants as are desirable risks, giving them a rate based on the loss experience of the class. Officers of the Iowa Press Association have submitted the plan to publishers who have it under advisement.

More Baseball Space in Cleveland

So pleased is James Dunn, new owner of the Cleveland Baseball Club, alias the Indians, with the support given his acquisition of the Club by the local sporting writers, that he has invited the members of that fraternity to a dinner next Tuesday, preceding the game between the Indians and the White Sox, from Chicago. Charles Conlisky, president of the Chicago Club, is expected to preside.

Prosperity in Jackson, Mich.

Jackson, Mich., the home of the Jackson Patriot, of which Milo W. Whittaker is manager, is enjoying an unusual degree of prosperity. Nearly \$3,000,000 worth of building operations are under way, and the city is growing faster than it can take care of the people. The Patriot is heading the procession. Its gain for the first three months of this year in foreign business was 50 per cent.

Baltimore Sun's Ball League

BALTIMORE, Md., April 20.—The Evening Sun has organized the Schoolboy Baseball League, made up of clubs from city schools. A similar organization last season developed some players that give promise of becoming professionals. The season this year will run from April 26 to about June 12. There will be more than forty teams. The Sun will give numerous prizes.

\$10,000 Publicity Fund for Camden

Camden (N. J.) City Council has passed an ordinance authorizing the Publicity and Welfare Committee of that city to expend \$10,000 for publicity. The money was appropriated to promote a civic and industrial exposition, which is to be held in Camden from May 18 to 27.

A man in Denver had his reason restored by advertising. So there you are: Advertise or stay crazy.

Now Ready for Delivery!

LARGE SCALE MEXICO MAP
In Colors
Size 28 x 36 inches.
Can be combined with European War Zone Map, making ideal Reference War Chart.
Special low price quantity orders.
Exclusive territory reserved for Live Wire Newspapers.
Send 25c. for sample postpaid.
S. BLAKE WILLSDEN
Premium and Advertising Specialties.
1606 Heyworth Building, Chicago

The Ad-Route

A bi-weekly, pocket-size magazine, carrying your message direct to your advertisers.

The INTERNATIONAL SYNDICATE

BALTIMORE, MD.
(or Room 141, A. N. P. A.)

Dr. Barnard's Food Page

We are now allotting territory

The Evening Mail Syndicate
203 Broadway, New York

NEWSPAPER
prosperity is based on circulation.
FEATURE
elements of the right kind make and hold circulation.

SERVICE
by experts means material and methods that have been PROVED.
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
41 PARK ROW NEW YORK

CIRCULATION SERVICE

Secure our dependable organization when you desire to increase the circulation of your newspaper. For years we have pleased the leading newspapers. Just concluded our second "SUCCESSFUL" contest on the Los Angeles Times adding over 1,000 more new subscribers on the second campaign than on the first one.

Write us to-day for complete details.
North-Eastern Circulation Co.
C. B. HOLLISTER, General Manager
Davenport, Iowa, Box 160

Ten Million a Week Says Government Report

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

The Vitagraph Company of America
East 15th St. & Locust Ave., Bklyn, N. Y.
NEW YORK LONDON PARIS
CHICAGO

MEMBERS A. N. P. A.

You are cordially invited to visit our headquarters at 26 Beaver Street, (take subway to Bowling Green), any day before three o'clock and witness the distribution of news by mechanical process. Our plant is the largest in the world and we believe you will profit by inspecting it.

Central News of America
J. B. Shale, President

Topeka Daily Capital

Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

32,551

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper
Publisher,
TOPEKA, KANS.

499½ Columns

of paid advertising in last Sunday's (April 16th) regular issue of the Free Press. This regular voluminous endorsement of Free Press columns means but one thing—they produce results.

The Detroit Free Press

"Michigan's Greatest Newspaper"

VERREE & CONKLIN Foreign Representatives New York Chicago

THE WORTH WHILE EASTER MARKET

for Things Wearable — Clothing, Hats, Boots, and Shoes, etc.—

The New York Call

DAILY AND SUNDAY.

The only LABOR Daily in the East. Pulls with a power unknown to other Media.

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

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

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

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the

Editor and Publisher

742 Market Street
SAN FRANCISCO



AS an example of smart, briskly entertaining newspaper copy, we lieve the great new campaign of the Standard Oil Company to be quite representative.

The standing head for the series is excellent, to begin with: "SOCONY KERO-SCENES." Just blippant enough to catch attention—and hold it.

One of the objects of the campaign is to drive home that hard-to-remember word, "Socony." It isn't especially euphonious or memorable. You sound like a suckling pig when you say it in a hurry at your corner grocer's—especially if you repeat it a couple of times. To the uninitiated the six letters mean nothing. It is a trade name, manufactured of cross-sections of a number of other names. This is rarely successful. The mind demands something tangible to fasten upon. After you've SAID "Socony" you haven't said anything. When you call for "Presto-Lite," you think of a light that may be had in a big hurry—"Presto—and there she am."

But all of this aside, the Public IS mastering the subtleties of "SOCONY" and learning to call for a CERTAIN, BRANDED kerosene.

The advertising deserves a very generous slice of the credit.

In a daily newspaper campaign, using illustrated ads, four columns wide, the innovation "Kero-scenes" have been making people grin with quiet satisfaction. They have a standard border arrangement, drawn in the rugged, simple black and white treatment of the new German school. Curtains part at the top, and the stage is reset for each advertisement.

Behind the Socony footlights, in outline technique, with Ben Day pattern relief, humorous characters go through their daily vaudeville stunt.

A rural gentleman, with luxuriant white whiskers, is seen talking with a self-satisfied groceryman, and this dialogue is presented:

"What's this here red, white, and blue sign on the door, Oliver? Su'thin' new, ain't it?"

"Signs of the times, Uncle. That's the Socony kerosene sign."

"Well, now, you don't tell me. What'll they be doin' next? Years ago, he was ile. We didn't ask no name. We took what we got."

The compact little narrative is told in a humanized way, and in what follows, the SELLING SENSE is wedged in before you suspect what is being done to you. It's an ad without being one. People with substantial prejudice against advertising as a literary diet would fall into this trap nicely enough.

Standard Oil copy—and pictures—for SOCONY is distributing a great white light over the country. It is proving, too, that newspaper publicity need not be dull and stupid and conventional.

The new Kellogg product, "Krumbles," is being nationally advertised in daily newspapers with a clever sort of abbreviated campaign. The copy consists of several lines only. No long, tedious, scholarly explanation of the Why and the Wherefore. It gets down to business in a hurry.

And THIS experiment is being tried: "Catch 'em with the picture."

The illustrations are so constructed as to convey a quick mental impression of DESIRE for the product—father and the kids, with hands outstretched kitchenward, hungry for another helping—three impatient little codgers helter-skeltering down the hall stair-rail, with a large package, at the bottom, to show the incentive.

"The first wheat food with a real hustle-down-to-breakfast taste."

How is that for a great deal of meat

in a nut-shell? This campaign has much in common with the Socony series—it does not creak with the usual mechanics of conventional advertising. It is pleasing to the eye and as interesting as some special "feature."

Newspaper and newspaper readers really owe a debt of gratitude to the creators of our modern piano and player-piano advertising.

Much of it represents the very finest in picture, composition, typography, and artistic balance. There is a great deal to praise these days in Advertising, for rapid, efficient strides forward have been accomplished, but the newspaper copy sent out by our more progressive piano houses is of special significance.

Page and quarter-page spaces show every indication of infinite pains and study. The ads from the work-shop of the Aeolian Company and its placing agency are exquisite examples of all that is brightest and best.

The borders are hand-drawn and in harmony with both text and illustration, the type individual, headings placed "just so," composition above reproach, and pictures filled with "atmosphere."

A Duo-Art pianola, three-quarter page, just released, is worthy of reproduction in any art journal. Some master-hand at arrangement stands in the shadowy background of this work. Advertising is raised to new standards by such artistry—the papers publishing this ad also profit by it. Every one concerned should be proud.

We are having daily proof that newspaper advertising need not reek of the sensationalism of the on-rushing world—need not be crude and carelessly constructed, because paper is poor and ink inferior.

Student-lamps are burning, long into the night. Copy experts, artists, and type specialists are rapidly placing the Newspaper Ad on a plane more nearly approximating idealism.

And the more beautiful and attractive—the more compelling.

The head of a chain of five- and ten-cent stores recently made this remark: "I guess ugly girls can sell goods, and they may have as much sense—or more—but it's been MY experience that the pretty ones are the busiest."

W. LIVINGSTON LARNED.

Fake Ad Schemes Condemned

GALVESTON, Texas, April 17.—The Retail Merchants' Association of Galveston, at its last regular meeting, strongly condemned fake advertising schemes, and discussed ways and means for putting a stop to them. Many members urged the adoption of a resolution providing for a heavy fine and expulsion from the Association of any member who should patronize such schemes not having the indorsement of the Association's censorship committee. This action was not taken, but it was decided to send letters to all members of the Association calling their attention to the censorship committee of the Galveston Commercial Association, which passes on all advertising schemes before they are to be accepted by any merchants of Galveston, and asking that they strictly observe the findings of this committee.

