

THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

Established 1884—The Oldest Publishers' and Advertisers' Journal in America.
Entered as second class mail matter in the New York Post Office

MAY 9 1916

\$2.00 a Year

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NEW YORK, SATURDAY, MAY 6, 1916

10 Cents a Copy

All Records Broken

In April THE CHICAGO TRIBUNE printed 5574.02 columns of advertising.

This was the greatest volume ever printed in a single month by THE CHICAGO TRIBUNE.

It was 749 columns more than was printed by the other Chicago Morning papers *combined*.

THE CHICAGO TRIBUNE gained 1265.68 columns in April over the same month last year. There were five Sundays in this April against four in last April.

This gain was 535 columns greater than the net gain of all the other Chicago papers *combined*.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Member Audit Bureau of Circulations

Circulation over $\left. \begin{array}{l} 600,000 \\ \text{500,000} \text{ Sunday} \\ 300,000 \text{ Daily} \end{array} \right\}$

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

Keeping a \$ at Work \$

"I have been in the advertising end of newspapers for over 20 years and I never read anything embodying so many real truths or reasons why the newspaper is the best advertising medium."—Elmer E. Clarke, Publisher, Arkansas Democrat.

"A book that should be in the hands of every man and woman who has one solitary dollar to invest in newspaper advertising."—Buffalo News.

Continuing the above statement the Literary Editor of the Buffalo News writes as follows:

Do not imagine because the word "solitary" is added to the dollar that it is a book having to do with dollar advertising. Quite the reverse. The book deals with the value of a dollar's worth of newspaper advertising for the man who is investing a million dollars in advertising. Consequently it is broad in its scope and answers all those questions which the man wants to know before he spends his first dollar.

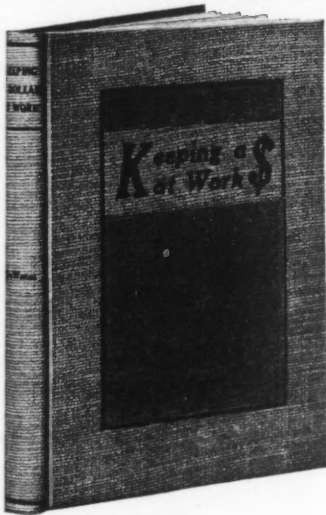
The author is Truman A. DeWeese, well known as a writer and lecturer and director of publicity of The Shredded Wheat Company at Niagara Falls, a man who knows exactly what he is talking about from practical every day experience.

Moreover, he has invested not only \$1 and reaped results but also millions of dollars and fortunately it is his experience in making advertising a paying investment that Mr. DeWeese puts into the terse, compact sentences of this volume.

The author clears away bushels of rubbish concerning newspaper advertising and sets forth in emphatic terms exactly what it is worth, the reasons why, and how to get the greatest value out of newspaper space. One of the most interesting chapters, "From the Classes to the Masses," deals with automobile advertising. Of the automobile manufacturer he says, "When it comes to any comprehensive, wide-reaching plan of distribution, he will have to have the co-operation of the newspapers to help his selling agents move the goods. It is one thing to sell a number of agents on the strength of a double page flash in a national medium and quite another thing to move the goods after the agents have been 'loaded.'"

Briefly Mr. DeWeese's book is exactly what every man with a dollar to invest in newspaper advertising wants to know—in fact, what he MUST know, in order to get returns for his dollar.

3rd Edition



Fifty "Talks" on Newspaper Advertising,
Written for The New York Evening Post

By TRUMAN A. DeWEESE

THE author has had an interesting and eventful career as printer, school-master, journalist, author and advertising man. He was for ten years editorial writer on the Chicago Times-Herald. Having been made Director of Publicity for the Shredded Wheat Company at Niagara Falls, he brought to this position the equipment of the trained writer and advertiser as well as the information acquired through a special study of Dietetics. He is the author of several books, among them being "Practical Publicity: The Art of Advertising" and "The Bend in the Road." During his connection with the Shredded Wheat Company he has spent nearly two million dollars in newspaper advertising.

Keeping A Dollar at Work

"I HAVE selected the above title for this book because I believe it most aptly and tersely expresses the real purpose of advertising—especially newspaper advertising. While other forms of advertising give a certain amount of general publicity—all of which is valuable and necessary for a product seeking national distribution—it is peculiarly the function of newspaper advertising to bring about a quick turnover in merchandising."—Truman A. DeWeese.

"The most analytical, truthful, logical and direct tribute to the general quality of the newspaper as a promoter of business."—Chas. T. Logan, The S. C. Beckwith Special Agency.

CHAPTER HEADINGS of this TEXT-BOOK
on NEWSPAPER ADVERTISING

"Selling Power" in Print
The Silent Salesman
Selling Goods Already "Sold"
Is Both Salesman and Distributor
The Newspaper an Educator
Putting News Into Advertising
"The Newspaper Habit"
The Newspaper as a "National Medium"
Do Women Do the Buying?
How Advertising Creates "Value"
How the Newspaper Builds a Town
Should a Bank Advertise?
Newspapers Should "Light" the Home
Should the Church Advertise?
Selling the New Books
Selling Life Insurance
Killing the "Catalogue Habit"
Highest "Efficiency" in Advertising
The European War and Advertising
When Does "Sampling" Pay?
Quick Turnover—Quick Profits
"The Art of Presentation"
The Pulling Power of Personality
From the Classes to the Masses
Advertising—An Evangel of Health
Advertising That Gets the Order
How the Newspaper Can Co-operate
The "Bilious" Note in Advertising
Advertising "Staples" and "Specialties"
Creating a Market for a "Staple"
Collective or Co-operative Advertising
The Live Wire in Merchandising
"The Eighteenth Hole"
How to Use the Newspaper in
Merchandising
Next to Reading Matter
Newspaper Advertising vs. "Premiums"
The Crime of "Substitution"
"Keyed Advertisements"
Cutting Out the "Waste" in Advertising

Newspaper publishers desiring to reprint this series of fifty talks on newspaper advertising will be quoted advantageous terms. Single copies of "Keeping a Dollar at Work" will be sent postpaid for \$1 or supplied in special lots, with or without re-publication rights on application to

Syndicate Department,
The New York Evening Post
20 Vesey Street, New York

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at one o'clock on the Friday preceding date of publication—by The Editor and Publisher Co., Suite 1117, World Building, 63 Park Row, New York City. Private Branch Tel. Exchange Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; E. D. DeWitt, Treasurer; Frank Le Roy Blanchard, Secretary.

Vol. 48

NEW YORK, SATURDAY, MAY 6, 1916

No. 48

UNITED STATES SUPREME COURT DEALS A BLOW TO MISLEADING ADVERTISING

Justice McKenna, Reversing Decision of District Court in Florida Land Case, Rules that Fraud is Committed in Exciting False Expectations of Purchasers Even When Value of Property Sold is Equal to Prices Charged—Opinion Far-Reaching.

WASHINGTON, May 3. — In defining more clearly than ever before what constitutes dishonest advertising through the mails, the Supreme Court holds in effect that advertisers, even though they give purchasers value received for their money, are guilty of fraud, if by exaggerated advertising propaganda they have led clients to expect more. Officials declare the decision will pave the way to scores of prosecutions and make possible the enforcement of a much more stringent Federal supervision of mail advertising.

The opinion was announced by Justice McKenna, reversing the District Court in southern Florida, which quashed an indictment against officials of the New South Farm & Home Company. The indictment charged unlawful use of the mails in selling ten-acre farms. The Florida court held that, if a purchaser received his money's worth, exaggerated propaganda was not fraud. Justice McKenna took the position that it was an offense if the article sold did not serve the purpose represented, no matter what the value might be.

WHAT CONSTITUTES FALSITY.

In discussing what constituted a criminal offense under the statute governing the use of the mails, Justice McKenna said: "Mere 'puffing' might not be within its meaning (of this, however, no opinion need be expressed), that is, the mere exaggeration of the qualities which the article has; but when a proposed seller goes beyond that, assigns to the article qualities which it does not possess, does not simply magnify in opinion the advantages which it has but invests advantages and falsely asserts their existence, he transcends the limits of 'puffing' and engages in false representations and pretenses."

"When the pretenses or representations or promises which execute the deception and fraud are false, they become the scheme or article which the statute denounces. Especially is this true in the purchase of small tracts for homes."

THE COURT'S OPINION.

Speaking of the defendants, the Court said:

They devised a scheme to defraud certain persons, who were named, and other persons, of their money and property, with the intention to convert the same to the use and gain of the defendants and the corporation, by means of correspondence and communications through the post office establishment of the United States and by means of oral and verbal communications, by offering to sell to such persons, and inducing them to purchase, certain ten-acre farms upon certain terms through false and fraudulent representations concerning the title, fertility, value, drainage, location, environs, and survey of the farms and the improvements made or to be made thereon.

The representations were these: The lands and farms were not swampy; the largest ocean steamers operating between New York and Jacksonville could load at Palatka; a family could make enough on one farm during the first year to support itself and save money; three crops a year could be grown; every month in the year was a growing month, that is, some farm or

truck product could be raised during each month of the year; the farms were surrounded with orange and citrus fruit groves and vegetable truck farms; the farms had fine roads running through them, were high and well drained, and, on the whole, like the lands of Kansas, Nebraska, Iowa, and Illinois; artesian wells were

(Concluded on page 1526)

ONE MILLION LINES OF FOOD ADVERTISING DEVELOPED IN 2 YEARS FOR ONE NEWSPAPER

Owen Moon, jr., Tells How the Trenton Times Devoted Its Women's Page to Discussion of Food Problems, Abandoning Usual Stereotyped Matter, and Has Built Up Enormous Volume of Advertising on These Lines as a Direct Result.

Trenton, N. J., May 3, 1916.

THE EDITOR AND PUBLISHER:

May I suggest to you the point of view of a newspaper which has carried a million lines of food advertising in two years and believes that the success in increasing its volume of business in the year 1914 over the previous

year was due largely to the development of "food atmosphere"?

The Trenton Times does not see evil in exploiting any propaganda which is of real news value. I beg to suggest that the attack that your journal and other agencies make upon the popularizing of advertising of real news value is absolutely and fundamentally wrong. It seems to the writer that the criticism and attack upon the policy of Armour and the Westfield Campaign come mainly from dissatisfied newspapers and agencies, but we will have no controversy with their point of view. We can only state that we believe a large part of our success is due to our approach of the subject from a different angle. I believe you are putting the cart before the horse when you say in order to develop local food advertising a newspaper must find it advisable to devote pages of reading matter to recipes, etc.

Perhaps a short review of our local situation may explain our attitude. The Trenton Times is the only evening paper in a highly industrial city of 103,000. For years we have been recognized as an independent, progressive, and aggressive paper working for the interests of the public, as evidenced by the success of our campaign against every newspaper and political organization of this city and county in securing the adoption of Commission Government in 1911. Prior to that time we had single-handed forced the trolley company to reinstate six tickets for a quarter, and through many other activities, political and otherwise, led in the adoption of many progressive policies in this community. We were recognized as a civic influence locally, and for years had given only passing attention to our women readers and housewives. During this period, with the growth of our local and foreign advertising, we naturally received a fair proportion of food advertising, but we came gradually to recognize the fact that greater attention should be paid to our women readers. We were constantly having complaints from women of the city when our home edition was late. Finally we found it necessary to add a women's department to our news room, which resulted in the addition of the usual women's features, but we soon learned there was little interest in this community in Lillian Russell Beauty Hints, Laura Jean Libbey's Love Letters, and Anne Rittenhouse Paris Fashions. More and more thought was given to the subject of local women's news, and additions were made to our women's department, until now we employ five women. Although prior to 1914 we had carried some of the leading national accounts (for example the 55,000-line institutional campaign of Armour, and 32,728 lines Ammon and Person, in ten months), no particular effort had been made to develop housewives' interest in this big subject. It is recognized that in such communities possibly 80 per cent. of

(Concluded on page 1532)

A FEW JOTTINGS BY THE WAY

BY FRANK LEROY BLANCHARD.

ST. LOUIS, April 30.—After a strenuous week at the Associated Press and American Newspaper Publishers' Association meetings in New York last week, it was somewhat of a relief to climb on board the St. Louisan on the Pennsylvania Friday night and settle down for a quiet trip across country to this city. The night was quite cold, especially going over the Allegheny Mountains, and steam heat was welcome. Saturday morning the sky was clear, but as the day advanced, the weather became decidedly warm, and the electric fans were called into requisition.

I was fortunate in finding among my fellow-passengers Marcellus Foster, owner of the Houston Chronicle, who was on his way home from the conventions. He told me that he thought the meetings in New York the past week had been unusually interesting. Among other things, he said:

"The news-print situation brought me East early in the month, and, as my old contract for my supply was about to expire, I was anxious to find out how much more I would have to pay under a new contract."

"Usually, during convention week, the representatives of the paper manufacturers are as thick as flies around the Waldorf, seeking out the publishers and trying to sign them up for their year's supply. They were so anxious to take us out to lunch that I had to dodge them in order to find time to lunch with my friends among the newspaper men."

"This year I did not see a paper salesman at the hotel. Instead of seeking us, we had to seek them, and they did not seem to be overjoyed when they were discovered."

"The discussion at the A. N. P. A. meeting was not as informative as I hoped it would be. It seemed to be a foregone conclusion that paper was going to be higher, but how much nobody could tell."

"Before leaving New York I made a contract with the J. R. Booth Mills, at Ottawa, Canada, for a six months' supply at an increase of \$8.40 a ton over what I have been paying. This means that our news print will cost us at the rate of \$24,000 a year more than formerly."

"What are you going to do to offset this increase?" I asked.

"We have already raised our street sales price from two to five cents a copy. We will cut off all returns and reduce the number of free copies to the lowest possible point. Then we intend to increase the width of our paper to eight columns and cut down the number of pages. The ratio of advertising to news, expressed in columns, should, in my opinion, be three to five. I think that by enforcing these and a few other economies we will be able to save enough to offset the increased cost of white paper."

Knowing that Mr. Foster has been a subscriber to THE EDITOR AND PUBLISHER for several years, I plumped this question at him:

"Does THE EDITOR AND PUBLISHER help you in any way in your work in publishing the Houston Chronicle?"

"It certainly does. I have obtained from its columns information that has enabled me to increase the revenues of my paper and make improvements in the management of several of the departments."

"Once a year we publishers go to New York for a convention at which we talk over matters pertaining to our business and exchange experiences with each other. THE EDITOR AND PUBLISHER is in itself a convention fifty-two times a year. It not only brings to us the news of the field, but it brings together the experiences of publishers all over the country, and furnishes us a medium in which we can discuss the problems that we encounter. Its value is unquestioned, and the service it is rendering is indispensable."

While the train was crossing Ohio, I bought at one of the stations a copy of the Cincinnati Enquirer, of which W. F. Wiley, whom I saw in New York last week, is the managing editor. I do not know whether it was a regular or a bull-dog edition, but at any rate it contained three full pages of the most interesting miscellany I have ever seen in a newspaper. The matter was real live stuff dealing with discoveries in science and in medicine, new inventions, stories of odd experiences, etc. Three pages is a lot of space to give up to miscellany in a daily newspaper, but if everybody was as much interested in it as I was, I am sure that it is well worth the space as a circulation maker.

PROPORTION OF READING MATTER TO ADVERTISING

An Arbitrary Schedule Which, if Maintained, Will Make for Economy in Use of Paper in Most Newspaper Offices—Of Great Value to Both Seven and Eight Column Papers.

BY JASON ROGERS
(Publisher of the New York Globe.)

Investigation of newspaper conditions in many of the more important cities of the country shows that what I call the sixty-column standard prevails in the case of many one-cent newspapers. By this I mean that the papers are made on the basis of sixty columns for the reader and then advertising is permitted to determine the ultimate size of the finished newspaper.

In some of the smaller cities I have seen cases where a little as forty-five columns of news, reading matter, comics, editorials, and departments gets by successfully, but, accepting sixty columns as the standard, a very creditable publication can be produced. Readers do not apparently demand more reading matter than can be crowded into sixty columns of space.

In January, 1915, I prepared a table in accordance with the sixty-column standard, which has since been used with great advantage by the New York Globe. I found that during 1914 we had exceeded the limit on over 234 days and that upwards of 280 more pages had been printed than were necessary. This meant an item of nearly \$60,000 waste.

On Saturdays we increase the allowance to 64 columns to provide room for religious and other departments. During 1915 the reports show that only on 25 days did we print papers larger than provided in the rule, and then only on special occasions and by specific written permission. The Globe is an eight-column paper.

Here is the table we use:

Pages.	Total Columns.	Normal paper. Reading.	Go to Advertising. Next size.
10	80	60	20
12	96	60	36
14	112	60	52
16	128	60	68
18	144	60	84
20	160	60	100
22	176	60	116
24	192	60	132

In practice the only column of real use is the last one. Copies of the number of papers and volume to go up are furnished to the managing editor, make-up editor, advertising manager, business manager; and kept for instant reference by all of them for determination of the size of the paper.

The form used by the office men is typed this way:

10 pages up to 24 cols.	18 pages up to 38 cols.
12 " " " 40 "	20 " " " 40 "
14 " " " 56 "	22 " " " 120 "
16 " " " 72 "	24 " " " 138 "

It works out this way. The normal 16-page paper consists of 128 columns, of which 60 are to be devoted to news, reading matter, and features, and 68 or any part of it above 56 columns to advertising. Before we go to 18 pages we must have four additional columns of advertising to pay for the white paper and other sheer costs.

Every time the Globe consists of 18 pages I know that it contains at least 72 columns of advertising and somewhere short of 88 columns.

For seven-column papers the table would look like this:

Pages.	Total Columns.	Normal paper. Reading.	Go to Advertising. Next size.
10	70	52	18
12	84	56	28
14	98	56	42
16	112	56	56
18	126	56	70
20	140	56	84
22	154	56	98
24	168	56	112

It does not matter what the standard or size of page is, the use of some such arbitrary rule will save enormous waste usually inflicted on newspapers by editors in the absence of a complete and definite understanding.

Would Amend Bourne Law

WASHINGTON, May 2.—Senator Kenyon, of Iowa, has proposed an amendment to the Post Office Appropriation bill exempting weekly, semi-weekly, and tri-weekly newspapers from complying with the provisions of the Bourne Publicity act. Senator Bankhead, chairman of the Committee on Post Offices and Post Roads, has previously introduced an amendment having the same effect.

Munro Winner at Golf

Nearly forty members of the New York Newspaper Golf Club gathered on the Van Cortlandt links last Monday for the first tournament. The net prize was won by J. W. Munro with a card of 93—20—73, while H. B. Martin, the newly-elected president, won the gross prize with an 86. The golfers will continue at match play throughout the week, having qualified in two classes.

A FEW JOTTINGS BY THE WAY

BY FRANK L. BLANCHARD.

KANSAS CITY, May 1.—Vegetation here is from two days to two weeks ahead of vegetation in the East. The apple and plum trees are in bloom, and the shade trees are nearly leaved out.

Yesterday afternoon I was introduced to Buffalo Bill (William F. Cody) just before the performance of the Ranch 101 Wild West Show began. The veteran scout is still an imposing figure and carries his seventy-three years with vigor and grace. His hair is thin and snow-white, and the bald spot on the top of his head is larger than when I saw him last in New York, three or four years ago. But, aside from these indications of the flight of time, and a slight deepening of the lines of his face, he looks as hearty and strong as he was ten or fifteen years ago. He is as straight as an arrow, his step is elastic, and, as far as I could judge, he will be able to continue in the show business for some time to come.

"You seem to stand the racket of years mighty well," I remarked, after he had treated me to a glass of lemonade and we were seated on camp stools. "You must take good care of yourself or you wouldn't be in such excellent health."

"That's exactly what I don't do," said Mr. Cody, evidently pleased at the remark. "I do not take care of myself, and never have. I avoid some of the foolish things I indulged in in my youth, but that is all. I eat well, sleep well, and do not become over-fatigued with my work. Some men who have been through what I have, would retire from business at my age. I am in no haste to take such a step, and as long as my health remains as good as it is now I can see no reason why I should stop work."

A few minutes later, mounted on a handsome chestnut horse, he rode down the arena to the head of his bands of Indians, cowboys, Cossacks, and soldiers, where he delivered the familiar lines: "Ladies and Gentlemen, Permit me to introduce to you a Congress of the Rough Riders of the World," with all the vigor of twenty years ago. He sat his horse with his old-time grace, and when he lifted his hat and saluted the audience, his bow was as courtly as ever.

What pictures came thronging across the pages of memory as I looked at the old scout. Although he has spent half his life in the show business, giving delight to, and implanting a love of out-door sports in the hearts of the younger generation, yet it was his work on the plains in the earlier days of Western civilization that will give his name an enduring fame.

When I arrived in Kansas City this morning I found that the Sells Floto Circus and Buffalo Bill's Wild West had spread its canvas in the suburbs. As I couldn't quite understand how the celebrated Scout could be in Kansas City and St. Louis at the same time, I asked one of the circus people about it and he replied:

"Buffalo Bill was with our show last season and he was expected to be with us this year, but the Miller's Ranch 101 made him a better offer and so we have to get along without him. The wagons were all painted with his name and we haven't had time to paint them over."

To-day, while in the office of the Kansas City Star, I met that other celebrated William, the Rev. Billy Sunday, who yesterday began a several weeks' campaign against the devil and his works in this city. Although the rain fell in torrents all day long, 37,000 people crowded into the big tabernacle where he preaches. Billy said it was the biggest crowd he had ever had on an opening day. He made a great hit with the people of Kansas City. They like him. He was the sole topic of conversation in the barber shops, the hotels, the bar rooms and the stores this morning.

Mrs. Sunday, who was with him when he visited the Star office, is a much better looking woman than her pictures indicate. She is not the stout, pudgy person I had imagined, but is of medium-size, with a fresh, healthy complexion, a hearty, wholesome manner, and is just the kind of helpmate that Billy Sunday needs.

That Sunday is a bundle of nerves and a dynamo of energy is shown in his every movement. When he shakes hands with you he gives you a clasp that is warm and hearty. He looks you in the eye and in a single glance seems to say in his heart, as well as with his lips, "I am glad to see you."

The Evangelist told the committee that invited him to come to Kansas City that the determining factor in accepting was that the Kansas City Star was located here. When he conducted services in Omaha a few months ago, that newspaper sent one of its best men, Alex. B. MacDonald, to that city to hear him. His reports pleased Sunday so much that he complimented the paper and the reporter in the heartiest manner.

Supported by the Star, Sunday declares that his Kansas City meetings are going to be among the most successful he has ever held.

August T. Seestrud, business manager of the Star, told me that the paper in March gained 500 columns over March, 1915, and in April 280 columns, or 81,630 lines. The circulation gain in April was 13,779 over the same month's record last year. These gains indicate the growing popularity of the Star. Although Col. W. R. Nelson's controlling hand is missed by the staff, the policies he inaugurated and the organization he perfected continue to govern its affairs. To the outsider who studies the paper each day, it is difficult to discover the slightest change in the character or purposes of the Star. It is just the same as Nelson left it when death came, a year ago. No newspaper in the Middle West stands higher or wields a greater influence than the Star.

NEWSPAPER INTEREST IN IRISH EXECUTIONS

All Four Men Shot in Tower of London Had Many Friends in This Country, and Two of Them Had Edited Publications Here—Connolly Was An Editor In Pennsylvania.

The four Irishmen who were shot to death in the Tower of London on Wednesday for their attempt to form an Irish republic had many acquaintances in this country. They were Peter H. Pearse, the "Provisional President of Ireland"; James Connolly, "Commandant-General of the Irish Republican Army"; Thomas J. Clarke, and Thomas MacDonagh.

Connolly, who was editor of the Irish Harp, was especially well-known in Pennsylvania. He was the editor, in 1909, of the New Castle (Pa.) Free Press, a paper that was founded during the bitter struggle by employees of the New Castle tin mills, to better their labor conditions. In New York, about ten years ago, he was the editor of the Irish Worker, which was suppressed.

The brains of Thomas Clarke were back of Irish Freedom, the organ of the Sinn Fein, in Dublin. He spent much time in its office. He had many friends in this country, for he spent some years here about thirty years ago and it was from here that he went on the secret mission to England that resulted in his imprisonment. With others he was arrested near London in connection with a dynamite plot, though it was never established that it was to use dynamite that he left America.

After his release Clarke returned to New York and lived for a time quietly in Brooklyn. Then his health broke down and he leased a farm further out on Long Island. He returned to Ireland about 1903 to begin the work for Irish freedom that culminated in last week's insurrection and at last in his own death.

Pearse had also visited America and had spoken in New York and other cities.

Macdonagh was a student and writer, being the author of several essays and plays in Gaelic.

Connolly's death is particularly mourned in Philadelphia, where there are other Sinn Feiners in newspaperdom, the most prominent being J. St. George Joyce, of the Evening Ledger and Gertrude M. O'Reilly, editor of the woman's page of the Public Ledger. Mr. Joyce, who has one clever son on the Ledger and another on the North American, is engaged in writing a history of Philadelphia from its earliest period, to the present day.

Robert E. Ford, editor of the Irish World, and John Devoy, editor of the Gaelic American, denounce the executions as murders and say that England must ultimately pay the penalty.

More Dailies Join A. N. P. A.

The Mount Vernon (N. Y.) Daily Argus, Binghamton (N. Y.) Republican-Herald, Birmingham (Ala.) Age-Herald (El Paso (Tex.) Daily Democrat, Lima (O.) Daily News, and Union (N. J.) Hudson Dispatch have been elected to active membership in the American Newspaper Publishers' Association. The Lansing (Mich.) State Journal and the Dubuque (Ia.) Telegraph-Herald have been transferred from the associate to the active class.

Ex-Newspaper Men with Auto Co.

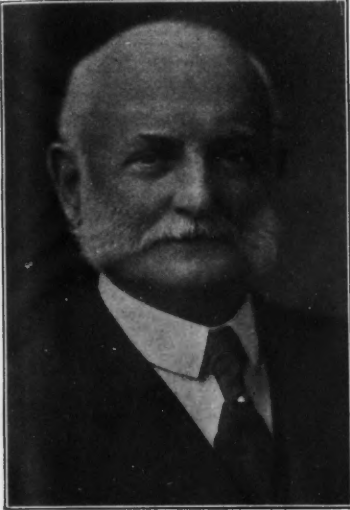
A complete newspaper could be edited by the ex-newspaper men on the staff of the Willys-Overland Company, automobile manufacturers, of Toledo, Ohio. Managing editors, sporting editors, court reporters, political writers, rewrite men from New York, Chicago, and Cleveland dailies, as well as from newspapers of smaller cities, are in the Overland's employ.

PIONEER ADVERTISING AGENT QUITS CHICAGO

Daniel M. Lord Has Come to New York to Live and to Establish His Son in Business Here—Interesting Reminiscences of Days When Ad Agents Were Looked Upon with Suspicion.

CHICAGO, May 3.—Daniel M. Lord left Chicago this week to take up his residence in New York. There he will establish his son, Daniel, jr., in business when the latter comes out of Harvard in June.

Daniel M. Lord was the pioneer advertising agent in these parts, and the



DANIEL M. LORD.

founder of the Lord & Thomas Agency. He is one of the few remaining figures in the ad world who saw advertising in its beginning, when it was considered immoral to advertise women's undergarments, and reckoned as a decided waste of time and money for a man to invest in an advertisement larger than a six-inch single column. He is one of the few who foresaw the great future of advertising, and who fought the earlier battles of the business.

Mr. Lord is seventy-two years old. He retired twelve years ago, when he sold out Lord & Thomas, which was then reputed to be the largest advertising agency in the world. He went into the advertising business in 1868. His first advertising connection was with the Interior, a Presbyterian weekly, and even in those days, soliciting advertising for a religious paper was not considered the simplest of work.

He founded his first agency directly after the great fire of 1871. His partner was an Englishman, George W. Sharp. They were the only agents in Chicago at that time.

"The ordinary ad of that day was a two- or three-inch single column," said Mr. Lord. "It was a plain conservative announcement, without illustrations, and as much was said in the ad as it was possible to cram. Making the public understand the value of advertising then was one of the most difficult propositions, I contend, with which any business has had to deal. Advertising was considered a flim-flam game and the agents were put in a class with fakery. It was not like the automobile business, which in its prime was not considered legitimate. The automobile men did have something to offer in exchange for money. All we advertising men could give was our word, and there were not many business men who would take the word of an advertising agent.

NOT AN ADMIRER BUSINESS.

"I remember a suggestive incident when I was caught in a railroad wreck. I made the acquaintance of an oil salesman who occupied the berth over mine.

He told me in what business he was engaged, and then asked me my business. I told him, whereupon he remarked in a surprised manner, "I shouldn't think you would admit it."

"In those first stages of advertising, the agent acted merely as a go-between the advertiser and the newspaper," Mr. Lord continued. "The advertiser, when he did condescend to do a little advertising, hardly wanted to soil his hands by performing such a plebeian task as taking the copy to the newspaper office. The agent was hired to do that.

"With such a method, the agent was not required to know anything about the article he was advertising. He never wrote the copy, and the first privilege yielded him was the right to have the ads set."

The foundation of the Lord & Thomas Company was laid a year after Mr. Lord's first venture with an agency. He and Mr. Sharp broke off their business relations at the end of that time, and the Chandler, Lord Company was formed. The Chandler of this connection was Hannibal H., who later entered the agricultural publishing business.

"When Mr. Chandler and I opened our offices," Mr. Lord remarked, "there was only one other agent in town. I can't remember his name, but he went out of business soon, and that left us without a rival in the field. When Mr. Chandler went into the publishing business, George Brewster and I founded Lord & Brewster. Up until this time, the ad world was not making any particular strides toward advancement. We had managed only to increase the size of the ads to seven inches single column."

In 1881, Mr. Lord and Ambrose Thomas opened the offices of Lord & Thomas.

RETAILERS DID NOT ADVERTISE.

"That was when the appropriation began to appear in our business," Mr. Lord explained. "Up to that time appropriations had been an unknown quantity. The agent had never thought of them. The wholesaler and the manufacturer, and not the retailer, did the advertising then. Nothing was advertised with anything like regularity. The advertiser

(Concluded on page 1522)

A SOLUTION OF THE PRINT PAPER SHORTAGE PROBLEM

(By a well-known and successful Circulation Manager.)

The publishers of this country in trying to meet the unprecedented conditions brought about by a shortage in print paper have been racking their usually clear brains for a plan to meet these conditions and in so doing have overlooked the most simple and effectual remedy.

The return privilege which most publishers grant to newsdealers and newsboys is not only the most wasteful custom in existence as regards white paper, but, is also a source of financial loss, which if eliminated would place on a profit-paying basis, many a newspaper which is now struggling to make ends meet.

Almost every publisher will agree that the return privilege costs him 10 per cent. of his output. Take, therefore, for purposes of illustration a newspaper with a gross output of 20,000 daily and 25,000 Sunday. The loss resultant from a return privilege on the week-day output (if the paper averages twelve pages daily), will in a year amount to 107,314 pounds.

The loss on the Sunday issue (if the paper average forty pages per issue), will amount in a year's time to 74,285 pounds. This total loss of 181,599 pounds of print paper represents a value of \$4,539.97, in case the publisher is fortunate enough to have a contract with the paper manufacturer, and a value of \$7,263.96 at the present market price of white paper.

To either of these sums must be added the cost of transportation of papers to out of town dealers, mailing room expense, cost of counting returns, extra bookkeeping, etc., etc.

The transportation on this dead stuff is no inconsiderable item. Estimating that half the loss on returns is through the shipments to out of town dealers and that half goes via mail and the other half by express, the loss on this item for one year amounts to \$680.98.

In case the estimate of loss of 10 per cent. is in some cases too high, even with an estimate of 5 per cent. loss which is surely too low, the showing of loss is too great to be offset by the imaginary benefits accruing from such a concession.

Thus, it is clearly shown that in case of the small newspapers with a gross output of 20,000 daily and 25,000 Sunday, a saving considerably in excess of \$5,000 annually can be made by eliminating the return privilege even though the paper is enjoying a contract price for white paper, and a saving of almost \$8,000 annually can be made in case the publisher is now going into the open market for his print paper.

Now, as to the effect.

The best proof of the utter uselessness of the return privilege is the fact that no publisher after having adopted a "no return" policy has ever willingly or while in his right mind, gone back to the old custom.

The saving is so definite and so great as to convince any level-headed publisher that it is the only way to put out papers. Neither does the withdrawal of the return privilege work a hardship on the circulation. To the contrary, it results in stimulating the number of regular readers. If newsdealers and newsboys are properly coached they can and will use to their advantage the fact that they cannot return headings.

Mr. Titewad, who in the past has been in the habit of producing his penny or "jitney" for an extra whenever some unusual news event warrants, is politely informed by his dealer or newsboy that no extras are carried, as the heads are not returnable.

This, in a great many cases, forces Mr. Titewad into the ranks of the regular subscribers.

Some narrow-minded circulators will, however, throw up their hands in despair when a withdrawal of the return privilege is proposed. Such individuals will always cry before they are hurt and are temperamentally opposed to any change in business methods, simply because it is a change. The circulator who has his publisher's interests at heart will never oppose an innovation until he knows by actual experience that the change proposed is unwise.

The most enthusiastic supporters of a "no return" policy are the circulators of newspapers which do not now grant returns. While the change from a returnable basis to a basis of "no returns" will involve some annoyance to the circulator it must be borne in mind that no meritorious change in business policy was ever accomplished without some cost in effort and annoyance.

When a grocer buys his commodities, even though perishable, he does not ask for a return on what he cannot sell. He regulates his order on an estimated demand—newsdealers can and should be required to do the same.

Why shouldn't the publishers of this country stop this awful waste and in so doing, not only solve the white paper shortage problem, but also add very materially to their net profits?

JOURNAL AND WORLD CUT OUT RETURNS

New York Dailies Effect News-Print Economies of Upwards of Half a Million Dollars a Year—Other Big Changes Imminent—"Overs" Privileges of Delivery Wagon Drivers Cut Out.

The New York Evening World and the New York Evening Journal were put on a non-returnable basis on Wednesday, when the "overs" privileges theretofore extended to the drivers of their delivery wagons were cut off. Previously, the newsdealer could, if he desired to increase his order for those publications, do so by purchasing his extra supplies from the drivers. Most of these extras were returnable. Now this method has been stopped, and only the exact number of papers ordered from the newspaper office will be delivered to the newsdealer.

Both the World and the Journal had been considering the non-returnable system for some time, but it was not until the white-paper situation became acute a few months ago that the publishers began to make preparations to meet the condition. A careful survey of the two offices disclosed the fact that many thousands of copies were being put out daily by each paper, simply for "a showing," and that these papers came back in the form of returns. To stop this waste, it was decided to put both papers on the non-returnable basis.

At the conference of the publishers of the World and Journal, there were also present representatives of the Evening Globe, Evening Sun, Evening Post, Evening Mail, and Evening Telegram. The publishers of these papers will also substantially restrict the returns and "overs" privileges and minimize the evil as much as possible. The Post has been conserving its white paper stock for some time by reducing the orders of carriers, cutting off the delivery of the paper to the employees' homes, and insisting that advertisers and agents ask only for the exact number of copies to meet their absolute needs.

The new system inaugurated by the World will save that newspaper, it is estimated by Don C. Seitz, the business manager, about twenty tons of paper a week, which at prevailing net prices will show a clean reduction of about \$45,000 a year in the white-paper account of that newspaper. The Sunday World has been granting a 5 per cent. return privilege to city dealers. It will also be put on a non-returnable basis to-morrow, and this will add about \$10,000 more to the year's savings. In addition, the absolutely no returns system will be inaugurated to-morrow by the Sunday American, Sunday Times, and all the German papers of the city.

The big saving in the New York Journal will be effected through the reduction of the size of that paper. "This will be accomplished," Victor H. Polachek, of the general manager's office, said, "by carefully editing and condensing all news to a bare statement of facts. Right in New York that method will save us 100 tons of paper a week. On the Evening Journal we expect to save at least 25 tons a week, and on our two Sunday papers, the American and the Deutsches Journal, 10 tons additional. The step taken by the World and Journal should be taken by every other publisher, because it is certain that prices will be very high when contracts are renewed."

All the morning papers of New York have been on a non-returnable basis for several years. The new order of the World and Journal affects only the newsdealers of New York, as the out-of-town circulation has been for some time on the non-returnable basis.

The total saving in tonnage by the retrenchment systems being practiced by all the New York papers will mount up, it is estimated by the publishers, to nearly 200 tons a week, representing a saving of about \$500,000 a year.

DECISIONS WHICH SHOW HOW LAW APPLIES TO SOME STORIES PASSED BY COPY DESKS

Court Rulings Which Tend to Show Just What Constitutes Legal Freedom of the Press and What May be Interpreted as Libel—Honest Criticism is Permissible, but Fairness of Motives Must be Taken Into Consideration by Critic.

WHEN a public officer undoubtedly violates the law, how far may a newspaper go in charging him with bad faith if the facts are only such as to show an honest mistake? These cases depend largely upon the individual facts, and no general rule can be found, but the following case against the Socialistic paper of Victor Berger points out the limit of criticism of public officers.

The city clerk of Milwaukee was authorized by statute to make up the tax-roll and to hire extra assistants for the purpose. He followed the practice of his predecessors and employed the men already in his office to do the work in off-hours; for this, they received extra pay from an appropriation made for the purpose. In the meantime, the Supreme Court of the State had decided that no city employee should receive extra pay for extra work; therefore, the payments which he had made were illegal.

The Milwaukee Leader headed the story, "City Clerk's Force Charged with Graft." In the opening paragraph said "graft charges against Peter F. Leuch, City Clerk, and members of his office force were made to the Common Council Monday afternoon. . . ." As a matter of fact, no such charges had been made when the story was published. Continuing, the story said: "City Clerk Leuch and every member of his department are said to be implicated in a scheme to get part of the money appropriated. . . ." The court said: "If the statement was true, it was equivalent to saying that Leuch had in fact entered into a scheme to embezzle public funds, and that a conspiracy had been entered into between him and his employees to loot the public treasury.

. . . It was proper enough for a newspaper to state the facts and to express the opinion that, in its judgment, the acts done were unlawful; but, if the officer acted in good faith and simply made an honest mistake, it was not allowable to brand him as a conspirator and a crook. This court has no disposition to restrain the legitimate freedom of the press; that freedom does not comprehend the publication of untruthful statements about a private person or public officer where such statements charge crime or tend to make the individual or officer attacked an object of public hatred, ridicule, or contempt. In the hurry with which news is gathered and put into print, it is often difficult to verify its accuracy, but, where it is of the character stated, the publisher is bound at his peril to know whether it is true or false before it is given out to the world as true. . . . A statement that an officer employed persons to do work whom he had no right to employ carries very little odium, if the action taken was the result of an honest mistake; it is an entirely different matter to assert that the act was done in pursuance of a scheme to enrich the officer and his friends or henchmen at the public expense and to charge, in effect, that he and they are grafters." (Leuch vs. Berger; 155 N. W. 148. Wisconsin Supreme Court.)

FAIR CRITICISM ALLOWABLE.

The Minnesota Anti-Saloon League, upon the election of an opposing candidate, caused a circular letter to be widely printed in the newspapers of the State. In this letter they described the successful candidate as a "man who had been consistently wrong on every matter in which the interests of the people were involved." The letter was headed, "Brewers' Plot Promptly Unearthed." The object of the attack brought an action for libel; he did not state any particular damages, but went on the ground that the article was, of itself, libellous, as it

imputed a crime. The only suggestion of crime was in the use of the word "plot" in the heading. The action was dismissed on the ground that the criticism might be fairly made of a public officer. "The interest which every citizen has in good government requires that the right be not unduly curtailed to express his opinion upon public officials and political leaders, to seek and convey information concerning their plans and purposes, and to freely criticize proposed methods and measures. The article set forth in the complaint does not charge plaintiff with any moral or legal delinquency, nor does it reflect upon his character, and the acts and purposes imputed to him as a member-elect of the Legislature and as a political leader are neither corrupt nor such as are regarded by the public generally as dishonorable or discreditable from the viewpoint of practical politics; therefore the publication is not libellous, per se." (Lydiard vs. Wingate; 155 N. W. 212. Minn. Supreme Court.)

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AFTERMATH OF PRAISE FOLLOWS ANNUAL MEETING OF THE ASSOCIATED PRESS

"Inspiring to Associate with Men of Broad Experience"—"Exchange of Opinions and Experiences Profitable"—"Efficient Management Never More Clearly Demonstrated"—"Dr. Butler's Address Well Worth a Trip Across the Continent."

(The following telegrams have come to THE EDITOR AND PUBLISHER, uttering their senders' opinions of the real value and meaning to them of the annual meeting of the Associated Press, held in this city last week.—Ed.)

E. W. Barrett, editor, Birmingham Age-Herald—"The absolute fairness of General Manager Stone, of the Associated Press, in the matter of distributing news between the morning and afternoon papers impressed me most at the annual meeting. The Associated Press as it is managed to-day is as near a perfect news service as could be had."

"Came Together This Year as Americans"

J. H. Allison, Nashville Tennessean—"The Associated Press meeting last week held forth more than the usual business routine. There gathers each year at the annual meeting a goodly number of this country's foremost citizens, men of broad experience with whom it is inspiring to associate. Not only do they gather in New York for the re-

newal of friendship and exchange of opinions and experiences so profitable to each other; for the bettering of the greatest news service of the world in order to serve the people of this continent with all the news, accurately presented, but this year they came together as Americans. There was manifest on every hand a true patriotism and loyalty to America, which was indeed gratifying.

"There was an ever apparent realization of the duty and responsibility the publishers owed their nation and a manifest desire to serve our people and cooperate with our Government in every way conducive to the public weal and to the maintenance of right and dignified relationships with foreign Powers.

"The influence the members of the Associated Press wield in forming public opinion and their means for disseminating correct knowledge in building a more unanimous and loyal nation is unlimited, and when the members of the Associated Press stand together with one purpose, 'America First,' there can be no question as to the loyalty of the press or the proper preparing of this country for any emergency, and the final outcome of trouble should this nation become involved."

"Organization in Splendid Shape"

Edward B. Lilley, general manager, St. Louis Republic—"The chief benefits derived from attending the meetings of the Associated Press, aside from hearing the reports on the progress of the greatest news gathering organization on earth, are the getting together with leading newspaper publishers and editors from all over the country and Canada, and the exchange of ideas on topics of national and international importance. The reports submitted by the officers of the Associated Press show that the organization is in splendid shape, and they are to be congratulated upon the manner in which the great war has been handled."

"Fortunate to Be Members"

A. C. Keifer, president, Terre-Haute Tribune—"The efficient management of the Associated Press was never more clearly demonstrated to its members than when they listened to the report of its general manager at the annual meeting, showing the wonderful results secured in the past year with the great European war and in meeting the demand for prompt news from Mexico. The Associated Press has been put to a severe test in promptly securing the news as it happens from all parts of the world, and when the financial report covering the cost to the Association was read, every member knew that the management of the Associated Press was in accordance with the high-grade men on its directorate, and the great news gathering ability of its general manager. Every member present was greatly impressed with the report of Meville E. Stone, and heartily congratulated him.

"The selection of Dr. Nicholas Murray Butler, president of Columbia University, to deliver the principal address was very fortunate, and his address was well worth travelling from any part of the United States to hear. The Associated Press annual meeting convinced all present that they were fortunate to be members of the Association under its present management."

PAPER MAKERS ASK INQUIRY AND FEDERAL COMMISSION STARTS AN INVESTIGATION

WASHINGTON, May 2.—The Federal Trade Commission has started an investigation in connection with the production and prices of print paper, the investigation being directed by a resolution introduced by Senator Owen, of Oklahoma, and passed by the Senate last week.

The News Print Manufacturers' Association has filed with the Commission a petition asking for speedy investigation of the subject and saying that the manufacturers will consider it a privilege to furnish to the Commission any information within their power.

Chairman Davies, of the Commission, says that the investigation will be handled as speedily as possible, but that enough time will be taken to make it exhaustive and accurate. The investigation under the Owen resolution will be (1) as to prices, and (2) as to unfair practices. It has been broadly intimated that the price has been raised by combination or monopolistic action, it is stated at the office of the Commission, and if this is true, the matter will come within the jurisdiction of the Department of Justice. The Commission will ascertain the facts, and if it is a matter of combination the Department of Justice will be furnished with the facts. If it develops that there are matters showing unfair practices, the Commission will take appropriate steps to stop them.

The Economic Division of the Commission is now at work preparing a series of questions which will be sent to the manufacturers of print paper. It is believed that, in view of the statement made in the petition of the News Print Manufacturers' Association as to the increase in the price of the book paper and wrapping paper, the investigation will be broadened to take in these classes of paper.

The Commission will detail several special agents to obtain direct from manufacturers and others interested information which it will be necessary for it to have.

Manufacturers of news print paper in the United States and Canada in the petition filed with the Federal Trade Commission declared that they have been "grossly misrepresented," and demand an early investigation of the industry, such as was called for by the Senate resolution. The petition filed by the News Print Manufacturers' Association, representing American and Canadian producers, asserts that 95 per cent. of the news print paper manufactured in the United States and Canada is sold on annual contracts, and that contract prices have not increased more than one per cent. within the last twelve months, and that prices will not average more than the prices at which news print paper has been contracted for and sold during the last ten years, although other paper prices have risen sharply.

Exports of Paper and Paper Stocks.

The exports of paper stocks, rags, and other similar commodities, except wood pulp, in February, amounted to 3,153,300 pounds, valued at \$43,452, as compared with 1,677,774 pounds, valued at \$32,670, in February, 1915, according to the Department of Commerce.

Exports of paper and manufactures of paper amounted to \$2,548,209 in February, 1916, as against \$1,444,411 in February, 1915. Of these exports, printing paper amounted to 18,891,566, valued at \$635,285, in February, 1916, as against 8,445,758 pounds, valued at \$282,998, in February, 1915; wrapping paper 4,740,096 pounds, valued at \$206,156, as compared with 2,201,797 pounds, valued at \$109,161; writing paper and envelopes \$123,479, as compared with \$76,374.

Imports of paper stock, except wood pulp, in February, 1916, amounted to \$479,869, as compared with \$231,099 in February, 1915.

The imports of paper and manufactures of paper in February, 1916, amounted to \$2,136,035, as compared with \$1,948,217 in February, 1915. Of this, printing paper amounted to 71,878,553 pounds, valued at \$1,357,684, as compared with 50,212,595, valued at \$975,335, in February, 1915. In February, wood pulp was imported to the amount of 37,669 tons, valued at \$1,444,952, as compared with 45,348 tons, valued at \$1,664,607, in February, 1915.

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION CONVENTION "A DIVERSION, AN INSPIRATION AND AN EDUCATION"

(In answer to a telegraphic request from THE EDITOR AND PUBLISHER, asking how they had benefited by their attendance at the annual convention of the American Newspaper Publishers' Association in New York last week, the following messages have been received from several of the publishers who were present—and who thus tell, in brief, what the meeting meant to them.—Ed.)

WILLIAM F. ROGERS, advertising manager, Boston Evening Transcript.—"This year's convention of the American Newspaper Publishers' Association was a diversion, an inspiration and an education to me.

"Anyone connected with a large daily newspaper is bound to be burdened with details and consume more time with the little things that go wrong than with the big things that are going right. It is refreshing, therefore to get away, occasionally, from one's routine, out of the under-bush to the clearings affording unobstructed views of the high places.

"Compared with the records in this institution, the writer had had limited experience (sixteen years at this desk) and needs all the help possible to keep up his end with co-workers of much riper experience. One man worked here seventy consecutive years. The oldest employee at present has had sixty-eight years of continuous service and is still an efficient executive. Several have been on the Transcript payroll for fifty years, and the number of those here over forty years is well up in the 'teens.

"So it is an education to hear the broad questions of newspaper publishing so ably discussed by the most successful in the business. It is an inspiration to hear about the present high standard of business and to see the fine spirit of coöperation that results in mutual benefit from helping each other.

"It was an inspiration to hear some of the younger publishers, like Young and Buxton, so eloquently express the breadth of their interests, which enable them to serve the country and generally uplift their profession while making so marked a success of their own papers.

"The first publishers' convention the writer ever attended was ably presided over by a man named Rogers. It was an inspiration to have this convention elect another Rogers as president of the Association, and, signally enough, also business manager of the Chicago Daily News. It was an inspiration to find the family name, not very common in northern Maine, so prevalent in high positions with the newspapers.

"It is an inspiration to be one of so magnificent a company at the annual banquet and to hear from the platform the men we are constantly reading about in our papers. While I did not make the personal acquaintance of these and many other big men at the convention, to have seen and heard them has broadened my life and increased my efficiency."

Crystallize Sentiment for Better Methods

W. L. Halstead, general manager, Minneapolis Tribune:

"I found the publishers' meeting this year of about the usual interest and value, although some of the subjects considered, particularly the paper situation, were of unusual importance. I have always found the meetings beneficial for the information I have gathered from many sources, and for the broadening of my acquaintanceship with important newspaper men. If the annual meetings do not result in the most effectual coöperation between newspapers, as is often remarked, they do result in the gradual promotion and crystallization of sentiment for better methods so much needed in the newspaper publishing business."

Calls Meeting the Best Ever Held

M. E. Foster, Houston (Tex.) Chronicle.—"I have attended every annual meeting of the American Newspaper Publishers' Association for the last twelve years. The one this year was the best and most productive of results of any ever held. The discussion of the news print situation; the advantages of an eight-column paper over a seven-column size, and the numerous discussions of economies and betterments in various departments especially impressed me.

"Many of the talks were helpful. The interchange of ideas was exceedingly interesting. The banquet was also well worth going 2,000 miles to attend. Those responsible for bringing together such an array of well-known men as after-dinner speakers are to be congratulated.

"I do not think there has ever been a banquet held in the United States where better or more helpful talks were delivered, and the unique part of it was that the men who talked were those in whom the whole country has confidence, for they were not mere ordinary public speakers, but were men who have accomplished things."

More Than Repaid for Attending

W. B. Southwell, business manager, Des Moines (Ia.) Register-Tribune.—"To me, the recent annual convention of the American Newspaper Publishers' Association was the most interesting and instructive in the history of the Association. The vital problems occupying almost exclusively the attention of publishers at this time were very ably handled by the convention. The extra time devoted to these vital problems almost to the elimination of minor subjects, caused every publisher, I believe, to feel more than repaid for the cost of his membership in the Association, as well as the time and necessary expense in attending the convention. To me the discussion of the printpaper question was most important."

Leads in Solution of Great Problems

Conde Hamlin, manager, Albany (N. Y.) Evening Journal.—"The paramount impression I gained from the meeting is that the American Newspaper Publishers' Association as an organization is leading in the solution of the great problems, and in meeting the crises that frequently and sometimes suddenly confront the publishing business, more than it ever did before, splendid as has been its record in the past."

A Great Opportunity

Charles K. Blandin, business manager, St. Paul Dispatch and Pioneer-Press.—"The annual meeting of the American Newspaper Publishers' Association to me means first, an opportunity to meet personally men with the brightest minds in the daily newspaper world. The daily business sessions of the Association offer opportunities for exhaustive discussions of the many perplexing problems concerning newspaper work. The experience and advice freely offered connected with problems common to all, often clears from the individual mind uncertainty and permits correct conclusions on important matters.

"The recent session in which members discussed the subject of the prevailing shortage of white paper supply alone was probably worth the expense and time of the visiting members. How to meet the situation in the best way, eliminate waste and apply short cuts to economy in the disposition of printed copies will not only help in the present situation but establish a precedent resulting in the saving of thousands of dollars to publishers annually.

"The discussion of labor problems, labor-saving machinery, collection accounts, each have their turn on the programme. Many publishers are able to apply most of the ideas advanced at these meetings to their material advantage.

"The 1916 Publishers' meeting was fully up to the standard in interest of any previous years. Members undoubtedly feel under obligations to officers and departmental heads who labored to make the event such a notable success."

Showed Sincerity in Helpfulness

Fred E. Smith, publisher, Lynn (Mass.) News.—"Men of brains and ambition always profit by mingling with others of the same profession. No one man knows it all, and there is inevitably profit to each and all by the exchange of views and discussion of a common coöperative purpose, such as is to be secured by the annual gatherings of the A. N. P. A. The acquaintance with the agents of the business men of the country, the large advertisers, is a distinct advantage to every man in the publishing field. The gathering of these alert men from all parts of the country means much for the profession of journalism.

"The thing that impressed me the most was the evident sincerity of the discussionists who were trying to be helpful not only to the profession, but to the country at large; and the brilliancy of the dinner with its inspiring speeches specially fitting the times, which surely found endorsement in the hearts and minds of the men who talk to the millions of people of the United States through the newspapers."

Most Valuable in Ten Years, Says Keeley

JAMES KEELEY, publisher Chicago Herald.—"The A. N. P. A. meeting struck me as being the most valuable of the last ten years. The discussions were valuable, particularly those on matters of economy. Personally, I picked up a hunch that will save the Herald over 1,000 papers a day."

Marshall Heads A. P. of Indiana

INDIANAPOLIS, May 4.—The business meeting of the Associated Press of Indiana resulted in the naming of Henry W. Marshall, of the Lafayette Journal, as president, and George M. Cook, Indianapolis manager of the Associated Press, was returned as secretary.

THE RETURN PRIVILEGE SHOULD BE ABOLISHED

A METROPOLITAN newspaper, a few years ago, decided to abolish returns from newsdealers. The plan was put into effect at first with out-of-town dealers. It was so satisfactory that it was extended to city dealers. It did not have any blighting effect upon circulation. It did not mean any decrease in net sales. It did, however, serve to induce newsdealers and newsboys to estimate demand with some accuracy—as all other people in business have to do, even the smallest shopkeepers—AND IT IS SAVING THIS NEWSPAPER TWO HUNDRED AND FIFTY THOUSAND DOLLARS A YEAR!

The figures are not official, but are estimated by a competent authority. This saving of a quarter of a million of dollars each year is a saving on many items of overhead expense, BUT CHIEFLY IT IS A SAVING ON EXPENSE FOR WHITE PAPER.

Publishers have long suffered under the system by which unlimited, or even limited, returns of unsold copies are permitted. A dealer in cut flowers, hardly a more perishable commodity than newspapers, would not expect to be able to return unsold stock. A dealer in fresh fruits, a less perishable commodity than newspapers, could not be permitted to return unsold and unsalable stock to his wholesaler.

Have florists and wholesale fruit dealers shown themselves wiser business men, in dealing with their retailers, than publishers of daily newspapers?

THE BIGGEST THING THAT PUBLISHERS CAN DO, TO MEET THE PRESENT SHORTAGE IN NEWS PRINT, IS TO ABOLISH THE RETURN PRIVILEGE.

Two great evening newspapers in New York are scheduled to take the step immediately. The other evening newspapers are discussing it. They, too, will act—ultimately.

There is no other single element of waste in the production and distribution of newspapers so great as this outgrown practice of permitting unsold and unsalable stock to be returned. WHEN A SUPPLY OF NEWSPAPERS IS SOLD TO A DEALER HE IS BUYING SOMETHING FOR WHICH THERE IS AN IMMEDIATE AND SURE MARKET. WHEN HE SELLS THEM BACK TO THE PUBLISHER, AT THE SAME RATE AT WHICH HE PURCHASED THEM, THEIR MARKET VALUE HAS VANISHED. They must then be disposed of as waste. The newspaper is thus penalized for the ignorance, the incapacity to estimate a demand, the carelessness, and incompetence of a host of small dealers. The return privilege does away with the necessity for the newsdealer to exercise even ordinary business judgment—for he does not "stand to lose."

Doing business under the return privilege the dealer does not take pains to develop his sales on any systematic plan. He is anxious only to secure a big supply of papers. If it happens that he should sell out, well and good. If he does not, the loss is not his loss.

The newspaper which abolishes the return privilege profits in another direction, not generally recognized by publishers who are still under this yoke. ADVERTISERS KNOW THAT A NEWSPAPER WHICH IS NON-RETURNABLE HAS A MORE STABLE AND, GENERALLY, A HIGHER CLASS CIRCULATION THAN ONE THAT IS RETURNABLE. THEY KNOW, TOO, THAT THE POLICY OF NON-RETURNABLE COPIES EFFECTS A TREMENDOUS SAVING IN PRODUCTION COST FOR A NEWSPAPER, AND THAT THE RATE CHARGED FOR ADVERTISING DOES NOT INCLUDE ANY OF THIS UNNECESSARY BURDEN.

There are so many things to be said in favor of the no-returns policy that it is strange that publishers should adhere to the old, wasteful system. As this newspaper views the present news print problem, with its menace of real shortage and climbing prices, it seems that the elimination, by the newspapers, of all return privileges, thus preventing serious and lamentable and unnecessary waste of news print, is a step made NECESSARY BY PRESENT CONDITIONS.

NEWSPAPER TRADE PRESS ALONE TELLS "WHAT THE OTHER FELLOW IS DOING"

Address by Frank Leroy Blanchard at Kansas Conference Makes Clear the Inestimable Value of Such Publications as the Editor and Publisher and Its Contemporaries in the Journalistic Field, as News Mediums and Open Forums.

(From an address on "What the Other Fellow Is Doing" delivered by Frank Leroy Blanchard, managing editor of THE EDITOR AND PUBLISHER, at the second Kansas Newspaper Conference, held at the University of Kansas May 3.)

Mr. Blanchard's address on the occasion above mentioned was prefaced by an interesting argument tending to prove that every newspaper is a factory product, and that there is a vast difference between the out-of-date editors of stage-coach days and the one who to-day utilizes the marvellous inventions of the last thirty-five years to produce the present-day journal. Condemning the newspaper producer who fails to utilize these wonderful aids the speaker said:

"It is quite apparent, you will admit, that the editor who is content to jog along in the same old way year after year, making no changes in his editorial, mechanical, or business departments is making no progress. He is not keeping abreast of the times. He is ignoring the experiences of other men who may be smarter or more inventive than himself, he is deliberately ignoring all the improvements that are being introduced to lessen labor and at the same time improve the product.

"The alert and progressive owner of a newspaper should be ever anxious to avail himself of all information that will assist him in his work. He is well aware that there are thousands of others, like himself, engaged in journalism, who are studying the same problems, and working out their solution. They are trying out new schemes for interesting their readers, for increasing their lists of subscribers, for enlarging the number of their advertisers, and for making their plants more economically productive. If he could get hold of these data he might apply some of them to his own business. He may find out a few things by attending the meetings of his State Editorial Association, but what of the material presented at the meetings of the forty-seven other State editorial associations? There is only one medium through which he can obtain this and many other kinds of information concerning the business in which he is engaged, and that is the trade press.

TRADE JOURNAL IS MODERN.