Helping Out the Printer

The Paper Makers' Advertising Club, of Boston, has issued a pamphlet showing the first of a series of double-page magazine advertisements intended to help the printer and his customers. The Club has been pushing a campaign for direct-by-mail advertising, and this pamphlet is an extension of that campaign to the buyer of printing.

CINCINNATI WANTS CONVENTION

A. A. C. of W. Formally Invited to Meet in Queen City Next Year.

CINCINNATI, O., April 19.—The Publishers' Association, Chamber of Commerce, Rotary Club, Ben Franklin Club, Business Men's Club, Hotel Men's Association, and a score of other organizations have issued an invitation to the Associated Advertising Clubs of the World to hold their 1917 convention in this city.

Cincinnati has now been endorsed by at least fifty advertising clubs, including the Agricultural Publishers' Association, and it is now practically assured that this will be the next convention city. Clarence Payne, the convention secretary, has secured pledges for about one-third of the amount required to entertain the convention. All the Cincinnati newspapers have promised large contributions to the convention fund, and the Chamber of Commerce is a contributor to the amount of \$3,000.

The University of Cincinnati buildings have been secured for the convention sessions, and the fifty hotels will provide ample accommodations for the 7,000 delegates expected in 1917.

A tentative programme of entertainment has been agreed upon, which provides for the greatest business convention ever held in the Middle West. A special train with 200 delegates will be sent to Philadelphia to bring back the 1917 convention. Headquarters will be opened at the Bellevue-Stratford Hotel and the Queen city extensively advertised during the Philadelphia convention.

Edward James Cattell, city statistician of Philadelphia, addressed an audience of 300 at a luncheon of the Cincinnati Advertising Club a few days ago on "Getting Ready for World Leadership." He predicted that at the end of the war the United States would lead the world commercially. At the luncheon several substantial amounts were subscribed to the \$25,000 fund the Cincinnati Ad Club is raising to bring to Cincinnati in 1917 the annual convention of the Associated Advertising Clubs of the World.

Women's Ad League Meeting

The April meeting of the League of Advertising Women of New York city was "Movie Night," and was held last Tuesday evening in the salesrooms of Hershey & Company, 125 West 42d Street. J. W. Binder, secretary of the Motion-Picture Board of Trade, spoke most interestingly on Motion-Pictures in advertising. Mrs. Jane Stannard Johnson, formerly advertising manager of the Paramount Picture Corporation, spoke on the distribution of motion-pictures. Mr. Lightner, of the Hershey Company, explained films of the Hershey Plant and the Bell Telephone Company which were thrown on the screen. Miss Helen M. Hill, formerly of the Paramount Picture Corporation, was chairman of the meeting. This was voted one of the most interesting meetings held this season.

Ad Men Would Illuminate Capitol

PROVIDENCE, R. I., April 18.—The Town Criers, the leading advertising club of this city, is sponsor of a scheme to hoose Providence, by illuminating the exterior of the State House. At the Criers' banquet yesterday J. W. Gosling, an illuminating engineer, told the men what could be done here, illustrating his talk with lantern slides taken at the Panama Exposition. R. W. Adams, an advertising man, spoke of various forms of community advertising. He said of the State House:

"If we can illuminate the exterior of this building so that it will stand forth against the night sky in as great or even greater beauty than it possesses in the daytime, we shall thereby double its usefulness as a visible guarantee of the enterprise and good taste of the people of Rhode Island. I do not need to tell you that this means advertising of the very highest quality."

WHAT LIVE ADVERTISING CLUBS ARE DOING

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

The Louisville (Ky.) Live Ad Club has changed its name to the Advertising Club of Louisville and affiliated with the Louisville Board of Trade.

The Club also amended its constitution so as to admit women to membership, appointed a State Fair committee to serve on the Louisville Advisory Council, representing business organizations, and endorsed Cincinnati as the next convention city for the Associated Ad Clubs of the World.

It practically has been decided that the Louisville and Lexington Advertising Clubs will join the Cincinnati Club on a special train to attend the national convention of the Associated Advertising Clubs of the World, to be held in Philadelphia June 25 to 30.

A Bureau of Better Business has been organized among members of the Anderson (Ind.) Advertisers' Club, with the following directors: T. Zeigler, W. D. Kimball, Louis E. Hirsch, R. J. Logan, Charles Rawlings, Roscoe Carver, Paul P. Haynes, Howard Decker, and Lester Bing.

The following officers for 1916 have been elected by the Advertising Club of Denver, Col.: Cecil R. Conner, president; A. Paul Porter, first vice-president; Miss Alyce Ham, second vice-president; Robert A. Turner, secretary and treasurer. The board of directors includes: George E. Collisson, John J. Cahill, John L. Hunter, John F. Greenawalt, John F. Reardon, W. J. Towne, and S. B. Zimmerman.

It is expected that a hundred or more members of the Rochester (N. Y.) Ad Club and their wives will attend the convention of the Associated Advertising Clubs of the World at Philadelphia on June 25 to 30. A special train over the Lehigh Valley Railroad may be secured.

Christian W. Feigenspan, president of the Federal Trust Company, will be the toastmaster at the "Philadelphia Boost" dinner to be given by the Newark Advertising Men's Club on Tuesday evening, April 25. The speakers will be Herbert S. Houston, of New York, president of the Associated Advertising Clubs of America; Uzal H. McCarter, president of the Fidelity Trust Company; R. H. Durbin, president of the Poor Richard Club, of Philadelphia, under whose auspices the national convention will be held in June, and Wilson H. Lee, of New Haven.

W. E. Sells, of Haskins & Sells, certified public accountants, addressed the members of the Advertising Club of St. Louis at its luncheon Tuesday afternoon, April 18, his subject being "Advertising as a Business Asset." H. J. Kenner, secretary of the National Vigilance Committee of the Associated Advertising Clubs of the World, addressed the Club recently on "Building Better Business," as the opening gun in the campaign to organize a Better Business Bureau of St. Louis.



The exhibit of proprietary remedies and drugs advertising on the walls of the Advertising Club of St. Louis during the month of April is attracting much attention. The "medicine men" of the organization are showing all that the days of the quack have gone, and that to-day the proprietary remedy advertisements are just as truthful and just as telling as those of the banker or jeweller. The exhibit includes all mediums of medical advertising, such as magazine, poster, the calendar, letter, and newspaper publicity.

At the annual meeting of the Cleveland Advertising Club, April 13, W. J. Raddatz was named as preferential choice for president of the organization. The following directors were elected: W. J. Raddatz, T. P. Cagwin, S. S. Wilson, F. D. Conner, L. E. Honeywell, P. E. Ryan, J. H. Harris, Tim Thrift, E. E. Newman, F. M. Boughton, G. I. Vail, E. E. Merville. These directors will meet on July 3 to elect first and second vice-presidents, secretary, and treasurer. At the festivities preceding the election, W. A. Prendergast, Controller of New York city, and Henry B. Macfarland, Washington attorney, spoke. William Ganson Rose, present head of the Club, was chairman.

New York Ad Club Nominations

At the annual meeting of the Advertising Club of New York on May 3, the following officers and directors for the ensuing year will be voted upon: Harry Tipper, president, the Texas Company; O. C. Harn, vice-president, National Lead Company; Lewellyn E. Pratt, treasurer, 220 West 42d Street; Herman Dayeh, secretary, Advertising Club; F. H. Little, educational, George Batten Company; George B. Sharpe, vigilance, De Laval Separator Company; P. V. D. Lockwood, printing and publishing, New York Central lines; George W. Hopkins, Greater New York, American Chicle Company; David D. Lee, entertainment, Flatiron Building; Dan Carroll, finance, Tribune Building.

A. A. C. W. CONVENTION NOTES

The San Francisco Convention League, in cooperation with the San Francisco Advertising Club, is laying plans to capture the Associated Advertising Clubs of the World convention for San Francisco. William Woodhead, of San Francisco, past president of the big organization, and C. H. Brockhagen, president of the San Francisco Advertising Club, were present at a luncheon of Convention League directors Thursday, April 13, at the Commercial Club, when plans to get the ad clubs to convene in San Francisco were outlined.

The Philadelphia convention of the Associated Advertising Clubs of the World is to be a white convention. The headquarters office, at Indianapolis, is sending out matter to the clubs and newspapers all over the country urging the use of white suits by all who attend the Philadelphia meeting. In some localities business men are backward about wearing the palm beach, linen, crash, or other white fabric suits. The A. A. C. W. has taken note of the fact, and believes that a little courage for the convention in June will establish the white suit custom, give it a vogue, where before men have been forced to wear less comfortable summer clothing. The coming of the white suit brigades from far and near is expected to definitely advertise the convention and give it a distinction that it would not otherwise have.

Tact and deceit both end in "t," but their origin and the end they work for are different.

SPOKANE'S SPLENDID RECORD

Vigilance Committee Investigates 21 Complaints; Only 11 Justifiable.