"The trade or class journal is a distinctly modern institution. Only seventy years have passed since the first one, the Dry Goods Reporter and Commercial Gleaner, now known as the Dry Goods Economist, was established in 1846 in New York city, by William Burroughs, Jr., and Robert Boyd, two enterprising journalists. In 1856, ten years later, there were only three business publications in existence, two of them devoted to real estate and the third being the dry-goods paper to which I have already referred. So slow was the growth of the trade press in those days that in the American Newspaper Directory of 1869 only twenty-five non-religious publications were registered.

FOUR THOUSAND TRADE PAPERS.

"To-day it would be difficult to find a single occupation that is not represented by one or more publications. Ayers' Directory for 1916 enumerates over 4,000 of them. Two or three trade papers could not be purchased from their owners for a million dollars each. It is estimated that the publishers belonging to the New York Trade Press Association carried \$3,000,000 worth of advertising in 1915.

"The trade journal had its origin in the premise that every business or profession should have a publication of

its own—one that would protect its interests, fight its battles when need be, furnish the news of the field, and make suggestions of value. In due time, therefore, the iron industry had its



FRANK LEROY BLANCHARD.

Iron Age; engineering, its Engineering News; medicine, the American Journal of Medicine; the legal profession, the Law Journal; the railroads, the Railway Age, and manufacturers, the Manufacturers' Record.

THE NEWSPAPER PRESS.

"A careful study of the trade papers devoted to journalism will convince the most skeptical editor that the work they are doing is of incalculable value not only to business itself, but to every man and woman connected with it. I have no hesitancy in saying that the trade press has done more to standardize the practice of journalism, and to bring editors and publishers together, than anything else.

"Let me enumerate for you some of the services the journalistic trade press is rendering right along. Perhaps the most important of all is its maintenance of the highest ideals of the profession—ideals that have been created by the master minds of journalism during the 300 years of its history. They may be modified or changed from one generation to another to meet new conditions as they arise, but in any event they have never been higher than they are in this year of our Lord 1916.

"If you will search through the pages of the representative trade papers you will not find a line that advocates the slightest departure from those principles of business or ethical conduct that are held essential to the achievement of the best in human attainment. If these publications did nothing else but this, they would be worthy of the support of every person deserving of the name of journalist.

DEVELOP UNITY OF SPIRIT.

"A second great service rendered by the trade press is the work it is doing in developing among the newspaper men of the country a unity of spirit and effort and a proper appreciation of the value of coöperation among themselves. Before we had our own trade press you could not get the papers to work together on any matter that related directly to their own business. Jealousies and rivalries prevented them from coöperating to accomplish results from which all would be benefited. Edi-

torial attacks upon each other were as common as weather reports. The most abusive language was used, not only in heated political campaigns when those of opposite political faith let loose strings of epithets that are usually heard only in barrooms of the lowest type, but also in ordinary peaceful times when there was absolutely no occasion or excuse for their use.

"To our trade press belongs the credit of bringing the newspaper editors to a realizing sense of their need of each other's assistance and good-will in working out the problems of newspaper publishing, and in achieving the ideals at which we are all aiming. It is my firm conviction that never have the makers of newspapers been as thoroughly united in one great, powerful body as at present.

PROMOTERS OF ADVERTISING.

"I have left until the last what is regarded by many newspaper owners as the most important function of the trade journal, namely, the service it renders in the promotion of newspaper advertising. There was a time when the only aim of the newspaper was to print essays, sermons, editorials, and news. But it is a significant fact that as long as that idea prevailed newspapers were not financial successes, and it was not until advertising was introduced in their columns that the tide turned. We now know that a paper may have the finest plant ever assembled, employ the ablest staff of editors and writers, and command the best telegraphic and cable news services that have been organized, and yet be a complete failure if it does not secure the active support of local and national advertisers, as the income from subscriptions and street sales is insufficient to pay the cost of production.

"Hence we find that the trade journals in our field are devoting more and more space to the discussion of advertising topics. They realize that the more assistance they can give the newspapers in solving their advertising problems, the more firmly established as a necessity to the newspaper publisher they will become. Therefore in your trade paper of to-day you will find articles dealing with methods for securing and holding the support of the advertisers; articles dealing with the preparation of campaigns for the marketing of merchandise; discussions of methods for increasing public confidence in advertising; advertising tips; that is, lists of new advertisers who are coming into the field, new campaigns that are being inaugurated by old advertisers, and the names and addresses of the agents who are preparing the lists of newspapers that are to be used and will handle the accounts.

FIGHT FOR PRESS FREEDOM.

"As the printing industry, to which newspaper publishing is closely allied, now ranks fifth in the amount of its financial transactions, it is a favorite object of attack by the lawmakers. Nothing gives the average Congressman so much pleasure as to introduce and push a bill that will make it more difficult and expensive for the publishers to carry on their business. Big corporations that for years have succeeded in evading the payment of their share of the burden of taxation or whose attempts to crush competition by unfair and unjust practices have been brought to book by the newspapers, have spent large sums of money in an effort to get even with the publishers by causing bills to be introduced in legislative bodies that will abridge their liberty of action or will inflict upon them needless burdens.

KEEPS WATCH ON LEGISLATION.

"One of the functions of the trade press is to keep watch on legislation in Congress and the State capitals, and to notify the newspaper publishers of the appearance of any bills affecting their interests that may be introduced. Some of these bills are worthy of support; others are pernicious and must be op-

posed. It is the trade paper that analyzes these bills, and, when necessary, sounds the alarm that arouses the newspapers to action. You, Mr. Editor, may, through your correspondent at Topeka, if you have one, be kept informed as to what the Legislature is doing, but how are you going to know what is happening at other State capitals or at Washington? The newspapers, for some unaccountable reason, do not like to print news of their own field; therefore, news of vital importance to their publishers might not reach them in time to be of service in organizing opposition to hostile legislation. It is along this line that the trade paper is especially valuable.

"In conclusion, and on behalf of the journalistic trade press, I desire to say that, while our several publications are not all that we hope they will be in the future, they represent our conscientious and best effort, and if they serve to lighten your burdens, add to your incomes, or help you in any other way to publish better newspapers, we shall feel well rewarded for our work."

LOVING-CUP FOR T. C. MEADE

City News Night Staff Presents Retiring Manager with Memento.

Thomas C. Meade, who had been with the New York City News Association since 1897, resigned from the organization on Wednesday night. Mr. Meade began work with the association as city Hall reporter and rose by way of the copy desk to night manager. Recently he purchased a farm in the Adirondacks, and resigned from the association to go into the apple-raising business.

Early on Wednesday evening, Mr. Meade's last night in harness, the members of the night staff of the association gathered in the association office, and on behalf of the members of the staff, William J. Kane presented Mr. Meade a silver loving cup, as a memento of their affection for him.

On the cup was the following inscription: "Good luck to Tom Meade from the Night Staff, New York City News Association, May 3, 1916."

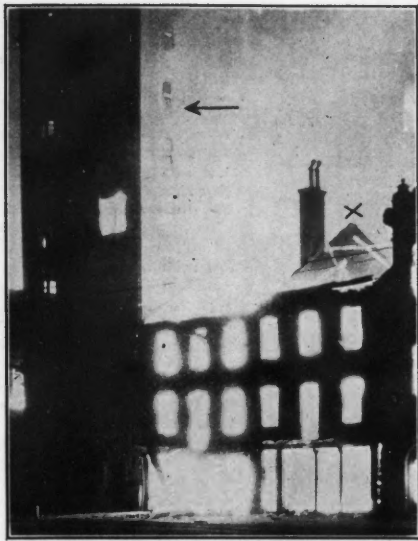
Besides Mr. Kane the members of the night staff present were: William Ransom, John Crouch, Joseph A. Larkin, Joseph P. Sheridan, Milton Wright, Miles Bath, Harry B. M. Brown, Joseph P. Clark, James W. Sweeney, T. Arthur Shields, Arthur J. Corrigan, Howard B. Seitz, Robert Bark, James P. Kirby, Nicholas Helm, Eugene Sullivan, William J. Nagle, Neil Nagle, and Thomas Flynn.

Politicians to Start Paper

ALBANY, N. Y., May 3. — Former Lieut.-Gov. Thomas F. Conway, of Plattsburgh, heads a new company which filed articles of incorporation with the Secretary of State this week for the purpose of publishing a newspaper, the Plattsburgh Republican. The company is called the Plattsburgh Republican Publishing Company, Inc., and is capitalized at \$15,000. Besides Mr. Conway, the directors are Ernest C. Gordon and Jeremiah Davern, both of Plattsburgh. The attorneys for the new company in the transaction are listed as Riley & Gordon. Riley was State Superintendent of Prisons until a few months ago, when he was removed from office by Gov. Whitman.

Toronto Gets C. P. A. Convention

TORONTO, May 3.—The advisory committee of the Canadian Press Association has decided, in view of the result of the plebiscite of members on the question of the date and place of the annual meeting, to hold this year's convention on June 1 and 2, in Toronto. The sessions will be held in the new Technical School, which was recently completed at a cost of \$2,000,000. After the convention there will be an excursion, for members and their wives, to Fort William.



X Marks Herald Building
← Marks Chronicle Building

The Augusta Chronicle and the Augusta Herald were burned out in the Great Fire of March 23.

The Clipping tells the story of their rehabilitation, and shows that

The great fire which leveled the business and a part of the residential section of Augusta, Ga., a few weeks ago, was one of the greatest disasters ever suffered by a southern city.

The homes of the Augusta Chronicle and the Augusta Herald were among the first buildings reduced to ashes.

Within a few hours of the receipt of news of the fire the New Orleans Agency of this company secured right-of-way in our Brooklyn factory for duplicating the Linotype equipment of both newspapers. All preliminaries were waived in the preparation and shipment of this equipment.

The morning after the first day of the fire our Georgia representative was on the ground to offer his services. Early the next day the Chronicle wired an order for two Model 9 and four Model K Linotypes. The machines were assembled and packed the same day, and at ten o'clock the following morning left New York by express.


The Herald's order for a duplicate of the Chronicle equipment followed immediately. In anticipation of this the factory had prepared several machines and they were also shipped by express the day the order was received.



One of the Chronicle Model K's fell three stories while being lifted to the composing room floor, but fortunately was not damaged.



Our erectors were on hand and had the Chronicle machines running one week from the date of the fire, while the Herald machines were in service a few days later.

Both newspapers are now much better equipped than ever before. The new Linotypes which have been installed are well adapted for display advertising, head letter and straight composition. The flexibility of these machines and their capacity on a wide variety of composition enabled both of these progressive newspapers to issue editions of normal size immediately after their installation.

When You Buy LINOTYPES you get machines

 That are Backed by
Linotype Service 

 That are
Built to Last 

 That have the
Greatest Capacity 

IT is this DURABILITY, this VERSATILITY, and the equipment of the great plant behind the product, that makes "The Linotype Way the Only Way." The sixteen Linotypes now working for these two live Southern newspapers include

NINE MODEL K's and FOUR MODEL 9's.
(Two Magazines) (Four Magazines)

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street
TORONTO: CANADIAN LINOTYPE, LIMITED

NEW ORLEANS
549 Baronne Street

PHOTO-ENGRAVERS DENY FORMING COMBINATION

But Indictment of Their Board of Trade Has Been Asked for by the Trade Press Association of New York—Interesting Hearing Before District Attorney Swann on Monday.

President A. W. Morley, of the Photo-Engravers' Board of Trade, of New York; Peter J. Brady, vice-president of the Allied Printing Trades Council, of New York, and Matthew Woll, of Chicago, president of the International Photo-Engravers' Union and the International Allied Printing Trades Association, together with their counsel, George Gordon Battle, were given a hearing on Monday by District Attorney Swann, on the allegation of the New York Trade Press Association that the Photo-Engravers' Board of Trade, the Allied Printing Trades Council, and the Photo-Engravers' Union had entered into a conspiracy to increase the price of photo-engravings to publishers and printers from 20 to 200 per cent. About fifty members of the Trade Press Association also were present.

The allegations of the Trade Press Association were based on reports made by the members of the association to the effect that they had received from the Photo-Engravers' Board of Trade notification that after April 3, 1916, certain "fixed prices" for photo-engravings would become operative.

The matter was referred by the association to its board of directors, who, after making a careful canvass of the various photo-engraving establishments in New York, and finding that the alleged standard price schedule agreed upon by the Photo-Engravers' Board of Trade, was the rule in practically all the establishments, laid the facts before Judge Swann, and requested that the Photo-Engravers' Board of Trade be indicted on the ground of conspiracy.

ENGRAVERS DENY COMBINATION.

At the hearing on Monday, the Photo-Engravers' Board of Trade denied the contention of the Trade Press Association. They held that they had never entered into any combination or conspiracy to fix prices on their product, and that the price schedule mailed to its customers by the Photo-Engravers' Board of Trade was merely a plan based upon actual cost of production of photo-engravings, and to be used by each individual engraver as a guide for arriving at the increase of price in his product to meet the increased cost of production in his own business.

It was only a coincidence, they said, that the cost of production schedules were the same, and that they had been printed on the same press. They also stated that there had been absolutely no agreement on the part of the members of the Photo-Engravers' Board of Trade to a stipulated price for engravings, or that they had entered into any agreement with the Photo-Engravers' Union whereby punishment was to be meted out by the union to any photo-engraver who declined to accept the terms of the Board of Trade. The engraver was free to charge any price for his product he chose, they declared.

The appearance of the union men in the controversy was due to the insertion in the new agreement entered into recently by the Photo-Engravers' Board of Trade and the union, whereby the union stipulated that it would not work for any engraver who was not a member of the Board of Trade. This promise, it was held, was made by the union in return for the agreement by the Board of Trade to increase wages, reduce the hours of employment, and extend the union privileges regarding apprentices.

Both Mr. Brady and Mr. Woll made emphatic denial of these allegations. Mr. Woll declared that it was absolutely untrue that the union had entered into any understanding, express or implied, whereby the union was to take any drastic action against any engraver who

refused to enter the Photo-Engravers' Board of Trade, or to adopt the alleged standard price of the Board.

"The union agreement was entered into," he said, "with the Board of Trade for the purpose of obviating the many-phased shop-rules conditions that had theretofore prevailed, and thus furnish greater protection for the workmen. The union could not or would not have anything to do with any controversy between the members of the Board of Trade over prices to be charged for engravings, or any other matter pertaining to that organization that did not concern the union or directly affect its agreement with the Board of Trade."

Henry Wollman, counsel for the Trade Press Association, asked Mr. Battle how he accounted for the fact that the cost production in the shops of all of the fifty or more engravers of New York corresponded.

Mr. Battle replied that he did not account for the fact, because it was unfounded. "There is no correspondence in the cost of production of the shops," said he. "This plan of the Photo-Engravers' Board of Trade for the guidance of the engraver in increasing prices if he chose to do so, and upon which all this controversy seems to be based, is a plan compiled from the general average of the cost of production in several hundred shops."

Mr. Wollman—"Isn't this price schedule the same as was adopted at the Chicago convention of the International Association of Photo-Engravers in 1915, and has since been put into effect in about thirty cities?"

Mr. Battle—"Practically, but as I said before, it is a general average schedule, and, besides, it has not been put into operation in any city except merely as a better business guide. There isn't anything unlawful in that, is there?"

Mr. Swann—"It is not unlawful for any man to raise the price of his goods. That is not the question in this case. The question is: Did the Photo-Engravers' Board of Trade raise the prices of their products by unified agreement; and is it true, as alleged, that any one violating that agreement will be subjected to certain penalties? That would be unlawful. Not the raising of prices, but the visiting of punishment on any one violating the agreement."

Mr. Battle—"We agree that if the Photo-Engravers' Board of Trade did enter into a specific agreement to raise prices, then they violated the law. But the fact of the matter is they did not so agree."

Mr. Wollman—"There is no more capital evidence of a violation of the law than we have in this case. We think that they should be indicted."

Mr. Battle—"That is your impression. We have not violated the law, and do not intend to."

Mr. Swann—"If any one set of manufacturers were permitted to jump their prices at will, then every other set of manufacturers could do likewise, and prices on all commodities would soon pile up mountain high."

The hearing then was brought to a close with the request of H. E. Cleland, chairman of the board of directors of the Trade Press Association, that District Attorney Swann present the matter to the grand jury, and ask for the indictment of the Photo-Engravers' Board of Trade.

Briefs on the questions involved in the controversy were submitted, yesterday, to Judge Swann by the attorneys in the case, and the Judge announced that he would render his decision on Monday, as to whether or not he would submit the matter to the grand jury.

F. P. Walsh Resigns as Editor

Frank P. Walsh, who was appointed editor of the Kansas City Post awhile ago, has resigned. He will continue his connection with the Post, however, as attorney for the publishers and legal representative of the office. Mr. Gurley, former editor, will return to the Post as editor.

ADS FOR WOMEN SHOULD EMPHASIZE STYLE IDEA

Henry Kuhns, of Boston, So Declares in Telling About a Contemplated National Campaign for Selling Skirts—Cooperation with Customers by Furnishing Copy Brings Good Results.

Boston, May 3.—Henry Kuhns, advertising manager of the M. & C. Company, of Boston, manufacturers of separate skirts for women, says he is contemplating for his concern's product newspaper publicity which will be national in scope. To a representative of THE EDITOR AND PUBLISHER Mr. Kuhns declared the belief that newspaper advertising is the backbone of prosperity.

Kuhns is a modest man. Some years ago he was a business manager of a Boston weekly publication. Later he was advertising manager of one of Boston's largest stores. To-day he is the



HENRY KUHN.

advertising manager of the big skirt company named. But he would not talk about the advertising end of the business until he had shown his visitor about the factory. There, everything indicates the great business transacted by this company in making skirts worthy to be sold through a national advertising campaign.

Talking of the methods used by the company to bring their wares to the attention of the public, Mr. Kuhns said that women customers are attracted by style first, last, and all the time. That, he declared, "is the keynote of the whole situation. That is the thing we emphasize in our advertising in the magazines and ask our customers to bring out in their newspaper work. Women, unless they are of the working class looking for something that will wear well and be stylish, do not consider anything but appearance, style, etc. That is why we maintain a Paris service to give us first-hand styles. It is expensive, but we know that the women want the prevailing style."

"Service is the last thing a woman thinks of. What she wants is something that she knows and her sister woman will know is the latest thing on the market. A man looks more to service, but a woman always to style."

CO-OPERATE WITH ADVERTISERS.

"What do you do for the thousands of retail merchants with whom you come in contact with in a business way in regard to their newspaper advertising of your goods?" the reporter asked.

"We offer our customers cooperation in their newspaper advertising," Mr. Kuhns replied. "When we take on a new account we write a letter in which this service is offered. We will furnish their advertising, if desired, and furnish them with electrotype cuts. Here are some samples of our customers' newspaper ads," said he, taking up a large scrap book.

The advertisements Mr. Kuhns referred to were from various metropolitan newspapers, one of them having been a portion of the advertisement of Marshall, Field & Company of Chicago. They showed the M. & C. skirts on attractive models.

"I am such a believer in newspaper publicity," laughed Mr. Kuhns, "that I bought twenty-five copies of a recent Sunday issue of the New York Sun and mailed them to our salesmen, for this issue contained a half-page article on the separate skirt idea. It was treated in corking style."

Mr. Kuhns says that his firm always "suggests" advertising in the newspapers to the customers and does not leave the impression that it is anything more than a suggestion. Here are some of the suggestions which he sends to the customers to help them with their publicity in the local press:

SOME AD SUGGESTIONS.

"(1) Our skirt department is a shop within itself, managed by a man whose broad experience in meeting the tastes of the women of this city is at the service of our patrons.

"(2) Women who have been in the habit of purchasing their apparel at the exclusive and high-priced specialty shops, because they felt they could only get something distinctive in such shops, are being added daily to our list of patrons.

"(3) The comfort and convenience of separate skirts are so thoroughly established that they have come to occupy a very prominent place in every well-dressed women's wardrobe."

Other points which are sent the customers, to use in their local advertising in the newspapers, point out many other advantages, such as the large line of fabrics to select from, the increase in popularity of wash skirts, the apparent revival of the styles of 1830, skirts for outing wear, etc.

"I subscribe for newspapers in five of the large cities of the country to follow their advertising styles. To be a success a newspaper campaign should be carried on in at least fifteen of the largest papers of the country. Newspaper advertising brings the subject matter right to the attention of the great masses as no other medium can. At the present time, however, we are not in a position to use a large newspaper campaign, but there is no telling what the future may bring forth."

PIONEER ADVERTISING AGENT QUILTS CHICAGO

(Concluded from page 1517)

spent money on his ads when he felt like it, but he usually did not feel like it.

"The appropriations of those days were around \$2,000. When I received my first appropriation of \$3,000, I walked back to the office on air. For several days after that I was regarded as a hero among my business associates. After 1885, I should say, advertising progressed rapidly. We agents were permitted to write copy and gradually it came to the point where we were handling the whole sales end of the advertiser's business.

"Among the first companies to see advertising as the medium through which it could become famous, and an account which I handled," Mr. Lord continued, "was the company which manufactured Price's Baking Powder. Pyie's Pearlina, Kirk's American Family Soap, Wool Soap, and Cascarets were others.

"The shift in the advertising field has been particularly striking. Back in the early '90s, I heard Mr. Thomas say once that 60 per cent. of the advertising of that time was done within 100 miles of New York city. When I got out of the game, 60 per cent. of it was being done west of the Alleghenies. This isn't because any particular set of advertising men is working harder than any other. The country back of them is responsible."

To Cover the National Conventions in the Enterprising Way, Employ One or More of
this Great Trio of Correspondents:

SAMUEL G. BLYTHE

WILLIAM J. BRYAN

(Bryan correspondence sold to International News Service).

IRVIN S. COBB

Every daily newspaper of any consequence will receive the straight running story of the great conventions through the usual channels.

These reports will be exhaustive, accurate, thorough-going. Any paper with a good wire service will be protected on the news developments at Chicago and St. Louis.

BUT—

The paper that will get the prestige and give its readers something to remember is the paper that will carry the reports of a great correspondent.

You, Mr. Publisher, who have covered the European war news consistently and well—how much would you have given to have had Irvin S. Cobb's remarkable war stories?

We all know that Cobb's war stories in the Saturday Evening Post created a profound impression. Volumes of ordinary reporting could not have given us the clear insight afforded by his few pages of vital description.

Why not cover the national conventions in the big way?

Samuel G. Blythe is the foremost political writer of his time.

This doesn't have to be explained or argued—everybody knows it. Announce to your readers that Sam Blythe will cover the conventions for you, and your reputation for enterprise is safe.

William J. Bryan reported the 1912 conventions for us. The interest aroused by his journalistic labors was very great indeed—everybody remembers. Readers everywhere will be interested in what he has to say this year.

He will be a striking figure in the press stand. He is the biggest public man who has ever done work of this kind.

The New York World and the St. Louis Post-Dispatch reserved the Bryan correspondence months before we were able to get Mr. Bryan's name on a contract. Before we had time to offer the feature generally, the International News Service applied for and secured from us the rights to publish in the Hearst papers outside New York, and to sell throughout the country generally. All applications for the Bryan correspondence should be made to the International News Service.

Irvin S. Cobb is the great all-round reporter. He can handle any situation masterfully, with insight, with descriptive power, with humor. His convention stories will lend distinction to the papers that print them. They will be remembered long after most of the convention happenings are forgotten.

The Blythe and Cobb correspondence has already been sold in most of the important cities. Only a few places are open.

Do it the enterprising way this year! Give your readers something to look for, to talk about and to remember.

Lose no time in communicating with us!

H. A. McNITT
Editor

Frederick Bldg., Cleveland

THE CENTRAL PRESS ASSOCIATION

V. V. McNITT
Gen'l Mgr.

World Bldg., New York

BIG "NEWSPAPER WEEK" AT LAWRENCE, KANSAS

Editors from Various Parts of the State Discuss Reforms Needed in Most Printing Offices, See Moving Pictures, and Hear Good Addresses on Subjects of Much Interest.

(Special to THE EDITOR AND PUBLISHER.)

LAWRENCE, Kan., May 4.—Amid dripping skies and with a cold northeast wind blowing, Kansas newspaper week opened Tuesday at the University with a session of the Missouri Valley Cost Congress, which was attended by about a hundred editors from various parts of this State.

The morning was taken up with the addresses by President H. W. Walkenhorst, of the Walkenhorst Printing Co., of Kansas City; Prof. Merle Thorpe, head of the department of journalism of the University; W. J. Hartman, of the Hartman Company, Chicago; and George Hough Perry, manager of the Central Newspaper Bureau of Kansas.

Professor Thorpe in welcoming the visitors said that there was not a more intricate science taught at the University than printing and publishing. That there was need of a reform in most printing offices was patent to all; a reform that will enable printers to get for their work remuneration to which they are entitled. The Cost Congress was established to help bring about this reform.

Mr. Hartman said, among other things: "The printer is the invisible friend of all who read and write. Stop the presses for thirty days and it would do more to paralyze business than the stopping of all the passenger trains. The reason why so many printers fail to make a good living is not because they are unskilful workmen, but because they are poor salesmen. Without an efficient cost system, printers cannot fix a fair and remunerative price for their work or stop the leaks in their offices."

BUYING AND SELLING PRINTING.

Mr. Perry, who spoke on the relation that exists between the buyer and the seller of printing, said that there is no such thing as an advertising problem. Salesmanship is the thing that should especially interest printers because upon it depends the success or failure of their business. He continued:

"Printers are the worst advertisers when they should be the best. If they would only study the subject they would soon find ways and means for greatly increasing the volume of their business and their profit. The only advertising the average printer does is to get out a bunch of blotters, a few calendars, and some business cards. The advertising value of such things is almost nothing. If he has no competition the printer is sure to get all the business there is. But if there are others in the field, the only advertising that amounts to much, in his opinion, is the cutting of prices. The live printer should advertise in the local newspaper even if this is conducted by a rival. Price cutting has done more to keep printers poor and driven more nails in their business coffins than anything else."

In the afternoon C. D. Traphagen, president of the Lincoln Nebraska State Journal Company, spoke on "Personal Qualifications of the Printer." He emphasized the necessity of practicing the old-fashioned virtues of sobriety, honesty, and square dealing.

E. P. Mickel, secretary of the Nashville (Tenn.) Printers' Club, gave a rapid-fire talk on the third fundamental of business salesmanship.

A moving picture "Racing the Deadline," made by the Chicago Tribune, depicting scenes in the office of that newspaper and showing the experience of a reporter in landing a big story, was shown at the conclusion of the session. Several reels illustrating the process of making Strathmore paper was also furnished.

In the evening the annual dinner of

the Missouri Valley Cost Congress was held at which W. Y. McGann, of the Hutchinson News; Frank Leroy Blanchard, of THE EDITOR AND PUBLISHER, New York; Oliver Wrighton, of Kansas City; W. J. Hartman, of Chicago, and Joseph A. Borden, secretary of the United Typothetic and Franklin Clubs of America, were the speakers.

COST PROBLEMS DISCUSSED.

Although Wednesday opened with dark skies and scattering rain drops, the sun after awhile burst its way through the clouds and the rest of the day was delightfully summerlike.

Cost problems were the subjects of several addresses at the morning and afternoon sessions. E. K. Whiting, of the Owatonna (Minn.) Journal-Chronicle; E. P. Mickel, Joseph A. Borden, and Marco Morrow, advertising director of the Capper publications, Topeka, were the speakers.

Mr. Borden explained in a clear manner the cost system adopted by his organization, illustrating his remarks with diagrams and tables.

Mr. Hartman emphasized the necessity of charging a salary for the working men of the shop, just as he would for an employee. If the business could not stand it, it was a mighty poor one.

"Mix brains with printers' ink," he continued, "and that is why I am entitled to a good salary as well as the resulting profits of the business. A man who cuts prices is no better than a pirate."

Marco Morrow gave an interesting talk on "Creative Advertising for the Printer." At the close of the day Frank Leroy Blanchard gave an illustrated lecture on "The Making of a Metropolitan Newspaper," in Fraser Hall, before a large audience.

BILLY SUNDAY PRAISES NEWSPAPERS.

Between 250 and 300 Kansas editors attended the sessions of the Newspaper Conference to-day (Thursday). The fact that Billy Sunday was to speak at 9:30 had something to do with bringing out the great number of townspeople that heard him deliver one of his characteristic addresses. On taking the platform, Mr. Sunday announced that he was not going to preach a sermon. What he did was to deliver a scintillating and appreciative tribute to the newspaper editors.

"I am always at home with the newspaper men," he said, "because I have played baseball. I think the greatest single agency for good in the world is the newspaper. I think I know newspaper men. I have had them with me continually for fifteen years."

"I have never been afraid to trust a newspaper man. It is true that sometimes a newspaper is positively opposed to my work in fighting the rotten whiskey bunch, but since I gave my heart to Jesus Christ, I have asked no quarter; and what's more I expect to fight until hell freezes over, and then I'll buy a pair of skates and tackle them on the ice. And I can testify that when an editor has it in for any one, he can beat him up, hang his hide on the barn door, and salt it down while the other fellow is spitting on his knife-blade and getting ready for the operation. I could hardly carry on a campaign without the newspapers, and they are the most important factor for good in any community that I know of."

"Among the great newspapers of New York are the Hearst papers, and my friend Arthur Brisbane, who is to address you to-morrow, is, in my estimation, the greatest editorial writer in the United States. I don't know any one in the world who has anything on him, and he is doing a marvellous amount of good."

KANSAS EDITORS HAD HIGH IDEALS.

"I know what a force the editors of Kansas, since the early settlement days, have been in building up this West, and the editor with his shirt-tail full of type, was no less a factor in building up the community than the sky-pilot. Oh, how

fortunate it was for Kansas that her first newspaper men were men with high ideals.

"The newspapers of Kansas have made it the best advertised State in the Union. Whenever President Wilson wants to know what the West thinks about his preparedness propaganda he seeks out and puts his thumb on the pulse of the Kansas papers. Roosevelt always comes to Kansas to touch off the pyrotechnics—or to the front door of Kansas, which is Kansas City."

"And I have learned that Kansas is the least illiterate State in the Union. The illiteracy of Kansas is only 2.2; that of Maine is 4.4; of Massachusetts 5.5; and the whole United States 7.7."

"There are more newspapers read in Kansas in proportion to its population than in any other State in the Union. Kansas, with one-half the population of Massachusetts, has 163 more newspapers than that State."

SAYS KANSAS HONORS HER EDITORS.

"And Kansas honors her newspaper men. She ought to, for my friend Governor Capper is a good example, and he is thirty-six inches to the yard, all wool, true blue, and one hundred cents to the dollar."

"I am told that there is not a newspaper in the State that will run a whiskey or beer advertisement. One by one, the great newspapers of the country are cutting out the whiskey ads. Among these are the Kansas City Star, the Philadelphia North American, the Pittsburgh Gazette-Times; and I understand that there is a law in Alabama that prohibits any newspaper from crossing the borders of the State that carries a whiskey advertisement. I think the newspaper is one of the greatest moral forces in the world."

"Any business that depends on vice to succeed, the sooner that business is in hell the better. Some editors are mere pawns on the chess-board of the dirty, low-down, rotten, swill-gutted whiskey bunch."

"Ever since it was instituted, as a general thing, the newspaper has proven itself the friend of liberty, but where it has become the plaything of a dirty, rotten bunch, and has become influenced by greed and crime. It is a menace to any community. I think you might as well try to sink a battleship with a shotgun, expect money to speak and bear children, or try to dam Niagara Falls with toothpicks, as to overthrow an honest newspaper. It is the most potent force for righteousness that I know of, next to the pulpit—and God knows it has some pulpits beat a block, judging from some I have bumped up against. If every newspaper in the country were repressed to-morrow, crime would increase 100 per cent. in twenty-four hours."

H. G. McNamee to Marry

Announcement is made of the engagement of Miss Else Ida Sonne, of Brooklyn, to Harry Gale McNamee, of New York. Miss Sonne is well known in Brooklyn musical circles, and is soprano for one of the prominent churches there. Mr. McNamee is on the editorial staff of the Daily Trade Record and Women's Wear. He has been associated in various capacities with the Evening Mail, the Globe, the Brooklyn Daily Eagle, and the Tribune, and has done considerable free-lance work. He is widely known as a writer on golf topics, and was one of the founders of the National Bowling Association. He is a member of the New York Press Club. No date has been set for the wedding.

Rushville (Ind.) Jacksonian Sold

RUSHVILLE, Ind., May 3.—Louis Holtman, of Shelbyville, Ind., has taken possession of the plant of the Daily Jacksonian, of this city. It was recently bid in at a Sheriff's sale for \$2,000, but the former owners of the plant outbid Holtman. Later, Holtman closed a deal with them.

TWENTY-FIVE YEARS AT CAPITOL

Record of Frank Insko Whitehead as a Washington Correspondent.

WASHINGTON, May 2.—Frank Insko Whitehead has just completed his twenty-fifth anniversary of Washington newspaper work. He came to Washington May 1, 1891, to accept a position on the Washington Post, under Beriah Wilkins and Frank Hatton. Mr. Whitehead came to Washington from Cincinnati, O., where, for several years prior thereto, he was on the old Cincinnati Commercial, in the days of Murat Halstead.

His first work at the Capitol was the session beginning in December, 1891, the Fifty-second Congress, first session. He covered the House for the Post. The following year he became a member of the staff of the New York Associated Press, and upon its absorption by United Press in the '90's he went to the Cincinnati Enquirer bureau. Subsequently, in addition to other work, Mr. Whitehead became representative of the New York American, covering the Senate proceedings.

He reported the secret sessions of the Senate during the consideration of the treaty of peace between the United States and Spain, supplying daily reports of from one to three columns for the New York Sun. Mr. Whitehead has achieved a reputation of being able to obtain more of the secret and executive session business of the Senate than any other correspondent within the past quarter of a century.

When John R. McLean bought the Washington Post, about ten years ago, he sent for Mr. Whitehead the next day. Since then he has been on the staff of that paper as a political writer and in charge of the Congressional work. He is also connected with the staff of the New York American as its Senate representative. Mr. Whitehead has had a wide acquaintance with public men, and is one of the most popular of the Washington correspondents.

WEDDING BELLS

Edward Newton Haag, jr., advertising promoter, of Boston and Philadelphia, and Miss Bema Barton Lyon, of La Grange, Ill., were married on April 24 at the home of the bride's parents, Mr. and Mrs. Joseph Maitland Lyon, in La Grange. Mr. and Mrs. Haag will make their home at 10 Church Road, Newton, Mass.

Oscar Edwin Riley, formerly real-estate editor of the St. Louis Globe-Democrat, and Miss Katharine Amory Palmer, daughter of Mrs. Robert A. Palmer, of New York city, were married on April 25 in the chapel of St. Bartholomew's Church, New York, by the Rev. Henry A. Dexter, of All Saints' Church, Briarcliff, N. Y. Mr. and Mrs. Riley will reside in Japan, where Mr. Riley has accepted a position on the staff of the Tokio Advertiser, a newspaper printed in English there. He will succeed Prof. Frank L. Martin, of the University of Missouri, who has been in Japan for a year on a leave of absence.

Arthur P. Dyer, reporter for the Dallas (Tex.) Morning News, and Miss Edith Daniel were married at the Dallas home of the bride's mother, Mrs. C. B. Daniel, on the evening of April 27. After a brief visit to San Antonio, Houston, and other Texas cities, Mr. and Mrs. Dyer will make their home at 2208 McKinney Avenue, Dallas.

Will Revive Press Association

SAN ANTONIO, Tex., May 1.—Plans for reorganizing the Southwest Texas Press Association have been formed here, at a meeting of former members of that now defunct organization. Charles M. Barnes, veteran newspaper man of San Antonio, was chosen temporary president, and George D. Armistead, formerly of the San Antonio Express, but now postmaster of San Antonio, temporary secretary. Present plans are to perfect the reorganization during the convention of the Texas Press Association, in El Paso, in June.

"OHIO FIRST"

How Leading Newspapers Blanketing the Buckeye State Co-operate With the Advertiser to Produce Sales Among Five Million Buyers



POPULATION 5,026,898

OHIO NEWSPAPERS Working for the Benefit of the Advertiser

	Net Paid Circulation	2,500-10,000 Lines
Canton News (E&S)	12,446	.015 .015
Chillicothe Scioto Gazette (E)	2,310	.0057 .0057
Chillicothe News Advertiser (M)	2,449	.0085 .0072
Cincinnati Commercial Tribune (M)	†60,723	.11 .09
Cincinnati Commercial Tribune (S)	†26,339	.14 .12
Cincinnati Enquirer (M & S) 5c.	53,000	.14* .12
Cleveland Leader (M)	76,550	.15 .13
Cleveland Leader (S)	106,593	.17 .15
Cleveland News (E)	112,888	.18 .16
Cleveland Plain Dealer (M)	131,430	.18 .16
Cleveland Plain Dealer (S)	174,867	.21 .19
Columbus Dispatch (E)	75,077	.10 .09
Columbus Dispatch (S)	71,832	.10 .09
Dayton Herald (E)	22,114	.05 .035
Dayton Journal (S) †	22,430	.05 .035
Dayton Journal (MS) †	22,430	1.07 .045
Combination rate, both papers, 6c. per line		
Dayton News (E)	32,014	.045 .045
Dayton News (S)	18,443	.03 .03
East Liverpool Tribune (M)	*5,666	.0115 .01
Findlay Republican (M)	5,496	.0093 .0093
Lima News (E)	9,322	.02 .0157
Mansfield News (E)	7,631	.019 .019
Marion Daily Star (E)	7,089	.0129 .0129
Newark American Tribune (E)	5,560	.0085 .0085
Piqua Daily Call (E)	4,119	.0072 .0072
Portsmouth Daily Times (E)	8,377	.015 .015
Sandusky Register (M)	4,721	.0093 .0093
Springfield News (E & S)	12,224	.02 .02
Toledo Blade (E)	50,182	.11 .09
Youngstown Telegram (E)	**14,132	.03 .03
Youngstown Vindicator (E)	18,014	.03 .03
Youngstown Vindicator (S)	15,034	.03 .03
Zanesville Signal (E)	*6,173	.0128 .0128
Zanesville Times-Recorder (M)	*15,281	.02 .02

† Publishers' statement.
* A. B. C. statement.
** Government statement, Oct., 1915.
Other ratings, April, 1916.

OHIO is the ideal "try-out" State. Its concentrated population—large number of Cities and Towns—the facility of access by Interurban Electric Lines—its wealth of Town and Country—the high average intelligence of its population and its known quick response to advertising, all make it a gold mine for the manufacturer of all sorts of goods which sell to the general public.

Add to these conditions the hold which the newspapers of Ohio have upon their readers through the strong part which these papers always play in National political affairs, and the fact that the papers on this list will

LINE UP IN CO-OPERATION WITH THE ADVERTISER

and you have a publicity Force of a Tremendous value which every manufacturer can utilize at a great profit.

(To be continued)

SPEND YOUR MONEY

In Advertising Where It Will Bring the **QUICKEST, SUREST AND LARGEST RETURN**

Ohio Newspapers Help Introduction to the Dealers and Sales to the Public

Advertisers who want information on the condition of this profitable market and the co-operative service afforded by Ohio's Leading Newspapers are invited to communicate with The Editor and Publisher, World Building, New York.

EDITORS OF ILLINOIS CONVENE IN CHICAGO

State Press Association, in Fifty-first Annual Meeting, Hears Informing and Helpful Addresses—Refuses to Accept Favor of a Banquet from Mail Order House of Sears, Roebuck & Co.

CHICAGO, May 4.—The Illinois Press Association yesterday opened its fifty-first annual convention in the Hotel Sherman. There were about 100 editors in attendance. The big business of the convention is to decide what the country publisher is to do about the high cost of print paper, which is threatening to put some country newspapers out of business, it was asserted.

The Wednesday morning session was occupied by the adoption of resolutions declining the invitation of Sears, Roebuck & Co., to a banquet, and the address of the president, Col. William G. Dustin, editor of the Dwight Star and Herald. It was the unanimous decision of the editors to accept no favors from a mail-order house.

Wednesday afternoon the discussion dealt with the country editor's position in civic affairs, and gratuitous and political advertising. Miss Elsie B. Sutton, of the Ivesdale News, addressed the Thursday morning session, on "The Twentieth Century Woman in Country Journalism." Some of the other subjects under discussion at this session were: "A Cleaner Paper"; "Cash Subscriptions or No Subscriptions"; "Rules Promulgated by Postal Authorities"; "The Cost System a Good Thing"; "The Editor in His Home Town"; and "Should There Be Fewer Printing Plants and Offices?" The election of officers will take place at the closing session to-morrow. The convention will proceed on a sight-seeing tour later in the day, and then will attend the ball game.

COL. DUSTIN'S ADDRESS.

Col. Dustin said in his opening address that the country newspaper had broadened its scope and increased its endeavors to a much greater degree than is generally known.

"It is my honest belief," he said, "that more has been accomplished along the lines of legislation and along lines of broadness in our work, greatness in our endeavors and squareness with our patrons and ourselves, than is generally known. For instance, at least \$200,000 each year has been put in the pockets of newspaper men by publicity in most all cases where money is expended; but many times that amount has been saved the public and the efforts of the press have made 'publicity' the watchword everywhere.

"Many of us remember when some newspaper man thought calling names and uttering abuse was the way to win in politics, and in other things abuse took the place of argument. It is very seldom one finds editors fighting each other now. They are broader, better, and fairer, and more sincere."

H. M. Wheeler, the "good old man of the newspapers," editor of the Quincy Journal, entertained the Wednesday afternoon session with a clever discourse on the Ford Peace Party, of which he was a member. Mr. Wheeler is the dean of Illinois journalism—he is seventy-four years old and still in harness.

"The Newspaper Man's Position in Civic Affairs," was the subject of the paper read by R. N. Givler, editor of the Naperville Clarion.

"The newspaper man observes the necessity of civic improvement and sees the wide opportunity for town welfare movements," said Mr. Givler. "He also has at hand one of the most forceful mediums for introducing and fostering campaigns for city betterment. How-

ever, the very fact that he controls a newspaper puts the publisher at a disadvantage. In many places far too many citizens are ready to say, 'He is trying to run the town,' the moment the newspaper man urges too strongly advance steps along civic betterment lines.

CO-OPERATION THE ONLY WAY.

"The easiest way to overcome this opposition is by cooperating with civic organizations. Cooperation brings results quickly. Should there be no civic organization in the town, the best the newspaper man can do is to see that one is organized."

Benjamin B. Herbert, publisher of the National Printer-Journalist, Chicago, supplemented Mr. Givler's statement by telling of his experiences along these lines. He has been in the newspaper business fifty years, and whenever he had a suggestion to offer as to the improvement of the town, he told a business man of his idea and the business man promptly put it up to the business organization of the town as his own suggestion. In this way, he succeeded in never having the accusation that he was trying to run the town hurled at him.

"How to Obtain Foreign Advertising for Country Weeklies" was the next discussion. The association practically unanimously recommended the American Press Association.

"I have found the American Press most satisfactory," said Charles H. Hemingway, publisher of the Polo Tri-County Press. "I think the association has been the means of educating the country editors in many ways. It has taught us how to stick to our advertising rates, and instead of trying to pull down our rates as so many agents do, it has helped us to raise them. When I first sent my rates to them, they accepted them right off without any discussion and waste of time. Their discount is rather high—30 per cent., I believe—but instead of taking this discount out of the publisher's net rates, the association has helped us raise our rates until now not one cent of their discount comes out of our rates."

The convention voiced its desire that a more definite understanding be reached among editors and the law-makers of Illinois in regard to a law requiring the word "Adv." to be run after paid advertisements which appear in the form of reading notices. Many of the editors admitted that they were not strictly abiding by the law because they did not altogether understand it, and on the other hand those who were obeying the law desired that the law-breakers should do likewise. The convention resolved to put the matter up to their Congressmen to have the law either enforced or repealed.

A. N. P. A. Bureau of Advertising

Following the annual convention of the American Newspaper Publishers' Association in New York last week, the committee in charge of that organization's Bureau of Advertising held a meeting here and re-elected J. F. MacKay, of the Toronto Globe, chairman. William H. Field, of the Chicago Tribune, was chosen vice-chairman, and G. Edward Buxton, Jr., of the Providence (R. I.) Journal, was elected a member of the committee in place of J. R. Rathom.

Short Back with Old Concern.

CHICAGO, May 3.—Floyd T. Short, formerly of the Curtis Publishing Company, has rejoined the Federal Advertising Agency. As vice-president of the company, he has opened an office here to conduct the Western end of the agency's business. Mr. Short has been with the Curtis Company for four years, but previously held the position to which he now returns. He has served as treasurer and director of the Advertising Association. He was chief of the copy department of the J. Walter Thompson Agency. He first joined the Federal Company in 1910.

AN INTERESTING EXHIBIT

Wide Field of International Syndicate Indicated by Display of Features.

One of the interesting exhibits at the Waldorf during the convention of the American Newspaper Publishers' Association was that of the International Syndicate.

Howard E. Miller, president of the organization, was in charge. Upon the walls of the room were arranged some of the specimens of the features of the news and special feature matter put out by the Syndicate. These included the "Hughes Fads and Fancies," the "Weekly Comic Page," "Weekly Fashion Page," a "Weekly Children's Page," a "Home Circle" page, "Daily Fashions," "Embroidery Patterns," "Scoop, the Comic Strip," "Puzzles," "Noozle," and specimens of the News Service.

The International Syndicate has recently begun the publication of a little house organ, to be used by the advertising department of local newspapers to interest local merchants in the advertising columns. It is called "The Ad-Route," and is filled with items of a character that will appeal to merchants and others. A number of newspapers have already adopted the booklet, and report that they are having excellent results from it.

DINNER FOR CHARTER MEN

Washington Gridiron Club Will Fete Six Living Organizers.

WASHINGTON, May 4.—The famous Gridiron Club, composed mainly of newspaper men, will give a dinner to the six charter members of the club, now living, on May 13. Four of the six live in Washington. The other two live in different sections of the country, but will come to Washington for the dinner.

The charter members are Perry S. Heath, who at the time the club was organized in 1885, represented, as a Washington correspondent, the Indianapolis Journal, the Omaha Bee, and the Columbus (O.) Dispatch; David R. Mc. Kee, who was the superintendent of the Associated Press; James R. Young, who represented the New York Tribune; Robert J. Wynne, Cincinnati Commercial Gazette; Orlando O. Steeley, Louisville Courier-Journal, and Frank M. Du Puy, the New York Times. The dinner will be held at the Dower House.

U. S. SUPREME COURT DEALS BLOW TO FAKES

(Concluded from page 1515)

scattered about on the farms or 'could be obtained by going down 100 feet'; the land was divided into 160-acre tracts; roads were being built around each 160-acre tract, and each 10-acre farm would face on a road, and ditches were being dug so that each farm would be drained; many miles of fence had been erected, and hundreds of homes and many school-houses had been built; the school-houses were more than comfortably filled with pupils, and more schools would have to be built to take care of the rapid growth of the colonists settling upon the farms; comfortable hotels had been built upon the lands and farms and improvements of all kinds were going forward at a wonderful rate; lumber was cheap and homes could be built without nearly so great expense as in most places in Florida and at about one-half of the expense the same would cost in the North; the Title Guarantee Company of Jacksonville, Florida would guarantee the title with which company the New South Farm & Home Company had made arrangements so that purchasers might know that their investments were safe; the farms were cut over and ready to go upon at once, and there were no timber leases upon the lands; the defendants were not land brokers or speculators; the New South Farm & Home Company owned the land outright, the title having been approved by the best attorneys, and any one buying a farm could depend upon securing a clear title as the company was selling something it owned itself; the farms were free from mosquitoes, malaria, and insects of all kinds, and were below the frost line; the company had secured telephone connections with Palatka and with local exchanges at other places (they are

named), which would place every farm "in direct touch with the community at all times"; the lands and farms were located high and dry and in a section well drained; hundreds of people had settled on them, and at the little city of Burbank the lands and farms had increased—doubled, tripled, and quadrupled—in price, and the same was true of the lands owned by the company at Silver City, and a thousand settlers were on the lands who could sell them at a large profit; land selling at \$30 an acre would be worth in two years \$200 and \$300 per acre; well-stocked stores and factories were located upon the lands, and they were the best located and the most fertile lands in America, and Luther Burbank had been arranged with for "the exclusive right for the production of certain of his farm products"; there would be installed a Burbank producing station on the lands and farms, and the purchasers of the latter would share in the profits of the station, the director of which would be available for the needs of the purchasers; one could get out of a Pullman car on the farms, use a long-distance telephone, have the daily paper, rural free delivery, and all the comforts of home.

INTENT TO DECEIVE EVIDENT.

There were other representations of fact, and, to give emphasis to those which we have enumerated, it was charged that the pictures in the publications sent out by the defendants represented the true conditions to be seen on the farms.

All of the representations were explicitly repeated and charged to be false; that defendants well knew them to be so, and intended by them to deceive the persons to be defrauded and to induce such persons to part with their money and property in the purchase of the farms.

That the representations were made and communicated by the defendants to the persons intended to be defrauded through and by means of oral statements, circulars, maps, advertisements, photographs, etc., so worded, drawn, constructed, presented, and expressed as to deceive; but all too voluminous to be set forth in the indictment, wherefore the grand jurors omitted them.

That the defendants deposited in the United States mail at Jacksonville and Palatka, in the Southern District of Florida, certain publications known as "The New Florida" and "Ten Acres and Freedom," and certain other letters, prints, pamphlets, magazines, and publications containing the false representations set out above, which were addressed to the persons intended to be defrauded, and on which legal United States postage had been paid.

The second count charged the defendants with entering into a conspiracy to commit the offense described in the first count, and repeated its allegations and representations, varied only to meet the difference in the crime charged. In other words, there were allegations which charged that the conspiracy was to be accomplished by the representations enumerated in the first count, that they were false and known to be so, and made with the same fraudulent purpose and to be accomplished by the use of the United States mails. Two letters from the company, signed by defendant Selg as president, were set out in the indictment.

The third count was also like the first in its general charges, and designated by name the persons that were intended to be defrauded. The same representations were charged to have been made "by publishing and causing and procuring to be published, divers prints, papers, pamphlets, booklets, circulars, and divers advertisements." The falsity of the representations was declared, and that the scheme of fraud was to be accomplished by the use of the United States mails. A letter was quoted.

Paper's Presidential Poll

The Philadelphia Evening Telegraph's preferential poll for the Republican candidate for President, resulted in a choice for Roosevelt, at a ratio of more than three to one. Papers throughout the State cooperated, and the total number of ballots recorded were 26,390. Governor Brumbaugh was placed second in the list, and Hughes, Ford, Knox, and Root followed in the order named. The contest excited much interest. Some 500 Republican voters expressed themselves as satisfied with the present Administration, and wrote in "Wilson" on the ballots as their selection.

Five colleges of Minnesota of four denominations have united in a campaign of daily newspaper advertising in which the idea of education is presented over the names of the five participating colleges which share the expense.

Guion P. Wilson, editor of the Easton (Pa.) Gazette, has docketed a suit for \$20,000 against Samuel E. Shannahan, of Easton, for alleged slander.

URGES BILL TO REFORM DESIGN PATENT SYSTEM

Publisher C. R. Clifford Goes Before House Committee in Washington, in Behalf of the American Federation of Trade Press Associations and Tells Some Facts Not Generally Known.

WASHINGTON, D. C., May 2. — C. R. Clifford, of New York city, publisher of trade papers in the lace, furniture, upholstery, and decorative lines, has told the Patent Committee of the House that more and better news is wanted for the trade press. Incidentally, he said, he spoke in behalf of the interests of a thousand advertisers and that furthermore his appeal was made in behalf of the American Federation of Trade Press Associations, numbering among its members 275 publishers of trade journals in the United States.

Publisher Clifford is urging various reasons why Congress should pass at this session a bill to reform our present design patent system so as to give better protection to original designs in trade, but the reason advanced which is likely to gain the greatest attention from editors and publishers is that under the present unsatisfactory conditions manufacturers in various lines try to conceal news from trade journal writers instead of aiding them to chronicle progress in the respective industries served by the business press. It all comes about, he explains, because of the universal fear that any new and unique design, pattern, or model offered as a trade novelty will be immediately copied and pirated, as it may be under the present system wherein patent protection is incomplete and prohibitive in price.

PUBLICATION LEADS TO THEFT.

"I know personally probably 500 or 600 manufacturers," explained Publisher Clifford, "and, oh, the troubles we have

had when we call upon a manufacturer! The manufacturer will say: 'There is a new thing, but do not mention it in the paper. Do not photograph it. It will be stolen as quick as we can get it out.' The result is the trade journal puff has to be substituted for live news. We do not dare to describe anything. We simply say that this manufacturer or this other manufacturer is producing fine new lines this season. The news which our readers want—'What is the new pattern?' 'Describe it.' 'Illustrate it'—is not permitted. The manufacturers say, 'We have got out a good line, but for Heaven's sake do not illustrate it.' We do not dare to publish the patterns because in every line of business these patterns are stolen."

Publisher Clifford, who has been president of the Federation of Trade Press Associations, told the Congressmen that how keenly the publishers feel on this subject may be surmised from the fact that although the Association has always fought shy of political matters, tariff questions, etc., the body has passed without a dissenting voice a resolution endorsing the design patent bill now pending.

Newspaper publishers and advertisers will be affected should the proposition for design patent reform go through because of the restrictions that will be placed upon the use of original type faces. R. W. Nelson, of the American Type Founders Company, when in Washington the other day, brought out

the fact that whereas his firm's choicest productions, such as the Cheltenham face, are copied freely, nobody will duplicate sorts. Said he: "We produce sorts from matrices made sixty years ago. We do it as a matter of good will and advertising. We wish to the Lord that somebody would copy those sorts, and make them now, because we do not get back half the cost. We are compelled to make them as a matter of good will and so that we can keep on supplying them."

NO COMPENSATION FOR COPIES.

Mr. Nelson claims that although his concern has originated more than twelve new type faces every year for the past twenty years they have never had any compensation from any concern that copied their originals with the single exception that in the case of the Cheltenham face the Linotype Company paid their share of the expense.

The entire current agitation for laws or amendments to the existing law that will render it more readily possible to protect original designs has been the outgrowth of a dissatisfaction that first manifested itself among type founders. Both the American Type Founders' Company and the Keystone Type Foundry have lost cases or had them thrown

out of court when they attempted to get redress for infringement of the designs of their type faces, and in consequence they have joined hands with various editors and publishers of trade papers in an effort to have available in the United States protective measures of the kind that exist in Great Britain and various other countries.

The Southern Publishing Company of Dallas, Tex., has filed an amendment to its charter increasing its capital stock from \$40,000 to \$80,000.

Daily Cartoons

By WOOD COWAN

3 Columns—Non-Partisan

The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

CLASS PAPERS

are not necessarily Foreign Language papers, as some people imagine.



is printed every morning in the week—Sunday included—and from a literary and typographical standpoint is excelled by none—equalled by few. And it pulls.

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

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 WILSDEN

Premium and Advertising Specialties.

1606 Heyworth Building, Chicago

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

NEWSPAPER PUBLISHERS

Model A
Single Magazine
\$2100

Model B
Two Magazines
\$2600

Model C
Three Magazines
\$3000

Standardized and Interchangeable Models.



and their managers, foremen and machinists who visited the Intertype Exhibit at the Waldorf, voiced in no uncertain way their appreciation of

Intertype Standardization and Simplicity

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THE EDITOR & PUBLISHER

Saturday, May 6, 1916.

"How poor and inconclusive are the conventional standards of life's values, the labored outward accidents and circumstances which so largely engage our effort, and upon which we are wont to place the estimate of consequence—and we appreciate anew that character alone endures; that it, and it only, is the abiding possession."—Victor F. Lawson.

After a protracted illness, the little two-year-old son of Mr. and Mrs. E. D. De Witt has passed away. Friends of Mr. De Witt, in all parts of the country, most of whom will first learn of his bereavement from these lines, will share the deep sympathy felt for him and for Mrs. De Witt, by his confreres in this office.

SPACE GRAFTERS. ELIMINATING THE

At their recent meeting here the members of the A. N. P. A. devoted a good deal of attention to space grafters. They cited, as an example of one species of space grafter, the case of the California orange growers, who offered half-page advertisements on condition that the newspaper should print stories about oranges. This proposition was roundly condemned. It is of the same type as the Armour proposition, considered in recent issues of this newspaper.

Yet, shall we blame the orange growers for asking what is so generously accorded to automobile makers? Do not practically all newspapers give away space for "stories about automobiles"—stories whose sole intent is to add to the value and selling power of the advertising space used by the automobile companies?

The moving-picture film companies are being "developed" into users of newspaper advertising space through the same method—that of selling to them some advertising space and giving to them a great deal of news space.

Is the method fair to all concerned? Is it sound business policy? Does anybody believe it to be true that advertising space can be made profitable to its users only through the aid of editorial boosting for the thing advertised? Should the automobile and moving-picture people receive great bonuses in the way of free reading space in order that their advertising shall bring to them profitable returns? If the practice is defensible on any ground, then it must be extended to include all local stores. But it is not a sound policy. It is a demoralizing one.

The bakeries are large users of flour. Yet we have never heard of any of them appointing men to the task of securing, from the flour millers, large quantities of flour free. Their purchasing agents are not expected to accomplish more than to secure the best possible market rates on flour purchases. For flour, you see, is a commodity, with a definite value. Those who sell it are not even asked to give away large quantities of it in order to "develop" patrons for it, or to help make the use of it by bakers and others more profitable. Is it not still the big and important thing for newspapers to place advertising more firmly upon the basis of a commodity, or definite value—a commodity which sells

without the aid of bonuses or indirect gratuities? Advertising space is just as necessary to a business man who has something to sell to the people as is flour to a baker. Thus, advertising space is, essentially, just as staple a commodity as flour. The flour millers do no business with flour grafters—and there are no flour grafters. If the newspapers should do no business with space grafters there would soon be no space grafters.

THE PENNY NEWSPAPER IS NOT POSSIBLE.

THE Pennsylvania State Editorial Association, in recent session at Philadelphia, faced, frankly and candidly, the problem of abandoning, for the present, the one-cent daily newspaper. The members discussed the increasing costs of all that enters into the production of a newspaper—labor, news, white paper, all metals utilized in printing. They decided that, unless there should be an immediate reduction in the prices of these things, there would be, of necessity, an end of the penny paper in that State.

As the same factors of increasing expense apply to all sections of the country alike, this action of the Pennsylvania editors probably presages similar action in all other States.