W. G. Oves, secretary of the Spokane (Wash.) Ad Club's Vigilance Bureau, reports that in the first month of its work the Bureau has investigated twenty-one complaints regarding local advertisers. In ten of these cases the charges of misrepresentation were found to be unjust. Of the eleven in which there were real grounds for dissatisfaction nine were adjusted through the efforts of the secretary, while the remaining two are in process of correction.

The cases investigated have been classified as follows: Men's clothing, three; women's clothing, one; department stores, six; drug stores, one; furniture stores, two; groceries, one; hardware stores, three; piano stores, two; reservation locators, one, and trunk factories, one.

Although the vigilance bureau has recourse to a rigid State law against fake advertising, its policy so far has been to settle all cases out of court; the advertiser in most instances taking the stand that his misstatements were unintentional.

Choosing the Clean Newspaper

Merle Sidener, chairman of the National Vigilance Committee, writes: "One of the largest national advertisers in the United States asked the National Vigilance Committee for the names of the cleanest newspapers in certain cities. The opinion of the Committee decided which newspapers in these cities should have copy just being scheduled by the advertiser. This is one of the many important national advertisers who view reader-confidence-in-advertising in the same light that they do quantity and quality of circulation. The list is growing and marks an important advance in the movement for clean advertising."

New Ad Club of San Francisco

A "Trade in San Francisco" movement was inaugurated by the merchants and advertising men of San Francisco, at the weekly luncheon of the new Advertising Club on April 10. The object of the campaign is to draw to San Francisco the money being spent by the people in the outlying towns. Business Manager J. B. Pinkham, of the Examiner, spoke in favor of the scheme. The Club is in good working order, and will go forward along the new lines mapped out under President C. H. Brockhagen and the various committees.

Ad Men Praise Police Chief

CHICAGO, April 19.—A committee of the Advertising Association of Chicago has presented Chief of Police Charles C. Healey, with a leather bound book containing a resolution adopted April 3 by the Association. The resolution commends the chief on the performance of his duties. Chief Healey is an honorary member of the Association. The only other honorary member is "Uncle Joe" Cannon.

House-Warming at the Ad Club

The Advertising Club of New York will have a house-warming in celebration of its enlarged club house on the evening of May 3, the date of the annual meeting. The affair is to be informal, no long speeches, plenty of music, and attractive entertainment features. The dinner will be a real beef-steak dinner with all the trimmings. It is surely going to be some time.

Ad Club Gives First Bed

The first hospital bed of the 500 assigned to Cleveland by the National Red Cross in their campaign to establish 100 base hospital units has been subscribed for by the Cleveland Advertising Club through its board of directors.

Liven up your Saturday or Sunday issue by using one or more of our

MAGAZINE FEATURE PAGES

Timely subjects, well illustrated with half-tones that print. Used by The St. Louis Globe-Democrat, Buffalo Courier, and many other prominent papers.

Service consists of four 7-column or 8-column mats per week, 20 or 21 inches.

Ask us to mail you proofs by return mail.

WORLD COLOR PRINTING CO.,
R. S. Grable, Mgr.

ESTABLISHED 1900 ST. LOUIS, Mo.
See our Display in Room No. 144, Waldorf-Astoria, at the A. N. P. A. meeting.

Editor Who Knows



JOSEPH GARRETSOON
Cincinnati Times-Star.

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

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

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

In Philadelphia OVER 100% GAIN
In Advertising, during the first half of April over the corresponding period last year.
THE EVENING TELEGRAPH
For over Half a Century Philadelphia's Leading High-Class Evening Newspaper.
THREE cents a copy for over a third of a century—now ONE cent.

Deutsches Journal
The N. Y. German Journal is America's Greatest German Newspaper

TIPS FOR THE AD-MANAGER

Cream of Rice Company, 123 West Madison Street, Chicago Ill., is gradually extending its advertising with Western newspapers through the agency of H. D. Stewart Company, 123 West Madison Street, Chicago.

J. Walter Thompson Company, 44 East 23d Street, New York city, is placing orders with a selected list of newspapers for the advertising of Lamont, Corliss & Co., "Sullivan Rubber Heels."

Matos Advertising Company, Bulletin Building, Philadelphia, Pa., is again placing fourteen-line ten-time orders with a few newspapers in Pennsylvania for the United Specialty Company, "Goudy's Egg Preserver," Philadelphia, Pa.

M. Wineburgh & Co., 576 Fifth Avenue, New York city, are making contracts with some of the New England newspapers for the Omega Chemical Company, "Savon Cadium," 576 Fifth Avenue.

The Thompson Malted Food Company "Thompson Malted Milk," Waukesha, Wis., is placing 2,000-line contracts with some Texas newspapers through the William D. McJunkin Advertising Agency, 35 South Dearborn Street, Chicago, Ill.

Ruthrauff & Ryan, New York city, are handling some Malto Ferrin ads in some New Jersey and New York city newspapers.

Advertising Agents

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

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

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

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

Publishers' Representatives

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

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

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

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

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

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

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

Biological Chemical Company, "Phosphogerm," Farmogerm Building, Bloomfield, N. J., is placing orders with a few newspapers in selected sections through Ruthrauff & Ryan, 450 Fourth Avenue, New York.

Sehl Advertising Agency, 139 North Clark Street, Chicago, Ill., is reported to be placing contracts with some Western newspapers for the Gund Brewing Company, La Crosse, Wis.

Ruthrauff & Ryan, 450 Fourth Avenue, New York, are making 2,000-line contracts with a few Pennsylvania newspapers for the Nomordust Chemical Company, "No-Mor-Dust," 19 East 21st Street, New York city.

American Tobacco Company (Tuxedo) is using full-page copy in a selected list through Frank Presbrey Company, New York.

Bayer-Stroud Agency, New York city, is placing orders with a few papers for 400 inches in one-year account of the Berlin Lab., Ltd.

The Greenleaf Agency, Boston, will use 1,000 lines in one year in a few selected papers for Boston Varnish.

Anheuser Busch contracts are being sent out through D'Arcy, St. Louis, and Dilg, of Chicago.

McJunkin, Chicago, is placing contracts for 2,000-line space in six months on Thompson's Malted Milk.

Texas Women's College, at Fort Worth, is preparing an extensive advertising campaign, to be carried on during the summer months, in an effort to increase its student body. O. W. Peterson, bursar of the college, will direct it, the daily and weekly newspapers in the State being used. Newspaper advertising by colleges to get more students is a new departure for Texas institutions.

Henry Porter is sending orders to a selected list of papers of Henri Nestlé, Nestlé's Food, 3,000 lines, to run one year.

The Guaranty Securities Corporation, Equitable Building, Toledo, O., is placing orders with newspapers in large cities through the Martin V. Kelley Co., Second National Bank Building, Toledo, O.

Crex Carpet Co., "Crex Grass Carpets," St. Paul, Minn., and 1134 Broadway, generally places orders with newspapers through the Dorland Advertising Agency, 366 Fifth Avenue, New York City, about this time of year.

Fisher-Smith Advertising Agency, 122 East 25th Street, New York city, is making contracts with a selected list of newspapers for the Septorin Drug Co., 106 West Lombard Street, Baltimore, Md.

B. Altman & Co., Fifth Avenue and 34th Street, New York city, are again placing orders with a selected list of newspapers through W. H. H. Hull & Co., Tribune Building, New York city.

The Commonwealth Hotel Construction Corporation, 18 East 41st Street, New York city, will make contracts with a few newspapers in New York city and Connecticut through its advertising agency, John M. Leddy Co., 41 Park Row, New York city.

Blackman-Ross Co., 95 Madison Avenue, New York city, is sending out orders for Alfred H. Smith & Co., "Djer-kiss" Perfume, 35 West 33d Street, New York city, to newspapers in selected sections.

The Reed Tobacco Company "Relu Cigarettes," Richmond, Va., is again placing 168 l. 6-t. orders through Cecil Advertising Co., Mutual Building, Richmond, Va., with a few selected Eastern newspapers.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., are asking for rates on 40-inch space to run 7 times.

Kape Manufacturing Co., Boston, Mass., will shortly place orders for advertising with large city newspapers through its advertising agency, Bell-Nugent, 67 Milk Street, Boston, Mass.

Bell-Nugent, 67 Milk Street, Boston, Mass., is handling a campaign in a selected list of newspapers in New England for their client, Breslin & Campbell, Inc., Quality Cigar.

Marx & Angus, 8 West 40th Street, are placing the advertising of Oil Products Company, "Uoline," in daily newspapers.

Young, Henry & Hurst, People's Gas Building, Chicago, are placing classified orders with Western newspapers for the account of the Coyne National Trade Co., Chicago, Ill.

The North American Construction Company, "Aladdin Housers," 400 Aladdin Avenue, Bay City, Mich., are placing a trout campaign with some Cleveland (O.) and Detroit (Mich.) newspapers, through Fred M. Randall Company, Detroit, Mich.

Mitchell-Lewis Motor Car Company, Racine, Wis., has transferred its advertising to Lord & Thomas, Mallers Building, Chicago, Ill.

Ayer & Son, Philadelphia, are sending to a selected list of papers orders for 504 inches, to be used in one year, for the National Biscuit Co.

The Cheltenham Advertising Agency, New York city, is making contracts with a few papers for 3,000 lines of watch advertising, for R. H. Ingersoll & Bros.

Picard & Co., New York, are handling ing 5,000 lines, one year, in a few papers for the Pathé Exchange.

Danchy Co., New York, is handling one inch, 39-time ads for A. S. Olmsted.

The Utica Knitting Co. is placing 1,000 lines, one year, in a few papers through the Federal Agency, New York city.

The Boston Sunday Herald is using New England newspapers to boom its circulation. Good sized copy is being used.

Woodward & Tiernan, of St. Louis, are handling the advertising of the A. J. Jordan Cutlery Co., of that city.

The Consolidated and Equitable Motion Picture Corporations are planning large advertising campaigns for daily newspapers in cities where their films are shown in the local theatres. The Consolidated will use about 25,000 lines, and the Equitable about 10,000. The agency that will handle the business has not yet been announced.

The Patrick F. O'Keefe Agency is handling the advertising for the Dr. Green's Nervura campaign.

The New England lines are about to start their spring and summer advertising through the Cowen Agency, which is making contracts for space.

Sherman & Bryan, 79 Fifth Avenue, N. Y., generally make up a newspaper list for Erlanger Bros. B. V. D. Underwear, 350 Broadway, New York, at this time.

The McClure publications are arranging with a selected list of daily newspapers for the advertising of the Westfield Pure Food Business, which advertises several food articles endorsed by Professor Alyn, the pure food expert of the McClure Syndicate. The chances are that they will add a number of cities to the list, that were not included when the plan was inaugurated two years ago.

The Greve Agency, of St. Paul, is sending a big piece of copy to papers of the Middle West for the Northern Insulating Company. It comprises forty inches and is to be run fifteen times in each paper.

The McFarlane Machine & Scale Company, of St. Paul, owner of the patent on a new and ingenious weighing device, is putting out a small amount of trade-paper advertising through the Corning Agency.

C. Gotzian & Co., wholesale boot and shoe manufacturers of St. Paul, are advertising in 220 different Northwestern dailies through the Greve Advertising Agency, of that city.

The grand opera season in St. Paul is being advertised in a combination display for the opera and the St. Paul Hotel, the leading hostelry of the capital city. The business is being placed by the Corning Agency.

The Bayer-Stroud Corporation, 200 Fifth Avenue, New York city, is handling orders for the Sawtay Products Co., Woolworth Building, in some Western newspapers.

SOME BOSTON AD TIPS

Knu Shu copy is being placed in New England papers by the George E. Van Cleave Agency for the United States Rubber Company.

Wadsworth Howland paints and varnishes are being extensively advertised in the publications of the Eastern section of the country. This copy is being placed by the N. W. Ayer & Son Agency.

Gillete Safety Razor copy starts in May in the Boston newspapers, in large space and readable copy. The George Dyer Agency, of New York, has the order.

The Walter W. Lowney Company has started a general publicity campaign through the Blackman, Ross Agency, of New York.

Big Ad Business in Pittsburgh

PITTSBURGH, Pa., April 20.—Pittsburgh is establishing a record in advertising, as well as in iron and steel. William E. Moffett, advertising manager of the Pittsburgh Leader, reports that the biggest advertising week in the Leader's history was recorded last week, when 915 columns was the total. On April 14 the Chronicle-Telegraph made a new record by carrying more advertising than ever before in its annals. This tremendous volume of advertising carried by Pittsburgh newspapers is not due to special editions or any other extra stimulation, but is natural, spontaneous business reflecting the prosperity of the city.

Everett C. Whitmyre, for the past two years advertising manager of the Diamond Power Specialty Company, of Detroit, is now advertising manager of Samuel A. Merchant Company. Mr. Whitmyre was formerly connected with the Sherwin-Williams Company.

AD-MEN AND THEIR WHEREABOUTS

Edward Allen, formerly connected with the advertising department of Los Angeles newspapers, is now doing special work on the advertising staff of the St. Louis Republic.

Ernest D. Anderson, during the past three years advertising manager for the Southwestern Telegraph & Telephone Company (Bell system), in St. Louis, has gone to Buffalo, N. Y., as advertising manager for the western division of the New York Telephone Company, another Bell company.

Charles L. Merriman, for several years in charge of the automobile advertising department of the Grand Rapids Herald, has joined the sales force of the Grand Rapids Overland Company under W. L. Peiter.

Frank Stockdale, of Chicago, lecturer for the educational committee of the Associated Advertising Clubs of the World, addressed the Dallas (Tex.) Ad Club at its meeting last Tuesday, on "Mediums and How to Select Them."

F. J. Kaus, formerly of the Cowen Agency, 50 Union Square, and for the several years with Blackman & Ross, 71 Madison Square, New York city, is now space-buyer for the Federal Agency.

James T. Lane, formerly assistant advertising manager of D. Appleton & Co., has joined the advertising staff of System Magazine.

Edmund D. Sickles has left Kirkman & Son, Brooklyn, to become associated with the George Batten Company, New York. He was formerly connected with the Home Pattern Company, New York.

T. S. Hand, formerly of the Hand Knox & Co. Special Agency, is now the sales manager of the American Newspaper Syndicate, New York.

Eric W. Swift, for eight years with Lord & Thomas, and more recently space-buyer for the Erwin & Wasey Company, has joined the Chicago advertising agency of Vanderhoof, Condit & Eckstrom.

James D. Adams has resigned from the George Batten Company, New York, where he was copy-chief for three years, and is now associated with Williams & Carroll Corporation, New York, as director of service.

Mark A. Wiseman, formerly of the advertising department of Harper's Bazar, has joined Collier's promotion and publicity department.

Ernest Roy Strempei, for the last year Eastern advertising manager of the Photoplay Magazine, Chicago, has become advertising manager and foreign sales manager of the John Thomson Press Company, New York.

W. J. Cameron, formerly Eastern manager of the Toronto Saturday Night, at Montreal, has been appointed advertising manager of Ireland, a new Irish weekly published in New York city.

Roy B. Staver, formerly sales manager of the Staver Motor Car Company and more recently in the Western office of the American Sunday Magazine, has been transferred to the Eastern office and will cover the New England territory.

George French, lecturer on advertising at New York University, delivered an address last week, before the St. Louis Advertising Club, on "Graphic Art and Advertising."

W. R. Hotchkin, of the Cheltenham Advertising Agency, of New York city, addressed the members of the Boosters' and Adcrafts Clubs, of Detroit, Mich., last week, on "The Sales Possibilities of the Unknown Want."

Frank H. Moss, who recently severed his connection with the Mahin Advertising Agency in Chicago, has become vice-president of the McAvoy Advertising Company, of New York.

Frank T. Reynolds, formerly advertising manager of the Hotel Ansley, of Atlanta, Ga., has become secretary of the Macon Convention Bureau.

John T. Taylor, for the past thirty-three years with the Cumberland (Md.) Evening Times, has taken a position in the advertising department of the Daily News, of that city.

James I. Haynes, formerly of Albert Lea, Minn., has been appointed advertising director for the firms of Griggs, Cooper & Co., and the Sanitary Food Manufacturing Company, of St. Paul. Both of these firms have been extensive users of newspaper space.

H. E. Beverege, formerly with Lord & Thomas, Chicago, and later with the Portland (Maine) Press as an advertising man, has opened an advertising agency in the latter city.

Albert W. Guptill has resigned from the advertising department of Gilchrist's, Boston. Meyer Hoffman, formerly assistant advertising manager, has succeeded him as manager.

New Advertising Agency

A new advertising agency, known as the Fonda-Haunt Company, has been formed in New York city, to conduct a business of sales and advertising promotion. The president of the new corporation is William A. Haunt, who was New England manager for Lord & Thomas. Later he was with Frank Presbrey, and subsequently New England representative of the American Sunday Magazine. Douw H. Fonda, who recently disposed of his interests in the Allen-Nugent Company, publisher of Nugent's Bulletin, will become vice-president and treasurer.

Armstrong Leases New Quarters

Albert B. Ashforth, Inc., has leased the Broadway front of the tenth floor of the Brokaw Building, at Broadway and 42d Street, New York city, to the advertising agency of Collin Armstrong, Inc., now at 115 Broadway, New York.

A Neat Little House Organ

The first issue of Carolines, a monthly house organ of the L. L. Carroll Company, advertising agents, of New York city, creates a good impression. The contents and typographical results are alike appealing. Bright epigrams, clever illustrations, and advertising philosophy make it readable from cover to cover.

To the Toronto Globe's Credit

"As a Matter of Fact" is the appropriate title of an informative thirty-two-page booklet issued by the Toronto (Canada) Globe to prove Canada's immense buying power, despite the war; to show Ontario's large share in the national prosperity, and "to visualize to business men the extent of the Globe's circulation and its latent possibilities for the enterprising." The brochure carries thirty illustrations and many interesting facts and figures about the great Dominion and the hustling Globe.