From the standpoint of sentiment, the disappearance of the one-cent daily newspaper would be greatly regretted. A complete newspaper, sold for the smallest coin minted in the United States, has long been the economic miracle with us. Yet, so accustomed have the people become to the one-cent newspaper, that they rarely ask nowadays, as they used to do, "How is it possible?" They have just accepted the theory that, in some mysterious way, newspapers are exempt from the operation of economic laws.

But publishers of newspapers are not exempt from these laws. They are manufacturers. When they find that their product must be sold, if the old price is maintained, at a loss, they feel about it very much as the manufacturer of any other commodity would feel.

Under present conditions, the one-cent newspaper is an economic impossibility. Is there any good reason why publishers should ignore that fact any longer? In all other lines of business the selling price of a product is regulated by production costs. When these mount higher and higher only one solution is ever found—a reasonable increase in the selling price.

To change a penny paper to a two-cent paper will, of course, mean some temporary loss of sales. But, if the public is informed of the conditions, these losses will not be great in any single instance.

Of course, publishers in each community must act in unison. To fail in this is to assure the indefinite continuance of a losing game. Just as one man may often "hang a jury," so one publisher, in any city, may prevent the adoption by other publishers of a policy of common-sense.

What group of competing publishers will be first to set an example of common action in this matter?

CAN you recall a finer example of simple eloquence than Victor F. Lawson's eulogy of the late Charles W. Knapp? This little oration ranks with the finest things in English. It came straight from the heart of a big and gifted man. It is worth memorizing; it is worth studying, as a model of style; it is worth preserving, as an example of the force and beauty of English speech.

COMMERCIALIZING EDITORIAL INFLUENCE.

O WEN MOON, JR., manager of the Trenton Times, contributes to our columns a highly interesting story of how his newspaper has succeeded in developing food advertising to the extent of half a million lines annually. The fact that Mr. Moon's views run counter, in some matters, to those recently expressed in editorials in these columns does not lessen the value of his narrative. He tells not merely of what he has done, through following certain development plans, but he particularizes as to methods.

Any newspaper may achieve similar results through the use of similar methods.

But are not these results achieved at too great a cost? Of course, half a million lines of paid advertising, confined to one line of business, looks big. It is a big record. But HOW MANY LINES OF READING MATTER, printed with the basic purpose of developing this advertising, were devoted to the project?

If Mr. Moon's test-rule—that this reading matter must have real news interest and value to his readers—applies to all of it, then it would seem that he had handled a dangerous problem with rare skill.

"Dangerous problem?" Yes—fundamentally dangerous. The Woman's Page of a newspaper carries quite as much influence with readers as the editorial page. This thing that we call "editorial influence" is based on well-understood ethical law. It survives only where readers are sure that the editor is not grinding an axe. It is a valuable asset to a paper—an asset without which a paper is a mere circular—only when readers are sure that it is unpurchasable. They must know that the prestige, the influence of the paper is never bartered, never commercialized.

Can a newspaper devote its Woman's Page to discussing, practically to the exclusion of other matter, the things advertised on that page? Is this use of editorial influence not calculated to weaken that influence?

Is it not true that editorial opinion should be a thing apart from consideration of immediate advertising revenues?

Mr. Moon confesses that to extend the reading-matter propaganda principle to department-store advertising places the thing on "a different basis." Surely, the same principle is involved. Surely, the news interest attaching to articles about food is matched by the news interest attaching to articles about many other advertised products. Ten pages of reading matter, without an uninteresting line, could be developed through properly "covering" the news interest attaching to the commodities offered in a one-page department-store ad.

This whole subject presents angles of interest appealing to all publishers of newspapers; and Mr. Moon's letter should bring to us many other expressions and experiences on the same line.

IF you want to be sensational, just tell the simple truth about a thing—or, at least, what you conceive to be the truth about it. If you believe that a traditional policy, or theory, is wrong—in spite of the fact that it is popular—just say so, and give your reasons. You will have the enlivening experience, from that moment on, of dodging hammers and brick-bats. But this will only serve to whet your appetite for further adventure, and you will find the missiles awaiting you in whatever field you enter. Why these reflections? THE EDITOR AND PUBLISHER has been discussing, of late, some almost over-live subjects related to newspaper publishing; and our very

serious efforts to tell plain and unvarnished truths bring to us, almost every day, fresh tributes of the hammer and brick-bat sort. Tell a publisher that two and two make four, and, if he happens to be trying to convince himself, or others, that two and two make more or less than four, he stops long enough to find his hammer. To be at peace, say nothing. Say it pleasantly, and at great length. If you want battle, tell the truth.

FRAUDULENT ADVERTISING ABLY DEFINED.

THE decision of the Supreme Court in the case of the Government against the New South Farm & Home Company, upholding an indictment found by a Florida jury charging fraudulent advertising, throws such a clear light on the matter of what is permissible and what is under the ban in the way of "puffing" a thing offered for sale that it should be carefully studied by all advertisers.

Justice McKenna suggests that it is not sought to prevent "the mere exaggeration OF THE QUALITIES WHICH THE ARTICLE HAS; but when a seller goes beyond that, assigns to the article qualities which it DOES NOT POSSESS, does not simply magnify in opinion the advantages which it has, but INVENTS ADVANTAGES and falsely asserts their existence, he transcends the limits of 'puffing,' and engages in false representations and pretences."

Here the clear-visioned Justice of our Supreme Court draws the line definitely as between "puffing" and fraudulent advertising. In the case under consideration it had been conceded that the ten-acre farms advertised were worth the money paid for them; but the sales were not made because of that fact. "The defendants touched every string of desire by false statements, and sounded every note which could excite and delude." Thus the sales were effected not through the offer of land worth, in the market, the price asked for it, but through representing it as being worth a great deal more, and as sure to double and treble in value within a year.

We are all too familiar with phraseology of this general sort in a great deal of the real estate advertising appearing in the daily and Sunday newspapers. In much of it the danger line is boldly crossed. In the light of this opinion of the Supreme Court, it will be well for newspapers to scan with great care the real estate copy offered to them for publication, and to censor rigidly such copy as "transcends the limits of puffing and engages in false representations and pretences."

And, of course, the same principle of legality applies to the advertising of all commodities. Puffing is permissible if confined to a description of the merits an article has, but must not go to the extent of inventing merits.

This opinion by Justice McKenna will serve to clarify the whole discussion as to what is and what is not fraudulent advertising. It fixes the line of cleavage between advertising which is within the law and that which is without the law.

AT its last session the A. N. P. A. reaffirmed the resolution adopted a year ago, condemning coupons and trading stamps. In a discussion of the subject, it was emphasized that a majority of the merchants using these devices charged their cost to "advertising." A majority of merchants confine their expenditures for advertising to from 2 to 2½ per cent. of the total turn-over. As this appropriation would hardly more than cover the expense of using trading stamps, the answer seems quite obvious.

PERSONALS

A SINGLE word is spoken; a smile is given; a hand is clasped in friendship; and because of these things a man bending under Failure's yoke straightens his back and laughs at a world.—Thomas Drier.

NEW YORK CITY—Frank H. Simonds, of the Tribune, has returned from Europe, and is writing a series of articles about his experiences on the Allies' battlefields for that newspaper.

P. J. O'Brien, copy reader on the morning Sun, who has been ill of pneumonia for several weeks, in St. Vincent's Hospital, is expected to return to his desk in a few days.

Paul B. Williams, who has been connected in an editorial capacity with the Utica (N. Y.) Press, for the past seven years, has come to this city to take up his new duties as field secretary of the United States Lawn Tennis Association, under the direction of President George T. Adee.

Miss Mary E. Clemens, for many years a member of the World Almanac staff, has been appointed assistant librarian of the World.

Herbert Francis Sherwood, staff writer on the Tribune, who is also vice-president of the department of sociology of the Brooklyn Institute of Arts and Sciences, conducted a science room conference at the Brooklyn Academy of Music, before his department, on Saturday evening last. Mr. Sherwood's subject was "The Care of the Feeble-Minded: The Problem in the Public Schools; Letchworth Village and the New Randall's Island."

C. M. Gunnison has resigned as circulation manager of the Evening Mail, effective May 15.

Frank M. Ball, for some time in charge of mechanical plant and circulation, New York Tribune, and who resigned recently, is now manager of the Stafford Subscription Agency, Eagle Building, Brooklyn, N. Y.

Deems Taylor has joined the staff of the Tribune as a feature writer for the Sunday section. He was formerly with the Western Electric Company as editor of its magazine, Electric News. He also worked for a time on the New York Press.

L. P. Bird, formerly of the Woodward-Tiernan Company, of St. Louis, Mo., has joined the art staff of the Tribune Service.

Arthur M. Howe, editor of the Brooklyn Eagle, was among the speakers at the twenty-seventh annual dinner held by U. S. Grant Post, No. 327, G. A. R., and the Associate Society, last Thursday night, in commemoration of the birth of Gen. Ulysses Simpson Grant.

Hugh H. Hastings, editor of the Cohoes (N. Y.) Republican, has been selected as one of the judges for the Gen. Tremain historical prize essay contest, open to juniors and seniors of the College of the City of New York.

William Merican is being urged by the Newsdealers' and Stationers' Association for appointment by Mayor Mitchell as Deputy Commissioner of Licenses, to succeed Julian Rosenthal, who resigned recently. Mr. Merican has been in the newspaper business for upwards of twenty-five years.

OTHER CITIES—Capt. Joseph H. Gerner, editor of the Black River Democrat at Lowville, N. Y., for some time past, has resigned this position to engage in other work. He was formerly captain of the old Twenty-fourth Separate Company, in Utica.

William Garrard, jr., of the Atlanta (Ga.) Journal, has accepted a position as city editor of the Savannah Press.

Richard D. Hebb, city editor of the Daily News, has joined the advertising

department of Swift & Co. He has been succeeded by B. H. Bettler, assistant city editor.

Paul Sisson, for several years managing editor of the Omaha (Neb.) News, has resigned to engage in the lumber business with the Western Lumber Company, of which his brother, Horace Sisson, is president.

Burns Poe, editor of the Tacoma (Wash.) Daily Index, has been asked by Senator Poindexter to act as his secretary, as successor to James A. Ford, who resigned to accept a position with the Chamber of Commerce, of Spokane.

Thomas F. Killian, of the Boston Post, has been appointed news editor of the Philadelphia North American.

David Elliot, for several years managing editor and business manager of the Colorado Springs (Colo.) Evening Telegraph, has severed his connection with that paper.

Capt. Charles E. Trow, of Salem, Mass., who once conducted a newspaper in conjunction with Benjamin P. Shillaber (Mrs. Partington), recently celebrated his eighty-third birthday with an informal reception at his home in Salem. Capt. Trow at one time lived in Chelsea. He moved to Salem in 1885, and became editor of the Daily Telegram, and later was editor and publisher of the Daily Sun. He is a past commander of Col. William B. Greene Post, G. A. R., of Methuen, and at present is a member of the Phil H. Sheridan Post 34, of Salem. He has been in the Legislature. He has written several books.

Miss Agnes Greene, of Stone City, Ia., has accepted the position of society editor on the Dubuque (Ia.) Telegraph-Herald, succeeding Miss Martha Conside, resigned.

J. A. Gilluly, publisher of the Lewistown (Mont.) Argus, is a candidate for nomination as delegate to the Republican National Convention. Mr. Gilluly has been in the newspaper business in Montana for the past sixteen years.

Frank Lee Carl, editor of the Cumberland (Md.) Press, celebrated the twentieth anniversary of his entrance into Maryland journalism, on April 22.

William Garrard, jr., of the local staff of the Atlanta (Ga.) Journal, has accepted a position as city editor of the Savannah Press. Mr. Garrard has been with the Journal for two years, demonstrating during that time a peculiar fitness for newspaper work and no little talent as a writer. A graduate of the University of Georgia and later a student at the Columbia Law School, he first entered the journalistic field in 1912 on the New York Journal.

Miss Ethel Henry, student in the Iowa College of Liberal Arts, has become State editor of the Cedar Rapids Republican.

BOSTON.—Frank Hurley, for many years in the automobile business, has joined the staff of the Boston Post. Frank is a brother of Joseph Hurley, of the Post.

Owen Flanders, for many years a district man and then a "big" story writer of the Boston Post, is now city editor of the Brockton Times.

Harry Molloy, now with the Springfield Republican, writes that he likes the job and all the members of the paper's force.

Mrs. M. Agnes Dalrymple Bishop is the new president of the New England Women's Press Association.

Ernest Waite, formerly of the Boston Journal, and owner, and publisher of the Boston Courier, has joined the staff of the Boston Sunday Herald.

William Stevens, of the art department of the Boston American, has designed a new model of aeroplane that "Joe" Toye, of the Sunday Post, who was the American's aviation expert at the time of the first Atlantic aviation meets, says will fly. Earle F. Ovington, formerly an aviator of note, also says that Mr. Stevens has the right idea.

H. R. Mauz, formerly of Washington, St. Louis, and New York newspapers, has joined the art staff of the Boston Sunday Post.

John W. English, of the Traveler, who made the peace trip of the Oscar II, has been delivering lectures on the voyage and its results.

PHILADELPHIA.—R. W. Maxwell, sports editor of the Evening Ledger, received a letter the other day sent him by a jocular friend in Chicago, and bearing on the envelope simply a small photograph and "You Know Where, Philadelphia."

Mrs. Mildred Farwell's Chicago Tribune articles on her experiences in the Balkans are being carried in the Public Ledger.

Michael F. Hanson, business manager of the Record, has been confined to his home for several weeks with an attack of sciatica.

Helen Dorothy Thompson, daughter of the late George Plumly Thompson, a widely known New York newspaper man and the sister and assistant of Ruth Plumly Thompson, children's editor of the Sunday Ledger, is engaged to marry Oliver C. Curtis, of New York.

Philip Loeb, a University of Pennsylvania graduate, formerly on the staff of the Public Ledger, made his professional debut as an actor on Saturday night in New York at the Shubert Theatre, appearing as Colin de Cayeux in "If I were King," with E. H. Sothern.

Mrs. Richard J. Beamish, wife of the directing editor of the Press, wrote the scenario for "Amulet," an Indian legend, given by the Matinee Musical Club at the Bellevue-Stratford.

A. R. Stanley, one of the star writers of the Public Ledger, has left that paper and become publicity manager for the Chester Military Academy.

WASHINGTON, D. C.—Edward Newdick, of Boston, has joined the Christian Science Monitor staff, taking the place of Mr. Pittman, who has accepted a position with System, in Chicago.

Frederic J. Haskin, of the Haskin News Syndicate, was in the photograph showing President Wilson opening the baseball season in Washington. This picture was circulated all over the United States.

John J. Barry, editor and publisher of the New Haven (Ky.) Echo, was a visitor in Washington last week. Mr. Barry is one of the oldest members of the Kentucky Press Association.

Col. Robert Ewing, publisher of the New Orleans States, was in Washington this week conferring with the standing committee of Washington correspondents in regard to the seating of the newspaper men in the St. Louis Convention. Col. Ewing is chairman of the sub-committee of the National Democratic Committee, having charge of the press arrangements.

United States Senator Warren G. Harding, publisher of the Marion (O.) Star, has been chosen temporary chairman of the Republican National Convention.

Albert W. Fox is a new member of the New York Sun bureau.

Willard J. Kiplinger, of the Columbus (O.) office of the Associated Press, has succeeded Herbert Caryl in the Washington bureau of that organization. Mr. Caryl has been transferred to the Boston division.

R. M. Brinkerhoff, of the New York Evening Mail; H. T. Webster, New York Globe, and George Herriman, of the New York Evening Journal, all noted cartoonists, visited Washington this week.

James D. Preston, superintendent of the Senate Press Gallery, who has been appointed sergeant-at-arms of the press sections of the three National Conventions, has returned from Chicago, where he conferred with those making arrangements for the Progressive Convention.

PITTSBURGH.—David P. Jones, news editor of the Pittsburgh Leader, also an elder in the Crafon Presbyterian Church, will cover for the Tri-State News Bureau, the Presbyterian Gene-

ral Assembly, which meets this month at Atlantic City.

Col. O. S. Hershman, president-editor of the Pittsburgh Press, will be the first honorary president of the Pittsburgh Press Club, a new office in the club's new constitution.

J. Fred Schofield, assistant night editor of the Pittsburgh office of the Associated Press, has resigned to enter lyceum work. Walter C. Merritt, of the A. P. desk at the Pittsburgh Dispatch, is Mr. Schofield's successor.

Carl Natz, head of the mailing-room at the Pittsburgh Post, has gone in a similar capacity to the Pittsburgh Sun.

Robert M. Egan, formerly managing editor of the Pittsburgh Dispatch, now its special advertising representative, is taking a very active part in the activities now under way preceding a campaign to raise \$250,000 for St. Paul's Orphanage.

CLEVELAND.—C. J. Mitchell has returned to the Plain Dealer art department. Ralph C. Crisswell is a new member of the department. He was until recently connected with the News-Leader, Richmond, Va.

Henry Maust, artist, with the Plain Dealer, has resigned to accept a position with the Caslon Press, in Toledo, O.

Lincoln Holmes, Cleveland young man, has been appointed by Art Director Ralph Horton, of the Plain Dealer, to a position on the ad art staff of that newspaper.

Mary Boyle O'Reilly, of the Newspaper Enterprise Association, is writing a series of articles on the hardships of the girls and women who are taking the places of the men in English factories.

Charles J. Johnston, foreman of the Cleveland Press composing room, has resigned. His place has been taken by Louis King, until now assistant foreman.

Sheldon H. Fairbanks has been appointed managing editor of the Akron Press. The position is a new one for that paper.

Arthur Hoopingarner, who has been with the Cleveland Press for several years, and who until lately was city editor, has been made late-trick managing editor.

Miss Elizabeth Wenstrom, formerly of the Beacon-Journal, Ashtabula, O., has joined the general staff of the Cleveland press.

Henry Shuart has resigned from the general staff of the Leader to return to newspaper work in Detroit.

Ben Field, late of the editorial staff of the News, is now in charge of the business page of that paper.

Robert Mountsier, New York representative of the Newspaper Enterprise Association, was in town this week to confer with Editor S. T. Hughes.

R. V. Hardon, formerly of Seattle and Tacoma, Washington, has joined the Newspaper Enterprise Association editorial staff at the head office in this city.

R. W. Madison, editor of the San Francisco bureau of the Newspaper Enterprise Association, was in Cleveland this week.

Eugene S. Bagger, Hungarian journalist, had the distinction of writing a special story from first-hand information, about the Dublin riots. His story appeared in the Plain Dealer. Mr. Bagger saw rioting in Sackville Street in 1913, when he was sent to Belfast as correspondent for Ujsag, of Budapest.

Karel Horiky, Bohemian newspaper writer, now in Lisbon, Portugal, has informed newspaper friends here that he will come to this country and accept an editorial position until the war abroad ends.

R. V. Mitchell, president of the Ad-craft Club, of Canton, Ohio, visited the Cleveland Advertising Club during the week.

Dr. E. A. Pezet, former Minister to the United States from Peru, addressed the Cleveland Advertising Club on Wednesday. Dr. Pezet, since resigning from public office, has contributed much to newspapers and magazines.

PROVIDENCE, R. I.—William H. Mason, night city editor of the Providence Journal, was elected chairman of the press committee of the Sloucum Light Guard Association at its sixty-second annual meeting.

J. C. Garrison, president of the Pen and Pencil Club, who entertained Maclyn Arbuckle at the Club last week, has been presented with an autograph poem, entitled "The Bowie County Judge." Mr. Garrison will have the poem placed in a suitable frame, to be hung upon the walls of the Club.

Samuel E. Hudson, editor of the Woonsocket Call, as a member of the Public Utilities Commission, has been with that Board during the past week, investigating the Bradford wreck. During his absence, "Tom" Walsh edited the Call.

Walter L. Bouve, jr., of the Providence (R. I.) Journal staff, has resigned to become military editor of the Boston Transcript.

CANADA.—A. G. Racey, the clever cartoonist of the Montreal Star, whose work is frequently reproduced in the American press, has been making his debut on the lecture platform. Recently, under the patronage of the Lieutenant-Governor of Quebec, he delivered a lecture on "The War in Cartoon" before an appreciative audience in Quebec City. The Quebec Chronicle says it was one of the best lectures ever delivered in that city.

R. B. Harris, secretary-treasurer of the Herald Publishing Company, Hamilton, and a familiar figure in all press gatherings in Canada, was operated on for appendicitis last week. Following the operation his condition was critical, but he pulled through safely.

George Shipman has joined the reportorial staff of the Toronto Star. He was formerly Montreal representative of the Financial Post, but more recently has been doing financial work for the Toronto News.

George Reeves, who has been conducting the Renfrew, (Ont.) Journal for the past two years, has disposed of the property to T. T. Shaw, recently proprietor of the Athens (Ont.) Reporter.

J. S. Douglas, assistant general manager of the Toronto (Can.) Mail and Empire, has been elected a director of the Riordon Pulp & Paper Co., Montreal. He succeeds the late J. G. Riordon, of Toronto.

Fred Landon, assistant managing editor of the London (Ont.) Free Press, has been appointed chief librarian of the London Public Library. Mr. Landon has been in newspaper work for ten years, and was for some time Ottawa correspondent of the Free Press.

Maxwell B. Cody, the London representative of the Canadian Associated Press, has joined the staff of the Free Press as night telegraph editor.

Capt. W. J. Rowe, editor of the Western Canadian, Manitou, Man., has joined the One Hundred and Eighty-fourth Battalion as paymaster. During his absence on military duty, Mrs. Rowe has taken over the complete management of the paper.

CINCINNATI, O.—Alfred Henderson, for many years political writer of the Commercial Tribune, has succeeded Joseph Sullivan on the Times-Star.

James W. Faulkner, Columbus correspondent for the Cincinnati Enquirer, spent several days in the city this week.

"Bill" Phelon, sporting editor of the Times-Star, is doing the press work for the "Friar's Frolic," to be staged here May 28.

James Whiteford, cartoonist of the Times-Star, produced in twenty hours 2,400 drawings required for an animated cartoon for film use, showing the advantages of rapid transit for Cincinnati.

SAN FRANCISCO—Peter B. Kyne, the San Francisco writer, was recently nominated for a place on the council of the Author's League of America, with a number of other authors of national

fame, among them Rex Beach, Ellis Parker Butler, Hamlin Garland, Dana Gatlin, Avery Hopwood, Burgess Johnson, Arthur I. Keller, Charles Rann Kennedy, Ida Tarbell, William H. Osborne, Booth Tarkington, Arthur C. Train, Louis Joseph Vance, and Ellen Glasgow.

Richard Walton Tully, the famous American playwright, author of the "Bird of Paradise" and other popular plays, who was once a San Francisco newspaper man, has returned here, with Mrs. Tully, from the Hawaiian Islands. The trip was made to enable Mrs. Tully, who was Miss Gladys A. Hanna, of Toronto, before her marriage to the playwright a year ago, to visit the islands, where the plot of the "Bird of Paradise" was laid. It is said that this play has, thus far, netted Tully more than \$250,000.

Emil J. Gough has become city editor of the San Francisco Call and Post, on which paper he has been make-up man for two years. He succeeds John H. Wishar, who resigned to accept an important commercial position.

C. H. Brockhagen recently left the advertising department of the Call to become advertising counsel of the San Francisco Bulletin.

S. J. Reese, an editor of Ventura; H. G. Lowry, a Honolulu newspaper man; Ben M. Maddox, a Visalia publisher, and L. H. Woodworth, an editor of Yuba City, are visitors in San Francisco.

Warren P. Avery, formerly of Gary, Ind., has joined the staff of the Chicago Tribune.

Mrs. Olive C. Cole, of Los Angeles, regular Republican candidate for delegate to the National Convention, assisted her husband in editing the first Republican newspaper in California—the Sacramento Times, which supported Fremont for President in 1856.

Genevieve Yoell Parkhurst, who recently distinguished herself as a special writer for the Call in connection with the Slaughter case at Oroville, is now a regular member of the staff of that paper.

Arthur L. Price, a well known feature writer and author of short stories, has left the staff of the Call and gone to the Examiner to do special work.

Leo A. Smith, a Marysville publisher, and Charles H. Prisk, of Pasadena, are visitors in town this week.

PORTLAND, Ore.—Ralph A. Watson, former State Corporation Commissioner of Oregon whose administration of the "blue sky" law was watched with great interest all over the country, is covering the political field for the Journal.

John F. Carroll, publisher of the Evening Telegram, recently lost by death his eldest son, Glover Carroll.

C. S. Jackson, publisher of the Journal, is making an extended Eastern visit. He was in New York for the A. N. P. A. meeting.

Lawrence Dinneen, a graduate of the journalism department of the University of Oregon, is handling the Journal's church page.

Frank McGettigan, a Portland newspaper man, has a sketch, called "The Wife Saver," that is making a hit in Eastern vaudeville.

Harry R. Burke, of Ames, Iowa, has accepted a position as field man for the Semi-Weekly Journal. He was once connected with the Pendleton East Oregonian.

O. C. Leiter, city editor of the Journal, was recently elected first vice-president of the Portland Press Club. He will succeed shortly to the presidency because of the recent resignation of Leslie M. Scott.

SPOKANE.—Mrs. Elizabeth Moor Boshke, formerly society editor of the Spokesman-Review, and best known to the reading public as Betty Graehm, has left to enter the journalistic field in New York city.

J. F. Young, business manager of the Spokesman-Review, is in the East in

the interest of the Cowles publications.

Charles V. Reece, recently in charge of the Portland office of the Pacific Northwest Farm Trio, has joined the publicity department of the Spokesman-Review.

A. O. Loomis, advertising manager of the Spokesman-Review, addressed the Mining Club, of Spokane, on the efforts of publishers to eliminate fraudulent advertising from the columns of their papers.

Charles C. Hart, secretary of the National Press Club, and formerly city editor of the Spokesman-Review, is in Spokane, campaigning for the Republican nomination for Congress in the Fifth Washington District.

ST. LOUIS.—Roy M. Edmonds has been made city editor of the St. Louis Republic. W. V. Brumby, former city editor, is now in charge of that paper's news bureau.

Oscar E. Riley, real estate and business reporter for the Globe-Democrat, has been appointed by Dean Walter Williams, of the School of Journalism of the Missouri State University, a member of the staff of the Japan Advertiser, of Tokio, Japan. He will succeed F. L. Martin, a graduate of the school, who will return to Columbia in September. Ralph H. Turner, who is also a graduate of the journalism school, will accompany Riley. They, with Glenn Babb, who now is in Japan, will compose a trio of graduates of the Missouri School on the editorial staff of the Advertiser.

Edward B. Waterworth, formerly with the St. Louis Republic, is again on the staff of that paper as rewrite man. He is a native St. Louisian, and until of late was in the United States Cavalry for four years.

"Ben" Burch, who has been with the Globe-Democrat many years as night editor, head of the news bureau, and copy-reader, is now in charge of that paper's morgue.

James L. Edwards, former acting city editor of the Globe-Democrat, is now on the copy desk, and J. V. Linck, of late in charge of the news bureau, is now assistant Sunday editor of that paper.

Richard A. Hudlin, a negro newspaper man, who has been on the force of the St. Louis Globe-Democrat for twenty-eight years, twenty-six of them as reporter and two in charge of the morgue, has left the employ of that paper. Hudlin was the only colored newspaper man in St. Louis, and for many years some of his assignments were among the most important given the city editor's staff.

Emily Grant Hutchings, art critic and special writer on the Globe-Democrat's editorial staff, and Miss Anna E. Nolan, owner and editor of the Monroe City (Mo.) News, are on the programme of Journalism Week in Columbia this week.

ST. PAUL.—Robert Miller, for the past three years with the St. Paul Dispatch and Pioneer-Press promotion department, has joined the service and promotion department of the Daily News. He takes the place of Guy Prescott, who has resigned to enter the real estate business.

C. G. Clemens, with the circulation department of the Daily News for a year past, has resigned to enter the service of the Tri-State Telephone Company of this city.

DALLAS, Tex.—C. F. Drake, formerly telegraph editor of the Dallas (Tex.) Morning News, and later of the Weatherford (Tex.) Daily Herald, is now editor of the Sharon (Pa.) Telegraph, an important publication in the Pennsylvania manufacturing district.

Mrs. W. A. Callaway, of the Dallas (Tex.) Morning News staff, has been invited to address the Dallas Chamber of Commerce and Manufacturers' Association on "Sanitation."

Col. Hamp Cook, veteran newspaperman of Houston (Tex.), has formerly

announced his candidacy for Justice of the Peace in Harris County. Col. Cook has worked on many daily newspapers in Texas.

Rhea Howard, secretary-treasurer of the Times Publishing Company, publishers of the Wichita Falls (Tex.) Morning Times, has been visiting the larger newspaper plants in Texas, gathering ideas for improving the Wichita Falls publication.

Stanley Mayer, who recently resigned as business manager of the Waco (Tex.) Morning News, has moved to Dallas.

Mrs. Lucille Brian Gilmore, wife of Hinton Gilmore, of Chicago, has been visiting friends in Fort Worth. Mr. Gilmore formerly worked on the Forth Worth Record, and while there married Miss Lucille Brian, at that time society editor for the same paper.

Edgar C. Hampton, formerly advertising manager for the Miller department store at Oklahoma City, has become advertising manager for the Plater Mercantile Company, a new dry goods house in Oklahoma City.

Wilson Matthews, ex-ball player, manager, veteran umpire, and newspaperman, is again an umpire in the Texas League. Matthews has spent much time in Mexico and his newspaper work there has been excellent.

AN APPRECIATION

Bureau of Advertising Director Thanks This Newspaper for Its Reports.

American Newspaper Publishers' Association, Bureau of Advertising, World Building, New York, May 3, 1916.

THE EDITOR AND PUBLISHER:

I wish to thank you for the excellent reports of the American Newspaper Publishers' Association convention, particularly those relating to the Bureau of Advertising.

I assure you that all of us associated with this work appreciate the intelligence and pains with which the subjects were handled by your publication.

With best wishes, I am,

Yours very truly,

WILLIAM A. THOMSON, Director.

Post-Dispatch Breaks Record.

The St. Louis (Mo.) Post-Dispatch has just completed the biggest four months in its history, the greatest ever achieved by any newspaper west of the Mississippi River. The total paid advertising the first four months this year, January 1 to May 1, was 4,257,400 lines, a gain over 1915 of 694,680 lines. The Post-Dispatch beat its two nearest competitors, added together, by 97,900 lines, and led the next three, added together, by 762,100 lines. The Post-Dispatch printed 220,809 want and classified advertisements, a gain over last year of 18,031 advertisements. The net circulation of the Post-Dispatch for the last four months of the year averaged daily 217,228, Sunday (only) 375,428.

British Bar Dutch Papers

Both the Volkstem, generally regarded as the Dutch organ of Premier Louis Botha, and the Spectator, another Dutch paper published in Pretoria, have been barred by the British military authorities from German Southwest Africa, according to a report from Windhoek printed in the Berliner Post.

Serbian Paper Resumes Publication

Publication of the Serbian newspaper Journal Official, which had been suspended since the departure of the Serbian Government from Nish, was resumed recently. The first issue contained a long official communication expressing the gratitude of Serbia toward the University of France and the French Minister of Public Instruction for receiving and assuring the education of Serbian children and young men during the war.

S. GILLILAN HOLDS "A CLINIC ON HUMOR"

He Tells Kansas Editors Assembled in Conference that Humor Is the Creator's Finishing Touch, and Human Jokes Who Take Themselves Seriously the Crowning Work.

One of the entertaining features of this "Newspaper Week" at the University of Kansas, at Lawrence, was "A Clinic on Humor," held yesterday afternoon by Strickland Gillilan, of the Baltimore News, who was formerly president of the American Press Humorists.

"Humor is the patient this afternoon," said Mr. Gillilan. "We are at his bedside, studying his symptoms and considering treatment. The chief surgeon has done as much expensive cutting up as the Mayos at Rochester, Minn.; and the two or three thousand students surround the operating table. Humor is one of the most valuable things on earth, and one of the things most constantly yearned for. Yet it is furnished oftener by people who know nothing about it than by those who do know. It is a thing absolutely necessary to newspapers and newspaper-making. The public demands it. When times are more troublous they demand more and more of it. And when times are fearfully bad, they demand the slapstick kind.

"Almost every human has in him some idea of making fun or enjoying the fun created by others. Even the men who draw the pictures for the comic supplements are said, by those who know them in private life, to have a sense of humor; though they, being men of families, do not dare let this sense of humor interfere with their work. If some of them were to let their sense of humor prevail over their families' hunger for even a week, they would draw nothing, not even their salaries, and the public would laugh itself sick over the blank space resulting.

"People with no sense of humor whatever know of the existence of humor and are interested in it as they are in the armadillo, the aardvark, or the quagga. As an instance of this:

"Two years ago I was at Spokane, Wash., and spoke one morning to the live-wire audience of high-school students in that marvellous Lewis and Clarke High School. We had a riot. After the riot, I was walking along one of the corridors, when a man with a pince-nez with a hair-ribbon or child's sash attached, to say nothing of his Vandyke, approached me and told me he was 'intrested in my humoh.' Now, when a man says he is 'intrested in humoh,' just like that, he is devoid. To him humor is not something that quivers inside him and bursts forth like a black minorea from a nex incubator. It is a bug to be pinned through its thorax to a board and studied under a microscope. So I was alarmed, but game. I thanked him for his interest. He went on to say:

DETROIT SATURDAY NIGHT guarantees and stands back of every advertisement it publishes.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

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.

"The other day a friend of mine said the most intresting and humorous thing. I called him on the 'phone, and he replied thus: "Good morning, you're looking well this morning." You know, just as if he could see me over the 'phone. Ha, ha! I was very amused and laughed heartily over it."

"I was hard hit. I knew that to reply to this I should have to be pretty tolerably primitive. So I grabbed wildly back into the archives of mouldy memories and said:

"Yes, the first time I heard that I kicked a slat out of my cradle."

"Really," said my new friend, "now that intrests me also. Is it possible youh humoh developed so YOUNG!"

"Can you beat it? I did!"

"I believe that when the Creator had progressed with the task of creation up to the point where you or I or any finite being would have thought it perfect and complete; when He had put the rose on the lacy bough of the thorn which had been lovely before the bloom burst; when He had let the ripple rise on the bosom of the stream which had been of mirror-like beauty before the ripple came; when He had put the lifting song into the gloriously burnished throat of the bird, which had been wondrously fair without the song—when He had done all of these things that nobody except a master artist, poet, or musician would have thought of doing—even then He was not wholly pleased. There was a lack. He knew what lacked, knew what it was, knew how to supply it, was good enough to do so.

"The missing thing was humor or fun. He knew them as well as you and I have found out since that there would come blue Mondays—days when there was no pie at home, and plenty of pi in the office; days when there would be boiled dinners and the smell of suds; when all would seem wrong and some artificial means would be needed to pouce us over the stream of gloom to the land of real joy again. So He went about and into everything where it would not create a discord, He injected a bit of what we call fun. Then He looked over the job again, critically, and said: 'It is good.'

"And then He went on—for He is a progressive Creator—and He gave you and me and a few other special pets of His eyes to see, ears to hear, and hearts to feel and respond to this thing called humor. And He still went on, for He is a progressive that lasts through more than one Presidential campaign, and made a whole lot of human jokes who take themselves seriously. And that was the crowning work in supplying the universe with laughter."

The remainder of the address was given up to a classification of humor into that of (a) Stupidity, (b) Rusticity, (c) Affliction, (d) Rebounding, (e) Femininity, (f) Childhood, (g) Foreigners, (h) Nonsense, and a summing up of the effectiveness of humor in fostering optimism; closing with a definition of optimism as that which "was meant to put a rainbow of hope into every tear that comes into any human eye," and designating as cheerful idiocy those "humor pyrites" that make people go grinning around like Cheshire cats and saying, "Everything's all right, everything's all right," when more than half of the time everything isn't.

HOW THE LAW APPLIES TO SOME STORIES

(Concluded from page 1518)

WHAT CONSTITUTES PLAGIARISM.

In the following case the familiar contention was made that a dramatic producer has stolen the idea contained in a submitted play and turned it over to another for rewriting. The complainant was one Miss Bachman, who wrote and duly copyrighted a dramatic composition, entitled "Etelie." The keynote of the play was dual personality, a phenomenon which had been exploited by Dr. Morton Prince, in a book detailing his scientific study of the case of a lady, whom he calls Miss Beauchamp (not the real name of his patient), and by John Corbin, in a story published in the Ladies' Home Journal, entitled "How One Girl Lived Four Lives." Miss Bachman sent her play to Mr. Belasco; it remained in the possession of his reader for six weeks, and was then returned, with a letter stating that Mr. Belasco had read the play, but regretted that it was not available. The testimony shows that this was what the district judge describes as "a polite way of declining the manuscript." Defendant and his

reader both testified that Mr. Belasco did not personally read the play.

Mr. Edward Locke wrote a dramatic composition called "After Many Days," with the same motif—a dual personality—which was accepted by Mr. Belasco and performed on the stage of his theatre, the name being changed to "The Case of Becky." Locke testified that he did not see or know of Miss Bachman's play when he wrote his own. The plaintiff contended that the similarities between the two are such as to demonstrate that "The Case of Becky" was a plagiarism from "Etelie." The Court said:

SIMILARITIES ONLY SUPERFICIAL.

"As to the similarities of any real importance, all of them are readily accounted for by reference to the common source. We see no reason to doubt the testimony of Mr. Locke, the writer of the second play, that he had never seen or heard of plaintiff's play when he wrote his own. The common source naturally suggests, to any one, particular situations; for instance, the prominent one in both plays is that of an attractive young lady with a dual personality, one serious and conventional, the other frisky and highly unconventional, may find herself placed in situations calculated to injure her reputation. This does not entitle the person who first presents that suggestive situation in a copyrighted play from depriving other persons to whom the same situation naturally presents itself, upon perusal of the narrative which is the common source, from also presenting in a book or a play, provided that the latter one gets the idea from the common source, not from the copyrighted play." (Bachman vs. Belasco; 224 Fed. 817. United States Circuit Court of Appeals.)

President Wilson will in all probability attend the convention of the Associated Advertising Clubs of the World to be held in Philadelphia June 25-30.

Advertising Agents

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

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

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

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

Publishers' Representatives

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.;
Kreage Bldg., Detroit, Mich.

THE EVENING TELEGRAPH Philadelphia

announces that on and after May 9th, 1916, it will be represented by the Chas. H. Eddy Company, in the national field:

NEW YORK

FIFTH AVENUE BUILDING
Chas. H. Eddy, President and General Manager.

CHICAGO

PEOPLES GAS BUILDING
Robert J. Virtue, Vice-President.

BOSTON

OLD SOUTH BUILDING
A. C. MacCarey, Manager.

THE EVENING TELEGRAPH is read, daily, by practically every bank officer, merchant, manufacturer, and man of affairs, as well as by tens of thousands of intelligent, discriminating, prosperous men and women in all walks of life, in Philadelphia—the most American city in America.

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.

NEW ADVERTISING CORPORATION

Williams & Carroll, Merchandisers,
Open Offices in New York City.

The Williams & Carroll Corporation, merchandisers, with offices in the Metropolitan Tower, New York city, has begun business. It combines in one organization sales brokerage and advertising ma-



CLIFFORD A. WILLIAMS,
Pres., Williams & Carroll.

chinery and will be national in scope, through close identification with the General Advertising and Sales Corporation of San Francisco and Los Angeles.

Clifford A. Williams, president of the company, has for the past fifteen years been a prominent figure in Middle Western advertising agency circles, as secretary of the Charles H. Fuller Co., and more recently as secretary of Williams



NORMAN F. CARROLL,
Vice-Pres., Williams & Carroll.

& Cunningham, leading Chicago agencies. He also heads the General Advertising and Sales Corporation of San Francisco and Los Angeles. No department of the work is unknown to him.

Norman F. Carroll, vice-president, was formerly associated with the home office of the Frank Presbrey Co., New York, and later represented them on the Pacific Coast, particularly in the handling of the business of the American Tobacco Co. At the time of the organization of the General Advertising and Sales Corporation, Mr. Carroll was one of the men selected to round out their organization.

The secretary and sales manager of the company, Harry C. Goode, brings to the organization the valuable experience gained as manager of the Chicago office of the National Biscuit Co.

TRIANGULAR AD CAMPAIGN

It is Intended to Help Bakers, Raisin Men and Newspapers.

CHICAGO, May 3.—The California Associated Raisin Company, through its central office here, is conducting a novel triangular advertising campaign. The triangle is composed of the raisin company, which represents the growers of 90.7 per cent. of the raisins grown in the United States; the bakers of the United States and Canada who bake raisin bread; and the publishers of newspapers who must have advertising.

The extraordinary business of the California Associated Raisin Company, according to Edwin B. Merritt, general sales manager, has been established by advertising. The company has come to believe so thoroughly in the things advertising can accomplish, that its appropriation each year has been increased. The appropriation this year is even larger, but the campaign Mr. Merritt has begun is laid out along different lines, from those of previous years.

Bakers, as a whole, have been the most backward of advertisers. As business men, they stand at the foot of the class from the advertising point of view. Mr. Merritt and his aides have undertaken the work of putting the baker at or near the head of the class.

"We have established an advertising service department for the benefit of the bakers of raisin bread, whether they use our raisins or not," Mr. Merritt said. "The aim of it is to impress upon the baker the necessity of advertising, and to offer suggestions to him. We aim to show him the mutuality of our interests. We cover a large field through our advertisements all over the country. We do not advertise our product as much as we advertise raisin bread made with Sun-Mald Raisins. In this way, we boost the product of the baker. We are making the world familiar with a certain kind of bread. Our campaign cannot be expected to cover every corner of the United States, and so we are urging the baker to avail himself of our campaign by boosting himself locally. His opportunity lies in his being able to say in the newspapers that he has the raisin bread we advertise.

"Our service department sends out literature every month to every wholesale baker in the United States and Canada, and to every newspaper in which we have advertised. This literature contains suggestions for the baker about his advertising. We get up various ads which should suit the fancy taste of any one. All the baker has to do when he receives this literature is to pick out the ad he wishes inserted, and then hand it over to the newspaper. We send the plates free upon request."

Record Price for Cartoon Movie

What was said to be a new record in the motion-picture world was established this week, when the Strand Theatre, of New York city, contracted for the Goldberg Animated Cartoons at \$1,500 for seven and one-half minutes of film. This is twenty times the previous high record for the sale of motion-picture film. Goldberg is the originator of the "I'm the Guy," "Father Was Right," and "Foolish Questions" cartoons.

Gazette Should Have Been Listed

In a recent issue of THE EDITOR AND PUBLISHER, in a list of papers on the A. B. C. audit list the name of the Phoenix (Ariz.) Gazette was inadvertently omitted, although the Arizona Republican was named. The Gazette's circulation was audited at the same time as that of the Republican and credit should have been given. The Gazette, by the way, recently installed the afternoon leased wire service of the Associated Press, thus making its news facilities complete.

A MILLION LINES
OF FOOD ADVERTISING

(Concluded from page 1515)

the purchasing for the home is done by the housewife, and practically 100 per cent. of the food supplies, so it was thought worth while to follow the method employed in news departments generally, that of developing news interest in so important a subject. Much space is given generally to news of the theatre, automobiles, baseball, real estate, church and financial matter, and we were surprised to observe how little we were giving the purely food subjects. Consequently in 1914 we took one of our Women's Pages on a Thursday and made it purely a food page, establishing a rule that no other news matter or advertising matter should appear on this page. Friday had long been a big department store day and we immediately took up the task of making Thursday a food day. Until this time our food advertising, local and national, had been distributed throughout the week, a considerable amount of it appearing Friday, our biggest local day. From a news and circulation point of view, we felt it obligatory and necessary to develop the interest of the housewife, and we began to run many recipes, eliminated Paris fashions, Lillian Russell, and Laura Jean Libbey, and had special articles prepared from the local angle on food subjects. Our women's department came into touch with all the women's clubs of the city and secured the cooperation of the Housewives' League and other women's organizations, our whole attitude being that there is just as much news value and news interest in "food" as in baseball. Until this time we had but little local grocery store advertising, solicitation generally being without special effort, for the small grocer believed that in our Friday issue he would be smothered with the large department store advertising, so for many months we continued to hammer out a food section full of news interest every Thursday of the week.

Our effort is rewarded in that we now run regularly every Thursday at least three food pages containing only food advertising and food news. Frequently the volume requires four pages and on occasions five, and the result has exceeded our fondest expectations. We have housewives and local grocers giving direct testimony and evidence that the scheme is a splendid one. Our women's clubs, domestic science classes, teachers throughout the city and the various classes in the Y. W. C. A. have indicated that there is unusual interest in such matters. Consequently the Trenton Times cannot view with alarm the evil to which you have referred. The space has been given purely from a news point of view and we have found our policy to be endorsed by local reports. This, we believe, is the sole function and purpose of a newspaper, cooperation and development of reader interest in the news and the advertising.

The subject of cooperation to our mind does not involve dealer cooperation to the slightest extent. We are simply and solely a newspaper with an interested clientele ready for the message of the advertiser. We have developed reader goodwill in a city and trading zone of 150,000 people and we do not believe our purpose is to place goods upon shelves of the retailers in this community. That is the business of the manufacturer and his distributing agencies and we refuse and will continue to refuse the kind of cooperation that requires dealer work or dealer help and such cooperation of this character has been refused Westfield and Armour. It seems to me the advocates of cooperation in agencies and advertising departments of manufacturers are working entirely along the wrong lines. They have simply absorbed the cooperation method of magazines. The magazines of the country, when the value of newspapers was becoming real-

ized, found it necessary to block the newspaper development since they were usually more efficient than newspapers in the conduct of their business as witnessed by the maintenance of rates, etc. They formulated the dealer cooperation idea and this is the only cooperation they can develop with any particular merit. They got away with it in splendid shape for a considerable length of time, but when newspapers began to realize the efficiency of their sphere, instead of developing real and original cooperation of their own, based upon their field and influence, they simply went wild in many cases and took over the magazines' idea of cooperation. The basis of this from a newspaper standpoint, is absolutely false. The newspaper's only function, in our mind, is to create influence upon its readers and thus create a responsive attitude to its own editorial and advertising messages. Consequently, we cannot view with alarm the evils which have been pointed out. The Times has been opposed to the printing of reading matter for the benefit of any advertiser. Our advertising columns are open for advertising matter and matter for our news columns will be passed upon solely by the news value of the article proposed.

We do not mean to suggest that the above method could be pursued by other papers, but we realize that much of the attack on Armour and Westfield comes from newspapers which do not wish to take the time to develop the news value of such a propaganda or are unable to secure this kind of business. Some of the attack is coming from newspapers which have been unable to secure the above accounts.

Your reference to the extension of this principle to department store advertising places the matter on quite a different basis. To do this would require that the matter be viewed entirely from an advertising point of view but I can assure you that if you can show us news interest and value in such a propaganda and that our readers would be interested in such a news treatment, the Trenton Times for one would not hesitate to conduct such a propaganda for our readers. The point of the food atmosphere development by the Trenton Times is that there has been found reader interest in the subject. Other papers may not find it so, but we wish to protest against your general condemnation of an idea which we believe has been fully demonstrated in this office—that, on the subject of food there is a widespread reader interest which can be developed into an atmosphere of value to the circulation department of a newspaper as well as the advertising department.

Very truly yours,
OWEN MOON, JR.,
Manager, Trenton Times.

Papers Win Big Plant for City

ST. PAUL, Minn., May 2.—Two St. Paul dailies are credited with bringing to South St. Paul the \$2,000,000 packing plant which Armour & Co. have just announced they will build in the location named. The Armour Company was said to favor a North Dakota city. The St. Paul Dispatch and Pioneer-Press made a campaign on the issue, and for fifteen days ran daily articles, tracing the growth of the live-stock industry in the Northwest and the development of the South St. Paul market to the fifth largest market in the West. The St. Paul Association of Commerce then backed the papers' effort and the fight was won.

Call Men Start Aid Society

A loan and mutual aid society composed of men connected with the San Francisco Call has just been organized. The Call is the first paper in the city to form such an association. The new society has nearly fifty members, about equally divided between the editorial and the mechanical departments of the Call. The organization will be conducted along practical lines.

TRADING COUPONS HIT BY SENATOR CAVANAGH

Father of Bill to Kill Stamp Evil in Massachusetts Finds His Measure Strongly Opposed by Powerful Interests in Bay State Legislature—Thinks Commonwealth is Now Free to Act.

BOSTON, May 2.—The bill drawn by State Senator James F. Cavanagh to make the business of trading stamps illegal in Massachusetts, has caused bitter opposition in the Senate, powerful interests appearing in opposition to the measure. Said Senator Cavanagh:

"Massachusetts has recorded itself repeatedly in opposition to the use of trading stamps by the enactment of legislation; the first being Chapter 227 of the Acts of 1884, but the Supreme Court of Massachusetts has, in construing the various trading-stamp statutes, either said the statute was illegal and void or that it was unconstitutional.

"It may be remembered that the Legislature of 1904 passed an act imposing an excise tax on the business of selling and delivering trading stamps, which was chapter 403 of the Acts of 1904, and the Supreme Court of Massachusetts, in the case of O'Keefe vs. Somerville, decided that that law was unconstitutional, because the business was entirely legitimate, and in 1911, when there was pending legislation with reference to trading stamps, and the opinion of the Supreme Court was asked, declared that the proposed legislation was unconstitutional.

"The basis of the Massachusetts decision seems to have been that the business was a legitimate business, and, therefore, could not be restrained under the police powers of the State. In other words, that this legislation was not a proper exercise of the police powers; that the police powers were confined to things which were necessary in the interests of the public health, public safety, or public morals, and that in these were not included the trading stamps.

MASSACHUSETTS SHOULD ACT.

"But the United States Supreme Court has recently handed down a decision which overrides the decisions of the Massachusetts Supreme Court, and it is because of the decisions in the United States Supreme Court, in the case of Rast vs. Van Deman & Lewis Company, that this bill is now introduced. The Legislature is recorded by these previous enactments in favor of prohibiting the use of trading stamps but the court held such prohibition illegal. Now, as the Supreme Court of the United States has determined that such prohibition is constitutional, Massachusetts ought to put into effect the laws which she has several times attempted.

LABOR OPPOSED TO STAMPS.

"Organized labor," Senator Cavanagh went on, "appreciating the evils of the trading stamps, has several times voiced its opposition, and at the State Convention of the American Federation of Labor passed a resolution as follows:

"All the profits of the trading stamps are made by the owner or middleman, the consumer paying for all in the end. Therefore be it

"Resolved, That the twentieth convention of the Massachusetts State Branch of the American Federation of Labor go on record condemning all stamps and coupons."

"They further passed a resolution calling upon all trade unionists and their friends to refuse to patronize the redemption stations of the profit-sharing coupon concerns."

BOSTON PILGRIMS' ELECTION

Herbert G. Porter Chosen President of that Publicity Association.

BOSTON, May 4.—At the annual election of the Pilgrim Publicity Association at the Crawford House, last Thursday night, Herbert G. Porter was chosen



HERBERT G. PORTER.

president. The other officers elected were: James A. Stafford and Ralph E. Condor, vice-presidents; Raymond E. Huntington, secretary; Samuel Reis, treasurer; Frank A. Black, A. E. Greenleaf, A. B. Hitchcock, William J. Hynes, and Joseph H. Lynch, directors for two years.

The new President, who succeeds George B. Gallup, a director of the Boston Press Club, is treasurer of the Smith & Porter Publishing Company.

One of the features of the evening was the presentation of some humorous "bills." The one presented by George W. Coleman would legalize Sunday sports, especially golf. Samuel Reis presented a bill to prevent the use by Billy Sunday of inflammable language.

Was Not Afraid and Won

The Denison (Tex.) Daily Herald informs us that during the week following the Forth Worth (Tex.) Telegram's recent cooking school conducted by Mrs. Eliza Q. Fothergill, of Pittsburgh, Pa., the Herald engaged her services. The result was a 100 per cent increase in business.

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

The Following Newspapers are Members of THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA. NEWS Birmingham Average circulation for March, Daily 93,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	NEW JERSEY. JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C. THE PROGRESS Pomona	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICANO New York DAY New York The National Jewish Daily that no general advertiser should overlook.
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta LEDGER Columbus	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
ILLINOIS. HERALD-NEWS (Circulation 15,190) Joliet STAR (Circulation 21,580) Peoria	OHIO. PLAIN DEALER Cleveland Circulation for April, 1916. Daily 137,395 Sunday 185,216 VINDICATOR Youngstown
IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay Member Audit Bureau of Circulations.	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES LEADER Wilkes-Barre
KENTUCKY. 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.	TENNESSEE. BANNER Nashville
LOUISIANA. TIMES PICAYUNE New Orleans	TEXAS. 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.
MICHIGAN. 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 2 1/2 cents line.	UTAH. HERALD-REPUBLICAN Salt Lake City
MINNESOTA. TRIBUNE, Morning and Evening Minneapolis	VIRGINIA. DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI. 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	WASHINGTON. POST-INTELLIGENCER Seattle
MONTANA. MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	CANADA. ONTARIO FREE PRESS London
NORTH CAROLINA. SENTINEL Winston-Salem October Gov't report 5,843, net gain October, 1915 over October, 1914, 1,028 copies.	

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	NEBRASKA. FREE PRESSE (Cir. 128,854) Lincoln
	NEW YORK. BOLLETTINO DELLA SERA New York
ILLINOIS. SKANDINAVEN Chicago	

New Orleans States
 Member Audit Bureau of Circulations.
 Sworn Not 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

ROOSEVELT'S AIDE DIES

Col. William J. Youngs Passes Away at His Garden City Home.

Col. William J. Youngs, for twelve years United States Attorney for the Eastern District of New York, a close friend of Theodore Roosevelt and his private secretary when Governor of New York, died on April 28 of heart disease at his home, in Garden City, L. I. He was sixty-five years old.

Since his retirement as United States Attorney, Colonel Youngs had been editor of the Hempstead Inquirer, a weekly newspaper conducted for seventy-five years as a Democratic publication. He converted it to the Republican cause. His career from early life was an active one. Born at Oyster Bay, he and Theodore Roosevelt grew up together, the Youngs homestead being in the Sagamore Hill section. He was elected an Assemblyman from the old Queens County district, and later became District Attorney. He was prosecutor in the celebrated Guldensuppe murder case.

Colonel Youngs received his military title while on the staff of Governor Roosevelt. He was active in Republican politics, serving for years on the Queens County committee. He leaves his wife and two daughters, Mrs. Russell W. Strong, of New York, and Miss Mary Youngs, of Garden City.

Ira H. Le Veen Dies from Injuries

Ira H. Le Veen, a newspaper man employed by the New York City News Association, died on April 24 at his home, 704 Freedom Avenue, Richmond Hill, of blood poisoning which followed the amputation of his leg, made necessary by an automobile accident.

Mr. Le Veen was educated as a lawyer and practiced that profession for several years, but his bent was toward newspaper work. He spent several years on the Pacific Coast and for a time was editor of a paper in Los Angeles. Shortly after the beginning of the war in Europe he was sent abroad, and while at the front in France his eyes were affected by poisonous gases. He was in a London hospital for some time, and returned to New York a year ago to become associated with the New York City News Association.

"Little Giant" Fiegel Dead

Gustave C. Fiegel, the assistant advertising manager of the New York World, who had been connected with that paper for thirty-one years, died of heart disease on April 27, at his home, in The Bronx, aged fifty-five years. Mr. Fiegel enjoyed, to a rare degree, the confidence of the World management, and was a veritable encyclopedia of advertising. He could, in a few hours, mark the cost of 1,000 charged advertisements in the World. He was sometimes referred to in the World office as "The Little Giant" of advertising. He was a member of the World Quarter Century Association, and at the completion of his twenty-five years' service on the World was presented with a fine silver service.

Stephen Fiske Dead

Stephen Fiske, journalist, author, and playwright, died in New York city on April 27, aged seventy-six years. At sixteen years of age he entered journalism as editor of a paper in New Brunswick, N. J. In 1859 he became a special correspondent of the New York Herald and reported for that paper many events of international interest. He founded the Hornet and Home Journal in London, and was first editor of the New York Dramatic Mirror. As manager of the Fifth Avenue Theatre in New York he introduced Mary Anderson and Madame Modjeska to the public. He was also a dramatic critic of wide reputation. He was a member of numerous clubs, including the New York Press Club.

OBITUARY NOTES

WILLIAM G. NEWBY, president of the American National Bank of Fort Worth, Texas; member of board of directors and treasurer of the Wortham-Carter Publishing Company, publishers of the Fort Worth Star-Telegram, and prominently connected with various business enterprises at Fort Worth, committed suicide at his home on April 29 by shooting himself with a shotgun. He had been in ill health for several years, and recently had been despondent.

HENRY H. SAMMIS, sixty years old, who had been engaged in the newspaper advertising business for thirty-five years, died on Monday at his home, 449 Third Street, Brooklyn. He was for some time private secretary to Cornelius N. Bliss. He is survived by his wife, Mrs. Elizabeth A. Sammis.

GEORGE F. CAVALLI, a leader among the Swiss residents of the Pacific Coast, died April 23 at his home, in Berkeley, Cal. He was editor and proprietor of L'Elvezia, a local Swiss newspaper, for about thirty years. He also edited and published several books, including an English-Italian dictionary.

A. H. HARLIN, who was for sixteen years connected with the Stockton (Cal.) Independent, as city editor and later as news editor, died at Stockton on April 24, following a brief illness. He also worked for newspapers in Los Angeles and San Francisco.

HUGH M. HERRICK, said to be the oldest newspaper owner and editor of New Jersey, died on Sunday in his eighty-seventh year, at his home, 105 Carroll Street, Paterson. He is survived by a widow and three children. Born in Lewistown, Me., Mr. Herrick was one of the delegates on the Republican ticket at the Baltimore Convention in 1864, which renominated Lincoln. In 1868 he was one of a group of men who founded the city of Passaic. A few years later, he became editor of the Paterson Guardian. He then bought the Hackensack Republican, which he edited until his retirement in 1892.

E. F. WRIGHT, aged seventy-four, editor and publisher of the Lexington (Ill.) Unit Journal, died April 23. He was a war veteran, and former minister in the Congregational Church, holding many pastorates in Central Illinois.

EDWARD FARRER, one of Canada's most distinguished journalists, died at Ottawa on April 28, of heart disease. Mr. Farrer was born in England of Irish parentage, and went to Canada in 1870, joining the editorial staff of the old Daily Telegraph at Toronto. Subsequently he became connected with different publications in the United States and Canada. In 1897 he retired from active newspaper work, and since 1905 had devoted his time to magazine writing, acting also as correspondent in Canada for the London Economist. Mr. Farrer was in his sixty-sixth year.