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.	NEW JERSEY.
NEWS Birmingham Average circulation for March, Daily 93,925; Sunday, 41,029. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA.	NEW YORK
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	COURIER & ENQUIRER..... Buffalo IL. PROGRESSO ITALO-AMERICANO. New York DAY..... New York The National Jewish Daily that no general advertiser should overlook.
MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C. THE PROGRESS..... Pomona	NEBRASKA.
JOURNAL (Cir. 57,531)..... Atlanta CHRONICLE Augusta LEDGER Columbus	TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
GEORGIA.	OHIO.
HERALD-NEWS (Circulation 15,190).... Joliet STAR (Circulation 21,559)..... Peoria	PLAIN DEALER..... Cleveland Circulation for March, 1916. Daily 134,143 Sunday 181,247 VINDICATOR Youngstown
IOWA	PENNSYLVANIA.
REGISTER & LEADER..... Des Moines EVENING TRIBUNE..... Des Moines Essential to covering Des Moines and vicinity.	TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
SUCCESSFUL FARMING..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TENNESSEE.
KENTUCKY	BANNER Nashville
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.	TEXAS
LOUISIANA	AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
TIMES PICAYUNE..... New Orleans	UTAH.
MICHIGAN	HERALD-REPUBLICAN..... Salt Lake City
PATRIOT (No Monday Issue)..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2½ cents line.	VIRGINIA
MINNESOTA.	DAILY NEWS-RECORD..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
TRIBUNE, Morning and Evening.... Minneapolis	WASHINGTON
MISSOURI	POST-INTELLIGENCER Seattle
POST-DISPATCH..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average 350,066 Daily and Sunday 204,497	CANADA
MONTANA	FREE PRESS London
MINER Butte Average daily 11,963. Sunday, 20,189, for 3 months ending March 20, 1916.	ONTARIO
NORTH CAROLINA.	SENTINEL Winston-Salem October Gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.
NORTH CAROLINA.	ROLL OF HONOR
SENTINEL Winston-Salem October Gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.
NEBRASKA.	ILLINOIS.
FREE PRESSE (Cir. 123,384)..... Lincoln	SKANDINAVEN Chicago
NEW YORK.	NEBRASKA.
BORLETTINO DELLA SERA..... New York	FREE PRESSE (Cir. 123,384)..... Lincoln

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.
34,686 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

What does "Mother's Day" mean to your advertising department?

It has spelled "P-r-o-f-i-t" every year since 1912 to all subscribers to

AD ART SERVICE
THE NEWSPAPER ADVERTISING
MANAGERS' SERVICE
212 Press Bldg. Cleveland, O.

Most For The Dollar

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

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

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

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

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

National Electric Bulletin Corp.
New London, Conn.

USE
**UNITED
PRESS**
FOR
Afternoon Papers

General Offices, World Bldg., New York

SUPPLIES

For the Press and Stereotype Rooms are increasing in price and becoming scarce and difficult to obtain. Our advice is to ORDER NOW while it is possible to secure supplies that later on will be entirely exhausted.

"Quality Goods Only"

**New England Newspaper
Supply Co.,**
Worcester, Mass.

SPECIFY
**CLINE-WESTINGHOUSE
Motor and Control
Equipments**
FOR WEB PRESSES
SPECIAL MOTOR DRIVES for
STEREOTYPE MACHINES
LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago
38 Park Row, New York

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.

"Fight for Preparedness!"

WICHITA, KANSAS, April 30, 1916.

THE EDITOR AND PUBLISHER:

If you can spare the space in your up-to-the-minute paper, permit me to urge every editor in the United States to fight for national preparedness. We never needed it more.

I believe strongly in a widespread preparedness. America should buy and build enough sufficiently large guns to protect the coast cities of the entire United States, also manufacture and buy machine guns, rifles, and portable defense guns of every pattern, ammunition, airships, auto trucks, etc.

The American citizens are full of patriotism, full of action, and will respond at the flash of the danger signal, but they should have something to work with when they assemble.

Also, increase the navy, size of guns, capacity and stability beyond that of any other country, at any possible cost, and maintain it at the top notch of efficiency. Make the navy attractive to America's better class of young men by conducting a high-class course of educational study on board the ship, in direct connection with the navy drills. Give them the opportunity to learn a profession during their term in the navy.

This will not only attract a high class of young men to the protection of our country, but it will give them an opportunity to earn a valuable and useful professional education. They will go into the business and offices of our country full of promise in the professional and business interests of this country fully equipped, and bubbling over with patriotism for Uncle Sam and his navy, and be a living plea to others to take up the same opportunity.

I have always felt sad to see young men coming from private ranks of the navy unprepared for anything in any line of business. The best part of his preparation for life is gone. You ask them what they did on the ship besides drilling and they say "scrubbed the ship and polished the brass." This kind of work is no disgrace, but this time is too valuable to be spent that way by a bright, red-blooded American young man.

I remember a few years ago the clerks in the big clothing, drygoods stores, shops, etc., swept and dusted the store and kept up the furnace, and every time a customer came in the clerk would have to rush and wash his hands before selling the dairy merchandise. Better business has changed this. I believe the same plan could be worked out successfully in the army.

The newspapers are working out a plan similar to this with their young men carriers from the ages of seventeen to twenty-five years. They go through college by carrying a route, making the delivery, collecting the money, promoting and building the route and paper, at the same time learning by actual experience the three prime principles of business and professional life, namely, service, collection (credit), and promotion.

The American student is clean and has a high ambition, put him in the navy or in the army with a high-class opportunity to earn and learn, and he will be a credit in war and out of war. Preparedness and development and America always!
SIDNEY D. LONG.

Mr. Oswald's Views on an Editorial

The American Printer,
New York, April 12, 1916.

THE EDITOR AND PUBLISHER:

I have read your editorial entitled "Have Munitions a More Definite Community Value Than Advertising Space?" and it seems to me it is based upon two misconceptions.

The first of these is that Mr. Houston in his conference with the Naval Consulting Board and its committee assumed to speak for the entire newspaper industry of America. I believe I have been present at all the meetings that have been held and I am quite sure I am correct when I say that Mr. Houston has never even by implication assumed to speak for any person or any group of persons other than is comprised in the membership of the Associated Advertising Clubs of the World.

Your second misconception is that Mr. Houston in any way implied that advertising space was to be contributed as an aid to the patriotic work of the Naval Consulting Board because it costs nothing to those who are expected to contribute it. You do not make the direct statement that

he did say so but the burden of your argument is carried on the assumption that he said it.

In my opinion you make a further mistake in linking up the newspapers in the proposal to render aid to the Government with the manufacturers of munitions, whereas what actually occurred was an effort to link them up with the Naval Consulting Board. It may be true that the manufacturers of munitions are not rendering aid to the Government excepting at so much per aid, but it is also true that the work of the Naval Consulting Board, of immeasurable value and probably not purchasable at any price, is being given absolutely free; nay, more, not only are the members of the Board not receiving anything for their service, but they are contributing substantial sums out of their individual pockets to carry on the projects in which they are engaged.

I do not believe you speak with authority for the industry which you represent when you assume that it is any less patriotic than are the thirty thousand engineers who are represented through their associations, in the Naval Consulting Board. It is a fortunate thing for us who are in the publishing business that the Associated Advertising Clubs, comprising, as they do, every branch of publicity, have for their president a man who is big enough and broad enough to come forward at what is generally regarded as a time of national peril and to match the unselfish and patriotic work of the engineers with an offer of like service on the part of publishers and advertisers. The newspapers may assume a purely selfish attitude in their consideration of the matter, although I don't believe they will. However, I feel quite sure that not all the interests represented in the Associated Advertising Clubs will consider it only from such a point of view.

With assurances of personal esteem for the Editor and Publisher staff, I am,

Very truly yours,

JOHN CLYDE OSWALD.

WEDDING BELLS

Harry J. Souder, city editor of the Vineland (N. J.) Republican, and Miss Olive A. Rockhill, of Pennsgrove, were married recently. The ceremony took place at the home of the bridegroom's brother-in-law, George Bennett, in Millville.

John A. Newman, of the Minneapolis (Minn.) Pioneer-Press, was married April 13, to Miss Gladys Sparks, of Devils Lake, N. D.

C. F. Goodridge, of Fort Worth, Tex., and Mrs. Margaret R. Looke, of Austin, were married recently at Austin. Mr. Goodridge is editor and manager of the Texas Railway Journal, and a member of the joint legislative board of Texas, representing the Order of Railway Conductors.

Ray Lofton Dudley, manager and correspondent for the Post-Record-Express Bureau, maintained in Dallas jointly by the Houston Post, Fort Worth Record, and San Antonio Express, and Miss Mary Frederica Gross, daughter of the Rev. and Mrs. J. L. Gross, of Houston, were married at the First Baptist Church, on April 20.

Charles A. O'Connor, assistant sporting editor of the Commercial Tribune, Cincinnati, O., and Miss Blanche Stewart were married a few days ago.

Pattison Speaks at Dallas

Charles S. Pattison, of New York, was the speaker before the Dallas Ad. League at its last meeting. Discussing newspaper advertising, the speaker said many firms should increase their appropriations for advertising, "not to help the newspapers or other advertising agencies, but for their own benefit." He said merchants should deliberately set aside a percentage of their annual sales for advertising purposes, and added that many merchants, at present big advertisers, had thanked advertising men for persuading them to take the first step.