ALBERT KNEULE, the oldest editor in Montgomery County, Pa., died at Norristown, on May 1, in his eighty-fifth year. He was the publisher of the Norristown Register and was Postmaster of Norristown under Cleveland.

Fighting the Copyright Bill

WASHINGTON, May 3.—Hearings on the Oglesby bill, vacating superior rights to the publisher or proprietor upon the expiration of a copyright on a book, have started before the House Committee on Patents in the House Office Building. Representatives of the leading publishers and publishing firms of the country are in Washington to oppose the bill at this hearing. George Haven Putnam, president of G. P. Putnam & Sons, an authority on copyright law, will make the principal argument. Clinton T. Brainerd, publisher of the Washington Herald and treasurer and director of Harper & Bros.; Dr. E. J. Wheeler, of Current Opinion; and representatives of Lippincott's and Funk & Wagnall's also will present their views.

HOUSEWARMING A SUCCESS

Advertising Club of New York Opens New Quarters With Entertainment.

The new rooms of the Advertising Club of New York were formally opened on May 1, with a housewarming entertainment. Lewellyn E. Pratt, chairman of the Educational Committee of the Associated Advertising Clubs of the World, presided at the exercises and gave a résumé of the Club's activities.

Lawrence Harris presented the club a framed portrait of President Harry Tipper, after which the ten members who were at the organization meeting of the club ten years ago were called out of the audience by Mr. Pratt and congratulated. The response to Mr. Pratt's remarks was made by George French.

Entertainment features were provided by the Glee Club of the organization, and several vocal solos were given by Frank L. Wood.

A resolution endorsing the administration of President Herbert S. Houston, of the Associated Advertising Clubs of the World and urging his renomination was unanimously adopted.

The following officers were elected for the ensuing year: Harry Tipper, president; O. C. Horn, vice-president; Herman Daych, secretary; L. E. Pratt, treasurer; Dan A. Carroll, F. H. Little, P. V. D. Lockwood, Don M. Parker, David D. Lee, G. B. Sharpe and George W. Hopkins, directors.

The club will soon have an up-to-date advertising library, in which the books

will be classified by title, subject, contents and author, and carefully cross-referenced, so that everything on a given subject will be quickly available.

FORM CLOVER LAND LEAGUE

Publishers of Upper Michigan Peninsular Organize to Co-operate with Advertisers.

The daily newspaper publishers of the Upper Peninsula of Michigan have formed the Clover Land League, to co-operate in every possible way with advertisers and agencies covering the territory.

The publishers believe their reward will come from concerted exploitation of this rich and growing section, which comprises nearly one-third of the State. Its per capita wealth is said to be greater than that of Arkansas, Colorado, Nebraska, New Hampshire, Vermont, and all the Southern States.

Houghton County alone of the fifteen counties of the Upper Peninsula has a larger assessed valuation than the entire State of New Mexico, and more population than Nevada.

Roger M. Andrews, publisher of the Menominee Herald-Leader, a member of the League, will address the Chicago Advertising Association on May 10. He was the first to suggest separate Statehood for the Upper Peninsula, which idea received wide press comment, and has since become the popular ambition in that part of the country.

The national management of the League has been placed with M. L. Katz, newspaper advertising representative, of Chicago.

FACTS ABOUT SELLING OPPORTUNITIES

By The Philadelphia Bulletin

Business is booming in Philadelphia—it is increasing every month. Bank Clearings for twelve months ending March 31, 1916, broke all former records—a total of \$9,962,806,071, exceeding clearings for previous period by \$2,227,426,092. Building operations for 1915 showed an increase of \$4,000,000 over 1914. Deposits in all Philadelphia National Banks, Trust Companies and Savings Institutions, in twelve months increased \$186,944,826 up to March, 1916—and raised the total deposits to the unparalleled sum of \$952,164,677. An average of more than 1 out of every 4 people in Philadelphia has a savings bank account—average deposit \$481.

NEARLY a million and a quarter people residing in the homes, in which The Philadelphia Bulletin is read each day, comprise the great majority of the entire population of Philadelphia—representing the third largest market in the United States.

Philadelphia is acknowledged the greatest of home building and home owning cities in America and is truly "the city of homes." There are 430,000 properties in Philadelphia including about 360,000 separate dwellings. Philadelphia has more than 40,000 business and professional offices, more than 8,000 manufacturing plants and more than 7,000 mercantile establishments.

During April 1916 an average of 408,593 copies of THE BULLETIN were sold daily. These were distributed:

In the City of Philadelphia and Camden.....	306,329
In the Suburban District (within 40 miles of Philadelphia).....	66,472
In the country (outside of the Suburban District).....	35,792

During April 1916 an average of 408,593 copies of THE BULLETIN

PENNSYLVANIA	Lansdowne	Wayne	Penns Grove
Allentown	Lebanon	West Chester	Salem
Bethlehem	Mahanoy City	Wilkes-Barre	Trenton
Bristol	Media	York	Vineland
Carlisle	Mt. Carmel	NEW JERSEY	Wildwood
Chester	New Hope	Atlantic City	Woodbury
Coatesville	Norristown	Bordentown	DELAWARE
Columbia	Phoenixville	Bridgeton	Dover
Conohocken	Pottstown	Burlington	Milford
Downingtown	Pottsville	Cape May	Wilmington
Doylstown	Quakertown	Glassboro	MARYLAND
Easton	Reading	Hammonton	Cambridge
Harrisburg	Shamokin	Lambertville	Centerville
Jenkintown	Shenandoah	Millville	Easton
Lancaster	Sunbury	Mt. Holly	Salisbury
Lanedale	Tamaqua	Ocean City	

You can at one cost reach the greatest number of possible consumers in this market each day by concentrating in the one newspaper which is read in most Philadelphia homes.

Philadelphia Bulletin readers buy each day an average of more than

\$690,000 Worth of Foods	12,000 Men's Collars
\$32,000 Worth of Men's Clothing	8,000 Men's Shirts
\$30,000 Worth of Women's Apparel	6,000 Pounds of Cocoa
\$24,000 Worth of Cottons	6,000 Men's Neckties
\$20,000 Worth of Silks	4,000 Pairs of Corsets
\$20,000 Worth of Furniture	4,000 Pairs of Gloves
\$13,000 Worth of Paints	4,000 Pounds of Tea
\$6,000 Worth of Millinery	4,000 Hats and Caps
40,000 Pairs of Hosiery	2,400 Barrels of Flour
37,000 Pounds of Coffee	700 Automobile Tires
20,000 Sets of Underwear	42 New Pianos
12,000 Pairs of Shoes	32 New Automobiles

The opportunity to forge ahead, increase your sales and build up permanent and profitable business is here, in Philadelphia, among the Bulletin families. On request we will secure an analysis of trade conditions and selling possibilities for your particular business.

Philadelphia, May 4, 1916.

Copyright 1916, William L. McLean.

MUST BE INSTITUTIONALIZED

Editor Patterson, of Toledo (O.) Blade, Pictures Ideal Newspaper.

TOLEDO, O., May 3.—At a banquet of the Toledo Blade Study Club, closing a successful year of study of the various branches of newspaper publication, Grove Patterson, managing editor of the Blade, was the principal speaker. Of the future of the newspaper's functions he said:

"The newspaper of to-day, if it is to realize the utmost of its possibilities, and thus grow into the great successful newspaper of to-morrow, will have five things done to it:

"(1.) It will be institutionalized. La Prensa, the foremost paper in South America, and one of the really great newspapers of the world, is a veritable institution. It maintains its staff of experts for the use of the public. Legal work, medical work, the use of a library, and a hospital are all provided for the community. The Chicago Tribune, with its extensive questions and answers department and with a physician on its staff, is doing somewhat the same work.

"(2.) It will be editorialized. The news will not be printed colorlessly. It will be just as honest as it ever was, but it will be explained and interpreted for the reader in the original article. News matter will be made clear by means of editorial explanation in connection with the story.

"(3.) It will be humanized. Less dependence will be put on routine news-gathering. Newspapers will be less dependent on the old-time, regular beats or routes—City Hall, Court House, Federal Building, etc. Reporters will write and interpret the life of the streets, the stations, and the street cars. They will write less small politics, fewer court proceedings, and more common life.

"(4.) It will be a handy newspaper. It will have not more than seven columns, and they will be not more than twenty inches in length. Advertising rates will increase so greatly that full-page ads will be almost unknown. The income will be as great or greater from a small space. The public will be pleased. Men and women haven't time for the big blanket sheets. The handy newspaper will be convenient to handle and read. Copy reading will be intensified and the news condensed.

"(5.) The business will be 'idealized.' Publishers will come to regard the newspaper, to a greater extent than now, as a public utility, which must be devoted first of all to public welfare.

LEGAL NOTICE.

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:—

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

Signed:—

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

CIRCULATION SERVICE

Secure our dependable organization when you desire to increase the circulation of your newspaper. For years we have pleased the leading newspapers. Just concluded our second "SUCCESSFUL" contest on the Los Angeles Times adding over 1,000 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

Only secondarily will it be a profit-maker. To make a real contribution to the community will be the real purpose."

Other speakers were Robinson Locke, who suggested further lines of study for the club; F. E. Cottrell, on co-operation; and Clarence Lindner, on personal advertising. Henry D. Bradley, president of the club, presided as toastmaster.

Staff Changes on St. Paul Papers

St. Paul, Minn., May 2.—As the result of several changes in the editorial department of the St. Paul Dispatch and St. Paul Pioneer-Press, a number of new men recently have joined the staff or been detailed to other work. H. B. Crozier, Pioneer-Press night editor, has been freed of detail work and his place as head of the copy desk taken by Edgar Markham. Mr. Crozier will be able to devote his attention to the general handling of the Pioneer-Press. George B. Gish, formerly of the Detroit (Mich.) News, is on the Pioneer local staff. Harrison Fuller, railway man for both papers, now has the day Northwest desk. E. A. Phillips, formerly of Tacoma (Wash.) is on the night copy desk. D. N. Briggs, formerly connected with Chicago and Pittsburgh newspapers, is on the day copy desk, and R. D. Strong, formerly mail editor of the Pioneer-Press, on the Dispatch telegraph desk.

Paper Plans "Mosquito Day"

The Philadelphia Press is sponsor to the plan to have a "Mosquito Day" this month, when under the supervision of Director of Health and Charities Krusen the little pests will be kerosened and swatted and altogether routed out of any local habitation. An ordinance introduced in Council appropriates \$25,000 for this laudable purpose.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintain 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, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York city.

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

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

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

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

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

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

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

Baltimore—E. K. Edwards, American Building.

Philadelphia—L. G. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand.

Pittsburgh—Davis Book Shop, 416 Wood Street.

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

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

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

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

SITUATIONS WANTED

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

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

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

CIRCULATION MANAGER—One strictly sober man of 34 with more than 15 years' experience in all branches of circulation work from newsboy up is open for position in city of more than 20,000. Nothing too big. Can "stop leaks," handle newsboys, install system, operate contests, and promote premium campaigns. Reasonable salary to start. Address X, 3379 W. 90th St., Cleveland, Ohio.

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

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

DO YOU NEED AN ADVERTISING MANAGER?

A man of wide experience, who not only knows office details, but a hard worker, who knows how to sell space, and how to write copy for the merchant that will make that space valuable, (a combination high class salesman and writer). Don't Think I Am Out of a Job, for such is not the case. I am making good, right where I am, but there's a better job for me somewhere, and I want to find it. The location doesn't matter, and my references as to character and ability will satisfy the man who has the kind of job I seek. I am an American, age 38, of pleasing personality, and know the business from the bottom up; big city and small city experience, covering nearly fifteen years' job history. I have to offer is worth at least \$50 a week don't answer this ad. Address "Reliable Man," care Editor and Publisher.

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

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

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

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

EDITORIAL MAN, who can write news or fiction, and knows technical end of magazine and newspaper game from A to Z, wants to connect with publisher. Address E. W. Manifold, 124 Moffatt St., Brooklyn, N. Y.

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.

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

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

STENOGRAPHER AND OFFICE ASSISTANT Young Woman. 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.

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

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

CHAS. M. PALMER
Newspaper Properties
225 Fifth Ave., N. Y. City

\$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

Garden Spot

of California. Fastest growing community in state. If you have \$20,000 I can show you a real newspaper opportunity.

Proposition 924x.

H. F. HENRICHS
Newspaper Properties,
LITCHFIELD, ILL.

Newspaper and Printing Plants

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

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.

FOR SALE

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

DAILY PAPER FOR SALE—At a bargain and on easy terms if desired. Only daily in thriving town of about 12,000 with large surrounding territory. Address A. T. Jennings, Fulton, N. Y.

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

FOUR and one-half decks Goss high speed straight line, with three-color combination top deck for sale at bargain. Two plants consolidated. Model 500. Columns about 22 inches. Seven or eight columns. Complete stereotype plant. Simple electric drive. Perfect condition. Immediate delivery. Easily converted to five decks or sextuple. Also 7 Linotypes models 9-5-4-3-2 and 1. Keystone steel type cabinets. Modern Keystone type and brass. All first class. Telephone or Address S. C. Beckwith Special Agency, New York.



Ad-itorials

IT is really inspiring to watch the growth of the amount of automobile advertising and the remarkable strides forward in the beauty of it.

The layman scarcely appreciates the battles that are fought and the problems necessary of solving, before these great things are "put over." It is so desperately easy to look at an Ad as just an "AD"—which is neither fair to the advertiser nor to the organization responsible for the advertising.

Did you know that some of the pen-and-ink designs used in our daily papers in conjunction with automobile copy cost from fifty dollars to two hundred and fifty? Do you understand that hundreds of sketches are "turned down"—discarded—lost in the shuffle, that one superior piece may be accepted and sent broadcast over the country?

Did you know that studios are constantly studying the infinitely exacting puzzle of reproduction, engraving, printing, and electrotyping, that cuts may "look well in the paper"?

The artist—along with many others—has been called upon to work out a solution of the present paper-shortage and inferior-ink tangle. It is difficult to secure, in large shipments, the grade of paper publishers would prefer to use—the sort they are anxious and eager to use.

For the finest type of illustration, either in line or in half-tone, depends upon the treatment it receives in the electrotyping, make-ready, and press-rooms. The artist may work his industriously artistic head off, only to see a black smudge actually appear in print, if certain mechanical conditions are not neatly adjusted.

And there is a friendly rivalry on between advertisers as to which shall produce the most satisfactory copy under these exacting conditions. "Make 'em print, no matter what," is the good-natured slogan.

An original pen-and-ink drawing is first photographed in the size it is to be run. The negative is placed upon sensitized metal. An exact reproduction of the original, line for line, dot for dot, detail for detail, is successfully transferred to the zinc or copper.

"Dragon's blood," a powder, chemical-resistant, is dusted over the surface of the metal. It sticks to those portions of the plate not to be eaten away by acid.—it protects them—makes it possible for them to remain built-up while all the remainder of the surface is etched down to the desired depth.

And then comes routing, polishing, blocking, make-ready, matrix, electrotyping, and the fast-running presses, in all sorts and conditions of weather. Is it small wonder that some designs do not "show up well" when they actually appear? There is no time for all the pretty niceties of the business. An edition is on the streets and you are reading it, all within an astoundingly short while.

And even newspaper men do not fully and completely understand the subtle tricks of art reproduction.

Just now, paper is to be had under pictorial difficulties. The quality of it is not so important as securing something on which to get out the edition. Inks are not running as well as they should. For five months there has been a tremendous amount of humidity in the air, and the texture of paper is seriously affected by atmospheric change—dampness, soggy, etc.

Things that were possible a while back, in the way of pictorial artistry, are out of the question at this time. Fine lines, cross-hatching, infinite detail are all necessarily taboo.

All of which has brought forth a very beautiful outline style of pen treatment.

And this technique is peculiarly applicable to the automobile business. Cars look surprisingly spic and span when executed in it. Who knows—it may work for lasting benefit, since it is no secret that artists, heretofore, have been inclined to "scratch up" their illustrations in a manner at once the horror and the despair of both engraver and pressman.

The rivalry mentioned extends further than that of successful reproduction. "Give us something new" is the instruction to the artist. So many cars are advertised and advertised so well, that the pace is an exceedingly swift one. Individuality is paramount—how to make your advertisement stand out from the others.

Various interesting schemes are resorted to—such as wide white margins, three-fourth space for illustration, with minimum text, eccentric method of drawing, clever distribution of flat masses of Ben Day, black backgrounds, ultra-fashionable environment, or scenic investiture reproduced from authentic subjects.

Those handling large accounts go to all sorts of trouble to secure "class" and originality.

Some eight or ten pencil sketches were drawn up for a well-known high-priced car not long since. The advertisements were to run three and four-column space in daily papers in every large city.

But a committee, passing upon these designs, failed to enthuse over the backgrounds.

"Don't look the part" was the verdict. The agency man, in charge of the account, was not to be balked by this. He secured a new car and spent five days with a photographer, selecting fashionable exteriors and snapping the car "against them."

A portfolio of pictures was obtained, of a most exquisite and admirable character. But it was not deemed expedient to attempt to make half-tones of them for newspaper reproduction, and they were handed over to the artist as "copy."

He either pantographed them direct, or had silver-prints made and drew over the originals. The series is now appearing and has attracted wide and favorable attention.

They had the ear-mark of authenticity—they look real.

In another case, a large number of preliminary sketches were drawn up, at great expense, and passed the advertising manager, the president and vice-president, but "struck a snag" when the organization's designer and expert engineer was called in.

The thing happened casually enough.

"Those drawings look all right to me," remarked the advertising manager. "I'll pass them—they have the 'class.' But I think I'll ask our Mr. X. to run over and have a squint at the bunch. It would be just as well to have him say 'yes,' from the technical standpoint."

Mr. X. arrived on the scene in due time.

He was just a hard-headed, practical business man with no expert knowledge of advertising. He admitted this at the outset.

But what he didn't know about cars and the designing of them, was not worth mentioning. He knew that machine—every blessed inch of it—every nut and bolt and screw.

His critical eye swept the drawings on the wall. He rubbed his short moustache with the stubs of his short fingers.

Then he shook his head.

"Car's not right," he said, quickly and with decision.

Every one wanted to know the why and the wherefore.

It came as a sort of shock—he was so serious in the way he put it.

And then Mr. X. proceeded to light into those drawings, one after the other.

The cars were not in proportion. The cars looked clumsy. The cars were too short and dumpy. The cars were unlike the original. Hoods at the wrong angle—fenders of last year's model—wheels out of plumb—he made rapid, unanswerable criticisms, penciling them on the margins of the drawings as he went along.

And this criticism was expert.

It came from a man who was not blinded—not prejudiced by any fool ideals of art or advertising. He didn't dream his subject. He had a mental picture of, the machine in his mind and it was so photographic, that any infringement upon the trade-mark features of the original model were an insult to his intelligence—they hurt when he looked at them.

The changes were made at once.

In many cases it necessitated entirely new designs.

But Mr. X. pointed out a fact as significant and as true as his individual criticism of parts.

Said he:

"Nowadays, most people know cars—know their lines. They detect an error in a jiffy. Don't fool yourself, the man who anticipates buying one of our cars at the price we ask has lines and contour down to the fraction of an inch. That's all they're talking these days." And he's right—all right!

W. LIVINGSTON LARNED.

CHANGES IN INTEREST

ST. PAUL, Minn.—A. H. Turrittin, State Superintendent of Banks, who has been publishing the Osseo Review since last November, plans to dispose of the newspaper. The paper was taken over by the State as part of the assets of the Osseo State Bank. J. B. Thompson, former cashier of the bank, is now serving a term at Stillwater for alleged misuse of funds.

TOPEKA, Kan.—Lee Meadows, for the past year editor of the Lincoln Republican, has disposed of his paper to Will DeVinney, of the Barnard Bee. Mr. Meadows is considering a location in a county seat in the Fourth District.

COLUMBUS, O.—The Saturday Monitor, a weekly Republican newspaper, announces that it will enter the daily field June 13, publishing an afternoon paper every day except Sunday.

HUTCHINSON, Kan.—The Gazette is now owned by a company of which E. P. McVey is president and manager; Ralph W. Crawford, vice-president; Anson Lindberg, secretary, and R. K. Jacks, advertising manager.

CENTERVILLE, Ia.—The Daily Citizen, of this city, has been purchased by the management of the Iowegian, J. M. Beck and J. R. Needham. The two papers will be combined and daily and semi-weekly editions published. The editor of the Iowegian, J. M. Beck, will be the editor of the Iowegian and Citizen consolidation, and J. R. Needham the business manager.

HELENA, Mont.—Management of the Montana Daily Record passed into new hands May 1, with P. B. Snelson, secretary of the State fair, as managing editor.

COLUMBUS, Ga.—Announcement of a change in ownership of the Enquirer-Sun is expected in a day or two. The new owners are said to be Brick S. Miller, a former member of the State Legislature, having served in both branches; R. L. McKenney, of the Macon News, and Thomas W. Loyless, of the Augusta Chronicle. The purchase price is not known here. It is reported that the paper will be returned to the morning field. It was recently changed to an evening newspaper.

NEW INCORPORATIONS

PHILADELPHIA.—United Merchants' Advertising Company; capital stock, \$100,000; general advertising; incorporators, F. R. Hansell, Philadelphia; George H. B. Martin and S. C. Seymour, Camden, N. J.

MARION, Ark.—St. Francis Exchange Publishing Company; capital stock, \$10,000; incorporators, W. C. A. F., and H. O. Chambers and W. L. Johnson.

TACOMA, Wash.—Washington State Weekly; capital stock, \$15,000; incorporators, E. H. Thomas, Jay Thomas, and C. Thomas.

EL PASO, Tex.—International Publishing Company; capital stock \$30,000; incorporators, F. W. Greer, W. A. Rhea, and C. C. Beaty.

GRAYSON, Ky.—East Kentucky Journal Publishing Company; capital stock, \$3,000; incorporators, John M. Waugh, W. J. Fields, and A. P. Haight.

SOUTH WHITLEY, Ind.—Community Magazine Company; capital stock, \$1,000; directors, John Baskerville, E. A. Zimmerman, and Frank E. Miner.

ATLANTIC CITY, N. J.—Gazette-Review Company; capital stock, \$2,000; incorporators, Harvey K. Eaton, Isaac Bacharach, and Harry E. Smith, all of Atlantic City.

TERRELL, Tex.—Tribune Publishing Company; capital stock, \$5,000; incorporators, Fred I. Messengill, J. S. Grinnan, jr., and J. M. Laroe.

TULSA, Okla.—Spectator Publishing Company; capital stock \$6,000; incorporators, William D. Moss, L. Thiers Stanley, and C. E. Dillon.

EL PASO, Tex.—International Publishing Company; capital stock, \$30,000; incorporators, F. W. Greer, W. A. Rhea, and C. C. Beaty.

EL PASO, Tex.—Cactus Fiber and Reduction Company; capital stock, \$18,500; incorporators, Gunther R. Lessing, Oscar L. Bowen, and José D. Madero. The company has a patented process for reducing cactus, zacatan grass, and other plant growth of the semi-arid plains into paper stock, from which it is claimed an excellent quality of paper can be made.

GRAND RAPIDS, Mich.—Daily Tribune Company, Grand Haven; capital stock, \$10,000; incorporators, Harry H. Nichols, Kingsbury Scott, and Horace G. Nichols, all of Grand Haven.

DALLAS, Tex.—Tribune Publishing Company, of Terrell; capital stock, \$5,000; incorporators, Fred I. Messengill, J. S. Grinnan, jr., and J. M. La Roe.

NEW YORK CITY.—Publicity Work; capital stock, \$5,000; publishing, advertising; incorporators, W. J. Hatfield, E. B. Cotton, and M. A. Payton.

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

NEW YORK CITY.—National Defence Publishing Company, Inc.; capital stock, \$20,000; publishing business; directors, Maxwell Barnes, S. Bertrand Jackson, and Jean Greenberg, all of New York city.

NEW YORK CITY.—Suter Newspaper Service, Inc.; capital stock \$6,000 to carry on general newspaper service business; directors, Herman W. Suter, John C. Clark, and Robert W. Crawford, all of New York city.

NEW YORK CITY.—The Independent American Jewish Publishing Company, Inc.; capital stock, \$100,000; publishers and printers; directors, Herman Bernstein, Bernard Edelherz, and Harry H. Bernstein, all of New York city.

NEW YORK CITY.—Missionary Review Publishing Company, Inc.; capital stock, \$50,000; to establish a magazine devoted to missions and engage in publishing business generally; directors, Walter McDougall and Delavan L. Pierson, of Brooklyn, and Robert E. Spear, of New York city.

CONVENTION AFTERMATH

Lafayette Young, jr., Des Moines Capital, Chairman Defence Committee and President of the Newspaper Departmental Associated Advertising Clubs, made a splendid impression at the Thursday session when he addressed the convention on the subject of "Preparedness." He said: "I want to talk to your minds and your hearts and your imaginations," and he did, ably, succinctly, and forcibly. There is no denying the fact that Lafayette Young is a "chip of the old block." He talks with earnestness and enthusiasm. Everything he says has a note of sincerity about it and is full of heart interest. The tone of his voice is impelling. There is a spirituality about the man that is refreshing.

Mr. Young told the publishers of the work of the Naval Consulting Board, of Mr. Herbert Houston's leadership, of the Associated Club's plan, and declared that the advertising space had not been requested by the Government, but nevertheless every publisher owed a patriotic duty to do what he could for his country, in this great world crisis.

It was evident that Mr. Young's hearers had a great deal of admiration and respect for his ability; many smiled approval at his eloquent tribute to the flag, but also it was apparent that while many admired him personally and were willing to pay tribute to his nobleness of purpose, they did not share his view that the best interests of the Government and the publishers would be served by the contribution of a million dollars' worth of good newspaper display space.

It was shown in many ways that the publishers did not propose to cheapen their product and the value of their chief asset, namely: the commodity value of the space they have for sale, by making a donation of it to the Government which had not asked for said donation. This was shown by the shaking of the heads of the leading publishers present.

Mr. Young followed J. F. Mackey, of the Toronto Globe, who explained the campaigns of the Dominion Government in the Canadian dailies where large display space was used and paid for to market the apple crop and also for the purpose of stimulating recruiting.

Mr. Young's friends thought so well of his effort that they gave him a testimonial luncheon at the Lotos Club.

Emil M. Schoiz, publisher of the New York Evening Post presented a resolution to the convention denouncing the Houston plan and serving notice that he would call for a vote on said resolution at the Friday session. Mr. Schoiz speaking to the resolution deprecated the presumption of the men who were calling on the newspapers for free space. He thought publishers had a right to expect advertising men to maintain the integrity of the white space they have for sale, and to prevent the assaults of free

Newspaper advertising is growing in Bellefontaine, Ohio, where business men have clearly demonstrated that it pays bigger returns than any other investment.

space grafters. He said the newspapers should declare themselves in no mistaken terms. When assured that it was the sense of the meeting that no action be taken in the matter he withdrew his resolution.

Charles H. Taylor, jr., Boston Globe made a mighty fine presiding officer. He had charge of the topical discussions and kept things moving along briskly, seldom failing to keep everyone feeling good and managing, every now and then, to get a hearty laugh.

Talking about economies and how easy it is for the Boss to effect them.

Mr. Taylor told about a recent midnight incursion into the domain of the managing editor of his establishment. Four pages were eliminated, the size of the paper kept within eighteen pages. This was a saving of sixty pages to the pound on an edition of three hundred thousand copies—total savings of five tons of paper, which, at an estimated cost of \$45 a ton would effect a daily saving of \$225.

Amon G. Carter's complimentary dinner to Erman J. Ridgway was a decided success from every standpoint. According to Mr. Carter his little dinner party was in the nature of a return engagement. It seems that Mr. Ridgway, owner of Everybody's, entertained Mr. Carter last year at the Lotos Club at a dinner party for sixteen.

There were 101 present of the leading lights of the advertising field; agents, advertisers, magazine representatives and newspaper men.

Mr. Carter was chided a good deal about his ability to uphold the big Texan reputation. It was intimated that next year's dinner would be a spread for twice the number present this year.

Louis J. Wortham, editor of the Star-Telegram, of Fort Worth, Texas, of which Mr. Carter is part owner, and Mr. Ridgway, made brief addresses.

The Oklahoma editors' new clubhouse at Medicine Park is completed and ready for their enjoyment.



CHAS. H. TAYLOR, JR., PRESIDING.



CYRUS H. K. CURTIS, AT THE CONVENTION.



"CHARLEY" PATTISON LOOKING 'EM OVER.

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.

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

New Home for Lancaster Paper

Ground has been broken for a building on Clark Street, Lancaster, Pa., which will be the new home of the Enterprise-Times printing office, which has been located in the Town Hall. On account of the increase in business of the paper it has been necessary for its owners to put up a building of their own. It is expected the building will be completed June 1.

PAPERS ENCOURAGE BASEBALL

St. Paul Dispatch and Pioneer-Press Are "Angels" to Twenty-four School teams.

St. Paul, Minn., May 3.—More than 10,000 enthusiastic fans at the various games saw the fourth annual season of the St. Paul Dispatch and Pioneer-Press Grade School Baseball League opened on April 26. Twenty-four of the twenty-seven teams entered in the league this year participated in the opening games.

In addition to the prizes which in previous years have been given by the St. Paul Dispatch and Pioneer-Press, these papers for the season of 1916 offered to provide ten suits for each team entered. In cases where the school had suits left over from the 1915 season, the papers provided playing paraphernalia, thus providing means whereby any school, even if in the poorer sections of the city, might enter.