Coveney Goes to Boston Journal

James A. Coveney has been appointed advertising manager of the Boston Journal. He was formerly connected with the Boston American, and for some time past has had charge of financial and foreign advertising on the Boston Journal.

PITTSBURGH THE HOME OF THE LEADER

Also the city of happyized homes and substantial workmen

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

The Evening Star

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

Member of the A. B. C.

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue New York Lytton Building Chicago

The Pittsburgh Dispatch

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

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

PLENTY OF MONEY AND GOOD CHEER

That's the situation in
PITTSBURGH, PA.,
Everybody Busy.
GAZETTE TIMES
CHRONICLE TELEGRAPH
Have the largest circulation.
Combination Rate, Daily 20c a line.
Combination Rate, Daily and Sunday 22½c a line

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

In PITTSBURGH

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

The POST and The SUN WHY?

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

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

SHREVEPORT'S DRESS-UP WEEK

Advertising Which Brought Fun and Profit to Louisiana City.

SHREVEPORT, La., April 15.—Dress-Up Week was a success beyond expectations. Shreveport thinks that New York must have heard the noise of publicity.

The movement was operated through the Merchants' Association. The Ad Men's League was first suggested, but it was decided to operate it through the Merchants' Association, as it appealed directly to the merchants as they were putting up the money for its launching. The merchants contributed from \$2.50 to \$10 each.

Every merchant having show windows signed a pledge to fix up his windows especially for "Dress-Up," to be unveiled at the same hour all over the city. "Tacky Night," the first night, the windows remained veiled to give a blank appearance to the store. The streets were filled with quaintly garbed folk, who paraded for prizes.

The following night, Dress-Up Night, the stores were brilliantly illuminated and there was a parade, in which Shreveport's fashionable folk turned out in their new spring duds. Some of the special attractions in the show windows had to be withdrawn in order to protect the plate-glass windows and save the sightseers from being pushed through the glass.

The remainder of the week was given over to fashion shows on the part of individual merchants, and, of course, featured in the advertisements, creating a dress preparedness, such as Shreveport has never before experienced.

Daily stories were furnished the newspapers, which were indeed liberal with their columns. The only request they made was that the advertising be in story form, and that display form not be asked of them.

UNCLE SAM AS A MERCHANT.

Government Should Advertise and Distribute Products, Says Ad Club Man.

BALTIMORE, Md., April 19.—That the Government should take over the business of the wholesale establishments of the country, centralize this branch of commercial activity, eliminate useless labor, and as many middlemen, engage in the general distribution of all kinds of products, and undertake an extensive system of advertising, was the burden of an address on "The High Cost of Living" by John F. Wilson, advertising and sales manager of the California Growers' Association, at to-day's luncheon of the Advertising Club of Baltimore. Mr. Wilson is past-president of the Advertising Club of Los Angeles.

Mr. Wilson declared that attempts made by producers to sell direct to consumers through the means of centrally located warehouses or depositories failed because consumers seemed to prefer to deal with the small retail stores. He suggested that if the Government would distribute commodities through central plants and distributing stores at a slight profit over the cost of operation, and systematically advertise in the newspapers, the result would probably be a decided lowering of the cost of commodities to the consumer.

Ad Men and Chamber Affiliate

The Ad Men's Club of Lewiston, Me., has voted to affiliate with the Lewiston Chamber of Commerce as a publicity department, retaining its name and form of organization. This was decided at a special meeting of the Club, held a few days ago. An invitation was received by the Club at the March meeting from the Chamber, asking them to join hands in this way. It was referred to a later meeting. Some of the ad men felt that it would be wise to retain a distinct organization, but said they would not oppose consolidation if the majority wished it, which seemed to be the general sentiment.

ADVERTISING RETAIL STORES

Horace Saks Speaks to New York Times Men on the Problem.

Horace Saks, of Saks & Co., addressed the advertising staff of the New York Times, at a luncheon on April 15, on advertising the specialty store. He said in part:

"The problem of advertising of the large retail stores has not been solved. Too many retail establishments have given too much space in their advertising to announcements of sales and of events that are for one day, two days, or a week only. I think that an effective investment in advertising is to do a great deal more constructive advertising and a great deal less of the announcement type that now occupies so much space.

"We believe that advertising is one of the great aids to business, but we believe that the business is not so much a result of the advertising, as the advertising is a result of the something that goes on in the stores and creates the business.

"We hope to increase our business, to be able to have more events in the store to justify advertising, instead of having more advertising in the hope that goes on in the stores and creates the business.

"The question of spending money for appropriation is a very difficult one to decide upon. The question of a large distribution or large copy to be concentrated on a certain class of people, is one that has the attention at the present time. I believe it is better to altogether concentrate on a small audience, rather than talk half-heartedly to a large one."

PUBLISHER'S NOTICE

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

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

The Editor and Publisher page contains 472 agate lines, 168 on four. Columns are 13 picas wide and twelve lines deep.

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

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

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

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

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Mangin'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 Muck'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. Trenla, 511 Fourteenth Street, N. W.

Chicago—Ponnis Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Cms. Levy Circ. Co., 27 N. Fifth Avenue.

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

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

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.

BUSINESS OR CIRCULATION MANAGER—Man with fifteen years experience wants position as Circulation Manager in large city or Business Manager on small city daily—latter preferred. Thorough training in all phases of the business end. Temperate and reliable; satisfactory references. Interview solicited. Address 1796, care Editor and Publisher.

MEET ME AT THE CONVENTION:

Mr. Publisher: If you are in need of a really first class circulation manager, could take, send me your name and hotel address, so we can get together and talk things over. Address "Enthusiast," care Editor and Publisher.

CARTOONIST—Graduating from college in June—Journalism course—experienced both as artist and reporter—wants position anywhere, preferably middle-sized city. Samples and references on request. Address J 1811, care Editor and Publisher.

COLLEGE WOMAN, 28, now Telegraph Editor, in small Eastern City, wishes position with greater opportunity for advancement. Experienced in copyreading, re-write and make-up work. Will start with moderate salary, if given chance to get ahead. Address H. S. B., care Editor and Publisher.

EDITORIAL WRITER—Position as editorial writer or reporter on paper of large circulation, or desk position on small daily. Could take charge of office of small daily. Good references. Address J 1809, care of Editor and Publisher.

GENERAL MANAGER—Young married man with eight years' newspaper experience desires position at head of small city daily. Absolutely clean habits. Thorough knowledge every department. Practical printer. Desire to locate where there is opportunity of becoming interested in a business financially. City over 15,000 that is live and growing. Prefer Northern States. Address Charles C. Stone, Harrisburg, Ill.

MANAGER OR ASSISTANT—Man with steady record for results is ready to move up. Now managing progressive daily, city 60,000. Turned it from loser to good payer. Am 35 and know all departments thoroughly. Will take management or assistant. Best references. Will grant interview while at Publishers' Meeting. Address Management, J 1808, Editor and Publisher.

NEWSPAPER OR PUBLISHING MAN—Live active man of 37, who has made the mistake of giving up some of the best years of his life to school teaching, desires newspaper or publishing position. Will start low and prove merits. At liberty July 1, to go anywhere in the world. Has traveled all over the world. Is author of several books, and at present holds one of the biggest positions in New York City schools. Address Box 4184, care of Editor and Publisher.

ONE OF THE LIVEST and best trained men in the advertising business with a record for results that is exceptional would consider position from large newspaper. Have for over 10 years successfully managed two of the biggest daily and Sunday newspapers in Greater New York and at present am manager of three of the best publications in their field. Have also worked general and foreign advertising and am highly recommended with a record of seventeen years of service that I believe would convince you that you could use me for your best interest. Am only 34, enthusiastic and tireless, and like nothing better than to solve the difficult problems arising daily and to be held strictly responsible for results. In answering kindly state what salary or salary and commission you would pay to the right man. Address J 1803, care of Editor and Publisher.

ORIGINAL CARTOONIST who is also expert newspaper photographer will make change. Fine reference. Address Good Chance, J 1819, care Editor and Publisher.

STENOGRAPHER and secretary, executive capable of handling difficult position. Wide and varied experience—advertising. Salary \$24.00. Address G. N. C., J 1817, care Editor and Publisher.

STENOGRAPHER AND OFFICE ASSISTANT—One year's experience in advertising line and five years' in commercial line. American, 22 years old. Now employed in advertiser's office. Address J 1799, care Editor and Publisher.

TRADE JOURNALIST—25 years of age, experienced in all branches of the work, desires position. Can furnish references and will demonstrate my ability. Address R, 513 Clinton Ave., Newark, N. J.

YOUNG MAN—With half a year yet to finish good Journalism School, would like to get experience of few months or year on news end of city paper anywhere in U. S. or Canada before completing course. Ask only living salary. Address J 1818, care Editor and Publisher.

YOUNG MAN, several years' experience with large metropolitan newspaper, can qualify any department in Publishing, Printing, or Advertising line. Business experience, best references and recommendations, wishes position with advancement. Address J 1815, care Editor and Publisher.

YOUNG CIRCULATION MANAGER, of good habits desires position on small daily, or would accept position as assistant on larger sheet. Prefer Middle West. Presently employed. Address Gerald B. Herrler, P. O. Box 276, Harrisburg, Ill.

HELP WANTED

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

A NEW advertising agency in a Southern city desires to secure the services of a good advertisement writer. At the start salary will be \$25 a week, but if he proves to be the right sort of a man he will be given a chance to become interested in the business. If he can produce the goods, salary will be no object. Address X. Y. Z., The Editor and Publisher.

\$5,000 cash available for first payment on Democratic or Independent daily located in state not overwhelmingly Republican. Proposition N. O.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

\$35,000.00

Cash, available as first payment upon a Middle West evening daily newspaper property.

HARWELL, CANNON

& McCARTHY,

Newspaper and Magazine Properties.

Times Bldg., New York

An Unusual Offering

\$15,000 buys half interest in leading daily paper in modern, picturesque, healthful western city. Property valuation approximated \$60,000. Business prosperous.

Proposition 895x.

H. F. HENRICHS

Newspaper Properties,

LITCHFIELD, ILL.

Newspaper and Printing Plants

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

MISCELLANEOUS

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

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

BUSINESS OPPORTUNITIES

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

AUTHORS—Special articles, stories, illustrations, cartoons syndicated on attractive terms. Address J. B. Van Deusen, New York Sun, 150 Nassau St., New York City.

PARTNER WANTED with executive and writing ability. New publication. Wonderful opportunity. Apply J 1807, care Editor and Publisher.

NEWSPAPER PARTNER WANTED to take charge of business and of leading daily in Middle West, city of 15,000, also have large job printing plant, business more than owner can oversee, will sell 1-3 interest \$5,000 cash, balance easy terms. Address J 1805, care Editor and Publisher.

FOR SALE

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

THOMPSON TYPE CASTER and 130 fonts of Matrices for sale cheap. Address "Caster," Editor and Publisher.

JOB PLANT and weekly paper; splendid opening for practical printer; big enough for printer, business manager or editor. Local merchants will contribute to purchase price. Only printer in village near New York. Easy terms. Owner will remain if desired. Address Hustler, care Editor and Publisher.

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.
Plainfield, N. J.

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.

106-110 Seventh Ave. New York City

HEMSTREET'S ATLAS PRESS CLIPPING BUREAU

TENTH AVENUE NEW YORK
AT 45th STREET



Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business—you want it increased.

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

BURRELLE

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

EX-GOVERNOR PECK DIES

Author of "Peck's Bad Boy" Stories Passes Away in Milwaukee.

George Wilbur Peck, soldier, author, former Governor of Wisconsin, famed for his "Peck's Bad Boy" and similar humorous stories, died in Milwaukee on Sunday after six months' illness.

Mr. Peck was born in Henderson, N. Y., September 28, 1840. He was taken to Wisconsin by his parents at the age of three. In his youth he learned the printer's trade, and in 1860 bought a half-interest in the Jefferson County Republican, which was published at Jefferson.

Mr. Peck served as a private in the Fourth Wisconsin Cavalry in the Civil War for two and a half years, and then returned to his newspaper activities.

In 1866 he started at Ripon, Wis., a newspaper called the Representative, and later became the owner of the La Crosse Democrat. He parted with this publication in 1874, and founded the Sun at La Crosse.

Four years later he removed the plant to Milwaukee and changed the name of the paper to Peck's Sun, which became noted because of Mr. Peck's humorous sketches, notably the "Peck's Bad Boy" series, favorites generally with boys of a generation ago.

Mr. Peck was Mayor of Milwaukee, 1890-91, and Governor of Wisconsin, 1891-95.

Col. Edward K. Valentine Dead

COL. EDWARD K. VALENTINE, editor, soldier, and statesman, died on April 11, at his residence, 817 East 55th Street, Chicago, at the age of seventy-three. Col. Valentine began life as a printer, and was stekling type on the Peoria Transcript when Lincoln called for volunteers. He enlisted, and, without waiting for his pay from the Transcript, marched off with the first Illinois contingent in the Civil War.

In the war he gained the reputation of a "fire-eater," and rose to the rank of colonel. He was discharged in 1866, and went into newspaper work in Omaha. He became a factor in pioneer Nebraska, and thrice was elected to Congress. Later he served as a sergeant-at-arms in the United States Senate, and for eight years he had practiced law in Chicago.

OBITUARY NOTES

WILLIAM H. BLACK, formerly advertising manager for the Butterick publications, Hampton's, and other magazines, and at the time of his death associated with the Street Railways Company, died on April 14, at the Galbraith Sanitarium. Mr. Black, who was forty years of age, was a son of George B. Black, of Chicago, and was graduated from Princeton in 1899. While at the University, Mr. Black played right half-back on the football team for two years. He was at one time a member of the staff of the Ladies' Home Journal and later of the Saturday Evening Post. He was a member of the Sphinx Club of New York, and a number of clubs in Chicago.

ALFRED H. KAESTNER, died at his home, 138 Broad Street, Albany, N. Y., April 8, after an illness that had confined him to his house at intervals for several years. He was born in Brooklyn, March 23, 1856, the son of William and Pauline Amthor Kaestner, late of Albany. In 1863 the family took up its residence in Albany. When in his teens, Kaestner entered the shop of the Albany Freie Blaetter, a daily German newspaper, as apprentice to learn his trade as typesetter and pressman. He worked his way up to the dignity of a "case" and eventually became the business manager, which position he held until the Freie Blaetter was merged with the weekly German Herold. Just before the Raines law became effective Kaestner was appointed as one of the local excise commissioners and continued in office until the law was put in

operation. He was twice the nominee of the Democratic Party for the office of alderman in the First Ward, and assemblyman in his district.

FRANK E. THOMPSON, for twenty-three years assistant editor of the Iron Age, died April 15, at his home, 119 West 33d Street, Bayonne, N. J., in his sixty-third year. His wife, a son, and daughter survive him.

CHARLES ALFRED COOPER, for thirty years editor of the Edinburgh Scotsman, died April 15, at the age of eighty-six. Mr. Cooper was born at Hull, Eng., and after studying at the Hull Grammar School was for a time manager and sub-editor of the Hull Advertiser. After seven years as Parliamentary correspondent of the Morning Star he became assistant in 1868 to Alexander Russell, editor of the Scotsman. He later became editor, and retired in 1906.

CHARLES E. BONEBRAKE, who died in Youngstown, Ohio, April 7, was one of the oldest members of the newspaper profession in Columbus. He was educated at Otterbein University at Westerville, graduating with the class of 1882, and immediately took a position on the news staff of the Ohio State Journal. He was employed almost continuously on that journal until 1896, when his brother, L. D. Bonebrake, was elected State School Commissioner. He was then appointed chief clerk in that office, remaining in that position through the two terms of his brother. He then went into the brokerage business.

WALTER A. OLSEN, twenty-four years old, died at Toledo, Ohio, on April 9, from heart disease. Mr. Olsen was born in Brooklyn, N. Y., and was an advertising writer. He learned the business in the employ of Abraham Straus and other big stores in Brooklyn, and in September last went to Toledo to take a position with a large store there.

CHESTER P. C. STEIN, sporting editor of the Winnipeg (Man.) Tribune, passed away on Sunday, April 9, aged thirty-one. He was born in London, Ont., and in his youth was celebrated for his athletic prowess. About ten years ago he went to Winnipeg, where he joined the Tribune staff, remaining with that paper until his death.

WILLIAM HENRY KENT, for several years prior to 1908, proof-reader for the Topeka (Kan.) Daily Capital, died at Omaha recently. His death followed an apoplectic stroke which came to him while he was at work at the Omaha Bee, where he was employed as proof-reader. Mr. Kent went to Omaha in 1876, being for several years employed on the Omaha Evening News. In 1884 he was elected county coroner. Later he was associated with Bill Nye, the famous humorist, on the Laramie Boomerang. He went back to Omaha in 1890, and was city editor of the Omaha Republican. He was also employed on the World-Herald as proof-reader five years, and for some time did the editorial work on the Omaha Western Laborer.

GERALD DOTCHETT, proprietor of the Osceola (Ia.) Democrat, walked out of his office in the middle of the afternoon, April 6, went to his room and shot himself. Financial difficulties, it is thought, caused him to take his life. He was twenty-two years old.

HOUSER CAMPBELL, aged sixty, editor of the Geneseo Journal, died suddenly April 11, at his home in that village.

JAMES H. MCCLELLAN, editor of the Baltimore Underwriter, died in that city on Sunday. He was fifty-six years old.

JOHN T. MCGARIGLE, for more than twenty-five years connected with Baltimore newspapers and late telegraph editor of the Baltimore Star, died in Baltimore on April 17. Failing health caused him to leave the Star three months ago. He had also served on the Baltimore American, Cumberland News, Philadelphia Press, New York Mail, Baltimore World, and Baltimore Star.

SAMUEL P. LOVETT, manager of the San Francisco News Bureau, died suddenly from heart failure at his home in Oakland, on April 5, aged forty-five years. He secured an interest in the

San Francisco Press Clipping Bureau with Harry S. Allen twenty-two years ago and contributed largely to the success of that institution and also of the San Francisco News Bureau, a daily financial paper.

JAMES SIMONTON SANDRUS, aged seventy-four, who had worked as typesetter, printer, and reporter on various Pittsburgh newspapers for more than fifty years, died on April 14, in Pittsburgh.

EDWIN CLYDE VANCE, thirty-three years old, a well-known newspaperman, of Pittsburgh, Pa., in the employ of the Tri-State News Bureau, died April 14.

BUSY DAYS AT THE HOE FACTORY

Company Has Orders for a Million Dollars' Worth of Printing Presses.

If all indications are correct the wave of prosperity has at last reached the newspaper and the printing industry in general. R. Hoe & Co., the well-known manufacturers of printing machinery, have already booked over a million dollars' worth of business since the beginning of the year, and if orders continue to come in as they have been during the last few weeks, 1916 will prove to be a banner year.

Among the large orders recently secured by Hoe are five Octuple presses for the St. Louis Post-Dispatch, three Octuples for the Washington Star, a Double Octuple for the Chicago Tribune, one Octuple press, and four sixteen-page Deck for the Utica Press, one Octuple press and one sixteen-page Deck, as well as new high-speed folders and color cylinders for the Seattle Times; five Sextuples of a special new design for the Scripps Publishing Company, four of which are to be installed in the plant of the Cleveland Press, and the fifth in the plant of the Toledo News-Bee; two Sextuples for the New York Times, and another X-Pattern Sextuple for the New York Mail; eleven sixteen-page Decks for the Philadelphia Bulletin, four sixteen-page Decks for the Boston Post, and a sixteen-page Deck for the Utica Press, besides many smaller machines for other papers.

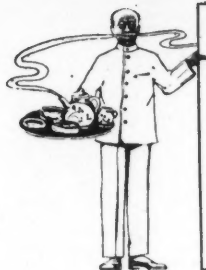
Numerous orders are also being received by R. Hoe & Co. for Rotogravure or Intaglio presses, and the demand for these is expected to increase rapidly. Several are now being built in the Hoe factory in New York for use in foreign countries, in addition to three recently shipped abroad, and an order has just been received for a machine of this type for a paper in the West.

Canada Feels Paper Shortage

TORONTO, April 17.—The paper shortage is being severely felt in Canada. To direct popular attention to it in a helpful way, Sir George Foster, Minister of Trade and Commerce, is distributing a small poster which recipients are requested to place in a conspicuous position. It is headed "Shortage of Paper Material; Save Your Waste Paper and Rags," and tells how necessary it is to conserve all materials entering into the manufacture of paper. It is expected that this publicity will do something towards relieving the situation.

Brooklyn Eagle Gets Church Ads

By means of a group arrangement, placing together the ads of services of the churches of a given section of the city, and heading each group with an appealing argumentative introduction, the Brooklyn Daily Eagle has induced many Brooklyn churches to use much larger space than formerly in its Saturday editions. The churches responded promptly to this sort of intensive cultivation and showed their realization of the value of publicity as an aid to swell church attendance. Throughout the Lenten season the Eagle has carried nearly two full pages of church advertising every Saturday.



Mr. Manufacturer
Anywh-ere,
United States

DO YOU WANT BUSINESS? GO WHERE THE MONEY IS!



COMFORT and Prosperity is the prevailing condition in New York State today. There is no better barometer than the condition of the Automobile Industry.

New York State shows a registration of 234,032 cars for 1915, of which 103,261 were registered for the first time last year, the list showing an average of

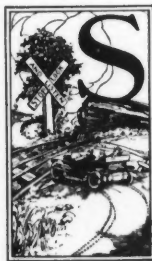
A CAR TO EVERY 41 RESIDENTS

Do you know that a Billion Dollars a year is being spent by the residents of the Empire State and the largest percentage of this goes for manufactured goods?

Do you know that the easiest way to reach this vast and profitable market is through the newspapers?

That it is the most economical way?

That when you use the papers in this List that you secure not only the tremendous Publicity force of Four Millions an issue, but the co-operation of the Papers and the Dealers in marketing your product?



TOP-LOOK-AND LISTEN!

A State which can maintain 234,000 Automobiles is too good a market for you to neglect.

Distribution is an easy Problem in New York — and the Newspapers have great selling power.

That's why

IT COSTS LESS TO GET BIGGER RETURNS FROM NEW YORK STATE.

GEORGE F. BARIGHT,
Advertising Specialist,
New York.

The Editor and Publisher and Journalist will supply Advertisers who want further information on marketing conditions and selling facilities in New York State and the influence of its strong Newspapers—Write: The Editor and Publisher and Journalist, 1117 World Building, New York.

Use This List of Business Producing Newspapers In New York State

A Publicity Force of Four Million An Issue

	Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M) ..	38,514	.06	.06
Albany Knickerbocker Press (S) ..	33,580	.06	.06
Brooklyn Eagle (E) 3c	44,776	.16	.16
Brooklyn Eagle (S) 3c			
Brooklyn Standard Union (E)	60,841	.15	.15
Brooklyn Standard Union (S)	63,666	.15	.15
Buffalo Courier-Enquirer (M&E) ..	105,839	.14	.12
Corning Evening Leader (E)	8,023	.0179	.0129
Elmira Star-Gazette (E)	20,432	.035	.03
Gloversville Leader-Republican (E)	5,667	.0143	.0108
Gloversville Herald (M)	6,260	.02	.015
Ithaca Journal (E)	6,512	.035	.015
Newburg Daily News (E)	8,257	.0358	.0214
Mt. Vernon Daily Argus (E)	6,304	.0214	.015
New York American (M)	276,635	.40	.38
New York American (S)	690,499	.60	.57
New York Globe (E)	175,267	.28	.27
New York Herald (M)	92,853	.40	.40
New York Herald (S)			
N. Y. Journal of Commerce (M) ...	18,654	.18	.15
New York Evening Mail (E)	144,381	.32	.29
New York Evening Post (E)	21,151	.18	.16
New York Press (M)	103,657	.27	.225
New York Press (S)			
New York Sun (M&S)	68,309	.40	.36
New York Sun (E)	170,464	.30	.27
New York Times (M)	334,744	.50	.45
New York Times (S)			
New York Tribune (M&S)	93,848	.25	.21
New York Telegram (E)	207,663	.285	.27
New York Telegram (S)			
New York World (M)	391,831	.40	.40
New York World (S)			
New York World (E)	398,727	.40	.40
Oneonta Star (M)	6,242	.0136	.0107
Poughkeepsie Star (E)	6,318	.0215	.0115
Rochester Union & Advertiser (E)	38,452	.10	.06
Schenectady Gazette (M)	20,680	.06	.04
Troy Record (M&E)	18,401	.035	.035

3,687,447 6,9945 6.4623

Ratings Government Statements, April, 1916.

Rate per line per thousand—one and one half tenths of a cent.

Rate for Magazine page of 224 lines less than 34c per thousand.

COMPARE THIS WITH THE AVERAGE MAGAZINE RATE

March 1910	- - -	82,128
March 1911	- - -	100,137
March 1912	- - -	117,376
March 1913	- - -	129,748
March 1914	- - -	146,602
March 1915	- - -	175,014
March 1916	- - -	184,018

These Figures Reflect the Growth and the Value The New York Globe Is Giving Advertisers Without Any Increase in Advertising Rates.

These Sixteen Firms—

B. Altman & Co.	Gimbel Bros.	Oppenheim, Collins & Co.
Arnold Constable & Co.	J. B. Greenhut Co.	Saks & Co.
Best & Co.	Jas. A. Hearn & Son	Franklin Simon & Co.
Bloomingdale Bros.	Lord & Taylor	Stern Bros.
Bonwit Teller & Co.	Jas. McCreery & Co.	John Wanamaker
	R. H. Macy & Co.	

used these amounts of space in the New York evening newspapers during January, February and March, 1916 and 1915:

	1916	1915	Gain	Loss
Globe	631,851	600,004	31,847
World	566,936	662,777	95,841
Journal	544,703	631,953	87,250
Sun	488,415	550,152	61,737
Mail	481,953	565,193	73,240
Telegram	216,066	347,497	131,431
Post	211,749	203,335	8,414
	<u>3,141,673</u>	<u>3,560,911</u>		

There are reasons why The Globe leads all other New York evening newspapers in volume from the leading retail shops, in specialty shop advertising, in food advertising and other classifications depending upon response from women.

Its Bedtime Story Club now has over 190,000 members.
It is the semi-official paper of 30,000 school teachers.
It prints the best fashion news.
It is New York's most complete home newspaper.

The Globe's circulation is proved and regularly audited by the A. B. C. Its statements are not merely unproved claims produced by perhaps unstandardized processes.

The Globe proves the wonderful results it is daily showing for advertisers, which is a new idea in the buying and selling of advertising.

184,000
Circulation



Member
A.B.C.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,
Special Representatives

NEW YORK
Brunswick Bldg.