The prizes given by the combined papers comprise a silver trophy to the winning team to be held for one year or until the same school shall have won the trophy three times, silver mounted bats for the winning team members, huge pennants for the winners in each of the four divisions into which the city is divided, and a diploma for each member of every team.

TO HAVE MONTHLY CLEAN-UP DAY

Des Moines (Ia.) Paper Sets an Example Worthy of Wide Emulation.

The Des Moines (Ia.) Register-Tribune has set apart the third Tuesday in each month, beginning May 16, on which every one in the office must "clean house." The paper's house record gives this notice:

"This means that on that day each desk in the building will have a thorough going through and over. We'll find pins, pens, pencils, pads, plans, paper, and other articles and place them where they will be used. When we find articles that are useless and of no value, we'll put these where they won't obstruct progress.

"Each room on this day will receive treatment similar to that administered to the desks and consequently once a month we'll be all cleaned up and in order. This monthly clean-up day will get some of us better acquainted with our desks, and all of us better acquainted with the rooms in which we work. Some of us have stuff in or on our desks that has not been touched or moved for years, perhaps."

The "Flaneur" Letter

Editors who are anxious to publish the best informed writers' essays upon matters abroad about men and women in the limelight, as well as the doings at court, and interesting gossip behind the scenes, will do well to apply to

THE DAILY "FLANEUR" LETTER OFFICE
Munsey Building Washington, D. C.

A Want Ad Builder—

EMBROIDERY TRANSFER BOOK

The book contains 22 beautiful designs that transfer by a new method—No carbon paper, no chemicals, nothing whatever to buy.

Sure proposition to build up the Want Ad page by giving this Embroidery Book free with every 15c or 25c Want Ad.

Write for sample book to-day.

WORLD COLOR PRINTING CO., R. S. Grable, Mgr. ESTABLISHED 1900 St. Louis, Mo.

Editor Who Knows



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.

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

1,125,264
lines of paid advertising carried in The Free Press during April, an increase of
416,010 lines or 48.8%
over the corresponding month of 1915.
Advertisers know why.
The Detroit Free Press
"Michigan's Greatest Newspaper"
VERREE & CONKLIN Foreign Representatives New York Chicago

PLENTY OF
MONEY AND GOOD CHEER
That's the situation in
PITTSBURGH, PA.,
Everybody Busy.
GAZETTE TIMES
CHRONICLE TELEGRAPH
Have the largest circulation.
Combination Rate, Daily 20c a line.
Combination Rate, Daily and Sunday 22 1/2c a Line
For further information write
Urban E. Dice, F. A. Mgr., Pgh., Pa.
J. C. Wilberding, J. M. Branham Co. R. J. Bidwell Co.
225 Fifth Ave. Muller Bldg., Chicago 742 Market St.
New York Chemical Bldg., St. Louis San Francisco

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 PRESS
Has the **LARGEST**
Daily and Sunday
CIRCULATION IN PITTSBURGH
I. A. KLEIN, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago
Foreign Advertising Representatives

Circulation News, Views, and Observations

AUDIT BUREAU MEETS IN JUNE IN CHICAGO

Circulation Men Manifest Much Interest In Coming Convention, Which May Last Two Days—Amendments to be Voted Upon—Membership of Body Increased to Nearly 1,200 in Two Years

As the annual meeting of the Audit Bureau of Circulations, at the Hotel La Salle, Chicago, on June 2, draws near, every day brings evidence of growing interest.

The board of directors will meet on the night of June 1 and the registration room for members or their proxies will be open that evening. The opening general session of the convention will be on Friday morning at 10 o'clock. There will also be afternoon and evening sessions. The A. B. C. Bulletin of April 28, says, officially:

"Arrangements have also been made for sessions on Saturday, June 3, if necessary.

"Each member in good standing is entitled to a vote, either in person or by proxy. A proxy blank will be found enclosed with this Bulletin.

"The programme is similar to that of last year, which was found so satisfactory. Besides the general sessions, there will be meetings and luncheons of the various divisions.

"In order to insure satisfactory accommodations, it is suggested that out-of-town members write the Hotel La Salle for reservations at an early date.

"The broad, mutual, cooperative lines upon which the Bureau is organized make it desirable that all members attend the meeting, if possible, in order that the Bureau may receive the benefit of their service and counsel.

"The Bureau has made tremendous strides the past year—it has been distinctly a year of achievement and fulfillment—many problems have been overcome, but there are many others yet to be solved along the lines of continually increasing efficiency. Each member should have something helpful and constructive to suggest at the Annual Meeting.

AMENDMENTS TO BY-LAWS.

"The convention will vote upon proposed amendments to by-laws, affecting revision of membership dues and quarterly dues and permitting associate members to vote."

Of the bureau's quick climb to prosperity the Bulletin says:

"In May, 1914, the advertiser and publisher members of the Audit Bureau of Circulation totalled a mere 581. In May, 1916, they have risen to a total of 1,086, with 81 applicants who will become publisher members as soon as they have been audited, making a grand total of 1,167.

"This incredible growth proves one thing conclusively—that the Bureau was wanted. The soil in which the seeds of the A. B. C. idea were first scattered was fertile; rich but neglected. The seeds planted soon germinated and became the sturdy growth which is to-day the pride of the pioneers who fathered the idea.

"But the victory which has been won does not consist merely of an increase in membership. It lies more in the conquest of the mountain of suspicion and distrust which confronted it when the idea was first mooted; in the fact that the findings of the Bureau's auditors are to-day accepted without question by almost every space buyer throughout the U. S. A. and Canada; in the fact that the vast majority of publishers once in active antagonism, have now come to see the value to them of membership in the A. B. C."

NEW MEMBERS OF I. C. M. A.

Additions to Roster Since Last Annual Convention in June, 1915.

The steady and sturdy growth of the I. C. M. A. is indicated by the following list of names of new members of the Association since the last annual convention, in June, 1915:

A. G. Cowan, Winnipeg (Man.) Free Press.
G. J. Desmond, Denver (Col.) News and Times.
James C. Donnelly, Denver (Col.) Post.
P. F. Viets, Hartford (Conn.) Courant.
Rogelio J. Doyhazabal, Havana (Cuba) La Prensa.
Le Roy A. Thayer, Tampa (Fla.) Times.
Paul E. Eastland, Rock Island (Ill.) Daily Union.
Gerald B. Herrider, Harrisburg (Ill.) Daily Register.
C. C. Conklin, Elkhart (Ind.) Truth.
Howard S. Butler, Evansville (Ind.) Courier.
W. W. Rhonds, Topeka (Kan.) Daily Capitol.
George L. Williams, Iola (Kan.) Daily Register.
H. D. Lemley, Ottumwa (Iowa) Daily Review.
William J. Perkins, Shreveport (La.) Journal.
Max Davidson, Boston (Mass.) Journal.
W. J. Glasgow, Jr., New Bedford (Mass.) Times.
Onesine Thibault, Fall River (Mass.) L'Independence.
James J. Cavanaugh, Fall River (Mass.) Globe.
John McDuffy, Fall River (Mass.) Evening Herald.
V. W. McCarthy, Worcester (Mass.) Post.
Harry S. Nado, Worcester (Mass.) Telegram.
E. W. Haskins, Pittsfield (Mass.) Eagle.
Edward McCourt, Portland (Me.) Press.
E. Blanche Beatty, Sault St. Marie (Mich.) News.
William H. Amesbury, Little Falls (Minn.) Transcript.
E. M. La Fond, Little Falls (Minn.) Transcript.
J. E. Medley, Minneapolis (Minn.) Tribune.
H. S. Blake, St. Louis (Mo.) Star.
D. R. Thistle, St. John (Newf.) Daily Star.
F. W. Conroy, Omaha (Neb.) Daily News.
J. N. Simms, Charlotte (N. C.) Daily Observer.
W. F. Coe, Plainfield (N. J.) Daily Press.
H. B. Haines, Paterson (N. J.) News.
W. Clayton Lomax, Newark (N. J.) Sunday Call.
Leonard W. Willgus, Buffalo (N. Y.) Express.
Robert J. Bulger, Buffalo (N. Y.) Courier-Enquirer.
Frank A. Roberts, Rochester (N. Y.) Times.
Elmer E. Decker, Middletown (N. Y.) Times-Press.
Myron I. Freedman, Fulton (N. Y.) Times.
Henry S. Shock, Albany (N. Y.) Journal.
H. E. Mumford, Grand Forks (N. D.) Herald.
Harold V. Gress, Dayton (O.) Daily News.
E. L. Cohan, Cincinnati (O.) Commercial-Tribune.
Tom F. Baker, Sandusky (O.) Register.
P. W. Stiles, Xenia (O.) Republican.
L. R. Wheeler, Portland (Ore.) Telegram.
J. J. Holahan, Beaumont (Tex.) Enterprise.
Fred W. Henck, Beaumont (Tex.) Journal.
C. Harrison Green, Seattle (Wash.) Post-Intelligencer.
S. E. Allen, Tacoma (Wash.) Tribune.
Fred Pitts, Spokane (Wash.) Chronicle.
G. C. Wickersham, Milwaukee (Wis.) Free Press.
P. C. Treviranus, Milwaukee (Wis.) Journal.
S. Ameringer, Milwaukee (Wis.) Leader.
F. W. Griffith, Racine (Wis.) Journal-News.

Newsboys Get \$400 from Tag Day

Tag Day has won a home for the San Antonio (Tex.) newsboys. As a result of their efforts in the sale of tags, which brought in all the way from a penny to a \$5 note each, the newsies have acquired a fund of nearly \$400. The work of equipping the home will be started at once.

Lawrence Newsboys Install Officers

The Lawrence (Mass.), Newsboys' Protective Association has installed the following officers: President Maurice J. Saletta; treasurer, Hyman H. Zaigal; recording secretary, Jacob Bakst; financial secretary, Solomon Shockman; sergeant-at-arms, Joseph Soreff; master-at-arms, Jacob Shinberg. Hyman H. Wexler acted as master of ceremonies, with M. Boches and W. Massawitz acting as uihers.

GOVERNOR VISITED NEWSBOYS

Chief Executive of Massachusetts Spoke to Them at Their Clubhouse.

BOSTON, May 1.—Gov. Samuel S. McCall addressed 500 newsboys at the Boston Newsboys' clubhouse yesterday afternoon, after he had been shown over the building and entertained with music by the newsboys' band.

"The business of a newsboy," the Governor said, "is one of the most interesting in the world, for he is marketing the organs of public opinion. Quickness and intelligence are of especial value in his vocation, and the cultivation of those traits are likely to lead to success elsewhere."

Gov. McCall told of a friend in Congress who began his life in Michigan as a newsboy on a train. After twelve years, he said, he became the general attorney of the railroad, and is now a member of the United States Senate. "His eyes were always open," said the Governor, "and his senses all alert to the present duty and his fidelity was proverbial. If you likewise seek to make the best possible use of your time you will find that there is no place in America not open to the boy who has proved his worth."

Louis Shulman, director of the boys' club, presided, and Alexander Peckham, trustee of the Newsboys' Club, also spoke.

TO REMEDY NEWSSTAND EVILS

Tentative Plans Formed at Quarter-Century Banquet of Newsdealers.

About seventy-five members of the New York Newsdealers' Benevolent and Protective Association met at a dinner in the Hotel Astor Wednesday night to discuss ways of remedying evils of the present method of handling the news stands by the city. They had as their guests several city officials, including License Commissioner Bell and Borough President Marks.

As a result of the gathering it is likely that committees from the newsdealers, the publishers and the license department will meet to talk over a plan for a sliding scale of fees to be paid to the city for the use of the stands, thus doing away with the proposal that the stands be auctioned off to the highest bidder—a project which has met with much opposition from the newsdealers.

The spirit of cooperation between the publishers, the city and the dealers was the keynote of the gathering, which incidentally marked the twenty-fifth anniversary of the dealers' association. Commissioner Bell spoke of the difficulties that beset his department in the impartial administration of affairs and declared he was willing to try to effect a satisfactory settlement of the present controversy. Other speakers included Emil M. Scholz, Herman Bernstein, Louis Wiley, and Henry H. Klein. As their guests the newsdealers had the business managers of the principal daily papers of the city.

Y. M. C. A. Will Help Newsboys

DALLAS, Texas, May 1.—Active work among the newsboys of Dallas by the Young Men's Christian Association was begun on May 1, under direction of W. A. Zischang, assistant physical director, and Herbert L. Crate, boys' work secretary. It is planned later to rent a building, install special equipment for the newsboys' department, and employ a newsboys' department secretary, who will devote his time exclusively to this work.

The Occident, literary magazine and oldest publication of the students of the University of California, has gone out of existence.

ALUMNI ENTERTAIN BAND

Indianapolis Newsboys Tender Musical Organization Surprise Luncheon.

The Alumni Association of the Indianapolis News Newsboys' Band was host the other night to the present members of the organization. When the band and J. B. Vandaworker, the conductor, met for rehearsal in the old News building, the alumni, accompanied by wives and sweethearts, filled the room.

Several of the former bandmen brought their musical instruments with them, and joined the band in playing old favorites like "Maritana" and "The Poet and Peasant." There were speeches, too, participated in by the alumni, but the climax of the evening came when Earl Shea, alumnus, arose and invited Mr. Vandaworker and the band to an after-rehearsal luncheon on another floor of the building.

Newsie is Some Boxer

PHILADELPHIA, May 3.—According to "Billy" Rocap, sporting editor of the Public Ledger, "Lew" Tendler, a Philadelphia newsboy, stands out in the front rank of the bantam-weight boxers of the East. He is only twenty, yet he has vanquished all comers in his class in this section, and is considered to be well on the way to championship honors. Philip Glassman, another newsie, is his manager.

Autos Now Carry Ledgers

The Philadelphia Public Ledger now has its auto delivery service, not quite so imposing as to numbers as the Telegraph's, since it tallies only nine motor vehicles. They are painted, together with the twenty-horsepower wagons, suffrage yellow, and with the blue cars of the Telegraph make gay and welcome spots of color on the city streets.

Getting After the Newsboys

PROVIDENCE, R. I., May 3.—The Board of Police Commissioners has been asked by Truant Officer Cannon to cooperate with him in the enforcement of the law relating to newsboys. Since the law went into effect on January 1 last placing newsboys under the jurisdiction of the truant officer instead of the police, Cannon has experienced much difficulty in keeping the boys within the provisions of the statute. He asks that policemen be directed to learn of all violations and report the same to him. The law provides that no boy under twelve years of age and no girl under sixteen years of age shall sell in a city of over 70,000 inhabitants newspapers, magazines, or other periodicals.

Conservation Exemplified

"Speaking of saving," says the Des Moines (Ia.) Register-Tribune, "Ernie Ashiey, of the composing-room, saves all the pins, rubber bands, and clips with which copy is fastened together. As a consequence Ernie is able to supply members of the composing-room with paper clips, rubbers, and pins at any time and never needs purchase a single clip or pin."

For Penny Postage Experiment

WASHINGTON, D. C., May 2.—Senator Gore, of Oklahoma, has introduced a resolution in the Senate proposing a novel scheme to reduce the postage on letters from two cents to one. The resolution authorizes the Postmaster-General to ascertain, by trial for one month in at least one typical post-office delivery district in each State, the effect upon the postal receipts and upon the volume of first-class mail originating for delivery within any such post-office district of reducing to 1 cent per ounce or fraction thereof the rate of postage chargeable on all first class mail deposited in the designated post office, or its branches, for delivery within such post-office delivery districts as may be named by the Postmaster-General.

EDITORIAL ASSOCIATIONS AND PRESS CLUBS

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

By a vote of 26 to 22, the Florida State Press Association, in annual convention at Kissimmee, chose Jacksonville as the 1917 meeting-place over Pensacola. Officers were elected as follows: President, Oscar Conklin, Herald, Miami; vice-president, S. J. Triplett, Tribune, St. Cloud; treasurer, Mrs. C. V. S. Wilson, Times, Sarasota; secretary, T. J. Appleyard, Record, Tallahassee. J. H. Humphries, Journal, Bradentown, was made delegate to the convention of the National Press Association.

The National Editors' Association will be the guests of the Long Island Press Association and the Long Island Railroad Company, on a visit through the southwesterly sections of Long Island, on June 21. On that occasion 500 or more of the editors representing newspapers all over the United States, will be in convention for a week in Manhattan, but the greater part of a day will be taken up in a visit to the Rockaways and to Long Beach.

Arrangements have been perfected by the citizens of Jackson, Miss., for the entertainment of the Mississippi League of Daily Papers, an organization which was recently perfected in Jackson, and is composed exclusively of the editors of the daily papers of the State. The League will hold its first annual session in Jackson on May 22, just prior to the opening of the Mississippi Press Association, which convenes on the 23d. The editors will be entertained with auto rides over the city and surrounding country and with a smoker.

The thirty-first annual convention of the Montana State Press Association is to be held at Livingston probably during the third or fourth week in July, and will include a side trip through Yellowstone National Park. Plans are under way for a big joint social meeting in Yellowstone Park Sunday, July 23, with the Wyoming Press Association and the Eastern Idaho Press Association. The Wyoming Association will hold its annual convention at Cody July 20 and 21, and will leave for the park, via Cody, July 22, spending Sunday, the 23d, at one of the large resorts in the wonderland. The Montana Association decided at its last meeting to take a trip through the park, and arrangements are now being made to have the three associations gather at some convenient

point for a big joint getting-acquainted session.

The annual convention of the International Labor Press of America will be held in Cincinnati, commencing next Tuesday, at which time it is expected there will be the largest attendance of labor editors ever gathered together at one time. Cincinnati was selected as the convention city this year by a referendum vote. The entertainment committee at Cincinnati has arranged a very elaborate programme in honor of the labor editors, which will include, among other things, a steamboat ride on the Ohio River, and an entertainment in the Zoological Gardens. An invitation will also be extended to witness a ball game between Cincinnati and the New York Giants.

Important amendments to the constitution of the Brooklyn Press Club were made at the quarterly meeting last week. The principal change had to do with the membership clauses. It was voted to limit the associate membership to 100. Active membership is unlimited in number. Only those employed in some capacity by a newspaper or other publication, or who have been so employed, are eligible for active membership. It was voted to establish a class of life members, and one candidate was put on the books before the evening was over.

By invitation of Charles B. Wood, editor of the Cape Vincent Eagle, the Central New York Newspaper Publishers' Association, will hold its midsummer meeting in Cape Vincent on Saturday, July 8.

C. C. O'Neal, of the Advance (Mo) New Era, was elected president of the Southeast Missouri Press Association, which closed a two day's session at De Soto (Mo.) on Saturday. Elo D. Ake, of the Iron County Register, was elected vice-president, and Harry Naeter, of the Cape Girardeau Republican, secretary

and treasurer. The next annual meeting will be held at Farmington.

At the annual meeting of the Pittsburgh Press Club, a new office was created, that of honorary president, Col. O. S. Hershman, president-editor of the Pittsburgh Press, being nominated. The other nominations are: President, J. Kingsley Burnett; first vice-president, Harry M. Bitner; second vice-president, Arthur G. Burgoyne; governors, Harry B. Laufman, Charles W. Armor, William T. Mossman, Samuel Sivitz, and J. E. McKirdy. The election will be held on Saturday, May 27. It was decided to resume the famous Press Club banquets next fall, when the guest of honor will probably be Theodore Roosevelt. In the future the trustees will be known as "governors." The report of W. T. Mossman, the treasurer, showed that nearly \$4,800 indebtedness of the Club had been wiped out, and that the Club started the new year with a balance of nearly \$600 in the bank.

Watterson Will Aid Friars

Col. Henry Watterson, editor of the

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

Many special representatives who know through years of observation recommend

AD ART SERVICE

212 Press Bldg. Cleveland, O.

to all papers on their lists.

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

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

Wm. A. Woodbury's Book



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

ELIOT LORD, 110 W. 34 New York

Louisville Courier-Journal, has been appointed chairman of the Publicity Committee for the Friars' All-Star Frolic, which is scheduled to open in the New Amsterdam Theatre, New York city, May 28. In addition he has been invited to go on tour with the frolic and appear in a minstrel costume and silk hat in the daily parade. The Colonel accepted his place on the publicity committee with glee, but the minstrel proposition has not received his O. K. yet, and a committee of Friars has been sent to Louisville to argue with him.

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.

A New Record

In April The New York Times published 1,108,616 lines of advertising, a gain of 291,157 lines over April, 1915 — the greatest volume in any month in its history, and, deducting help and situation wanted advertisements, a greater volume than any other New York newspaper.

The Pittsburg Dispatch

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

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

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



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

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

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

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

WHAT LIVE ADVERTISING CLUBS ARE DOING

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

The following candidates for office have been nominated by the Advertising Club, of Salt Lake City (Utah): Harry S. Anderson and C. V. Rasmussen, for President; Orson M. Rogers and F. X. A. Eble, vice-president; Carl D. Brown and John H. Harper, secretary; Oliver R. Meredith, jr., and G. M. Sanderson, financial secretary, and R. W. Spangler and Stringham Stevens, librarian. The election will take place on May 18.

An Advertising Club, composed of twenty-six of the leading business men and advertising agents of the town, has been organized at Winona, Minn. The officers of the Club are: F. J. Allen, president; C. A. Moe, vice-president; H. L. Kinne, secretary and treasurer. The directors elected were Stanley J. Lowe, H. J. Behrens, and C. D. Tearse. The organization was perfected by former President MacMartin, of the Minneapolis Advertising Forum; Ernest Ackerman and Cyrus P. Barnum, chairman of the retail committee of the Forum. The Winona Club is the fifth that has been formed under the auspices of the Minneapolis organization within a year, the others being the clubs at Red Wing, Northfield, and St. Cloud, Minn., and Watertown, N. D.

Work on the new classrooms of the Ad Club, of Rochester, N. Y., is already well under way, and it is expected that they will be ready for use about June. They occupy half of the second floor of the brick building adjoining the Hotel Rochester, and will consist of a lounging-room, 35 by 44 feet; a private dining-room, seating 50, and a reading-room, 20 by 14 feet. Restaurant service will be supplied from the hotel, with which the Club will directly connect. The other half of the floor is to be made into a ballroom, with a seating capacity of 600.

Members of the Davenport (Ia.) Ad Men's Club have been asked to join the Iowa delegation going by special train to the national convention of the Associated Advertising Clubs of America, at Philadelphia. The special will be so routed that the Iowa Ad Men will be entertained at Washington, D. C., before arriving at Philadelphia. They will also have an opportunity to visit New York, Baltimore, Buffalo, and other Eastern cities.

The Nashville (Tenn.) Advertising Club is planning to send a large delegation to the A. A. C. W. convention at Philadelphia, and also contemplates putting on some stunts to make the advertisers take notice of Nashville.

An Advertising Club has been organized at Findlay, O., with the following officers: President, Arthur D. Patterson; vice-president, M. L. Shoupe; secretary, L. Earl Wall; treasurer, F. C. Fishbaugh; directors, Harry Glessner, L. E. Snyder, and C. F. Slatter. A constitution was adopted and the regular meeting nights fixed as the first and third Tuesdays of each month.

A branch of the National Advertisers' Club is being formed at Atlantic City, N. J. During the annual convention of the National Club in Philadelphia the latter part of June an invitation will be extended to the entire delegation to spend a day at the Jersey shore resort.

Fred M. Lee, general manager of John Taylor Dry Goods Company, has been elected president of the Kansas (Mo.) City Advertising Club. Other officers chosen were: George Buecking, assistant cashier of the Citizens Savings Trust Company, secretary and treasurer; Richard T. Robey, of the Bishop Press, first vice-president; George L. McKenney, advertising manager of the

Rohe Auto Training School, second vice-president. William H. Besack, retiring president, was extended a vote of appreciation. During his term of office the membership of the club was doubled.

An interesting series of Spring conferences on matters pertaining to the advertising business is being conducted by the Advertising Club of Louisville, Ky., under the auspices of the Educational Committee of the organization. The meetings are called "Work Bench Meetings," and the programmes for the two remaining conferences, on May 16 and June 6, indicate many topics of interest to newspaper men.

San Francisco wants the 1917 convention of the Associated Advertising Clubs of the World, and is going to make every effort to get it. This was decided recently at the luncheon of the board of directors of the San Francisco Convention League. The Associated Advertising Clubs never have met west of the Rocky Mountains, and it is felt in San Francisco that it is about time the organization did.

The Muncie (Ind.) Ad Club has appointed a committee to confer with the president and secretary of the Retail Merchant's Association of that city, with the idea of making Wednesday of each week as a permanent "Suburban Day." The club also voted to assist the Cincinnati delegation to the national convention of advertising clubs to be held in Philadelphia, in securing the 1917 convention for Cincinnati.

Novel features are being arranged by the Spokane Ad Club for the entertainment of the San Francisco and other delegations to the annual convention of the Pacific Coast Advertising Men's Association in Spokane, June 15, 16, and 17.

The first day there will be an address on "Watching a City Grow," by James N. Glover, the founder of Spokane. He settled there in 1872, and saw the settlement grow to a city of 125,000. Hale and hearty at seventy-eight, he is an honorary life member of the Spokane Ad Club. Spokane aims to make the convention the biggest and most noteworthy in the history of the association.

The following officers have been elected by the Advertisers' Club, of Cairo, Ill.: Hugh R. Johnston, president; Leo Kaufman, vice-president; Jack Dee, secretary; M. C. Whiting, treasurer. These with J. E. Harned, Gordon Barton, and John C. Fisher, constitute the Board of Directors. The club will send four delegates to the national convention of the Associated Advertising Clubs of the World, in Philadelphia. They are President Johnston, Secretary Dee, C. M. Roos, and E. H. Hall.

At the recent annual meeting of the Muscatine (Ia.) Ad Club officers were elected for the ensuing year as follows: President, J. A. Reinemund; vice-president, A. J. Magnus; secretary, L. E. West, treasurer, G. Pitchforth. The board of governors comprises John F. Ficken, George W. Meerdink, Carl C. Schmidt, David Bogard, Frank Anson, and Glen Barnard.

The Charter Oak Ad Club of Hartford, Conn., has elected Michael C. Manternach as president. Besides Mr. Manternach the following officers were elected: First vice-president, Harry L. Palmer, advertising manager of Sage-Allen & Co.; second vice-president, Charles S. Nichols, of the Stanley Rule & Level Company, New Britain; secretary, J. M. Sweeney, jr., of the Times; treasurer, Raines Kessler, of the Terry Steam Turbine Company. Directors: A. C.

Fuller, of the Fuller Brush Company; Frank G. Macomber, of the Globe; J. T. Chidsey, of the C. J. Root Company, Bristol; Lewis Stephenson, of Landers, Frary & Clark, New Britain; Henry H. Conland, of the Courant; C. E. Peck, of R. S. Peck & Co.

At the weekly luncheon of the Advertising Club of San Francisco, on Monday, disapproval of the carnival as an attraction to bring shoppers to the city from out-of-town was voiced by two speakers. Samuel J. Johnston, of the Johnston Ayres Company, advocated newspaper advertising as the best medium for the individual merchant to attract patronage, working on a year-round basis, instead of the three-day carnival patronage. People come to carnivals to frolic, not shop, he stated, and it is a mistake to assume that such visitors benefit the merchants. Shirley Walker, of Sherman, Clay & Co., declared that advertising every day in the year was a better way of reaching the country buyers than by holding carnivals.

The Minneapolis Advertising Forum has elected the following officers for 1916: George Neilson, president; C. A. Burnham, vice-president; G. H. Cleveland, secretary-treasurer; director advertising agencies department, Will Brown; director agricultural advertising department, J. T. Mortland; director graphic arts department, W. P. Harmon; director national advertising department, Henry Way; director newspaper department, J. A. Callahan; director retail advertising department, Cyrus Barnum; director specialty advertising department, Rutherford S. Finch; director territorial advertising department, F. B. Atwood; director trade paper department, W. F. Chapman; directors-at-large, Mac Martin and H. B. Craddock.

AD FIELD PERSONALS

A plan to form a junior organization, a movement to inaugurate church advertising and the effort to land the national convention of the Associated Advertising Clubs of the World in 1917, were considered at the "Chicago Day" luncheon of the St. Louis Advertising Men's Club. S. De Witt Clough, president of the Advertising Association of Chicago, spoke on "The Work of the Associated Advertising Clubs of the World." He said Chicago was working hard to help St. Louis get the 1917 meeting. He urged the adoption of progressive methods and campaigns to stimulate public confidence in advertisers. John A. Tenney, secretary of the Advertising Association of Chicago, told of the successful organization of the Junior Advertising Association in Chicago and urged the organization of such a movement in St. Louis. Many young men, trained by the Junior Advertising Association, have been given positions on advertising staffs, he said. A committee was appointed to investigate the feasibility of the idea.

George W. Geiger, well known in the Nashville (Tenn.) newspaper field for the past twenty-five years, has resigned as advertising manager of the Tennessean and American to accept a position in the advertising department of the Banner. He had been at the head of his department of the Tennessean and American since the two papers consolidated, and for the fifteen years previous to that was advertising manager of the American.

E. P. Sadler, of the Fred L. Kimball Company, Duluth, Minn., has gone to Cleveland, O., where he probably will establish a branch office of the company.

Manly M. Gillam, advertising manager of the New York Herald, was one of the speakers at the annual banquet held last Monday night in Elmira, N. Y., by the Business Men's Association of that city.

John W. Ryckman, of St. Paul, Minn., for the last three years associated with Watson P. Davidson and the Oregon Western Colonization Company, has

been appointed publicity commissioner of the Minnesota Association of Commerce.

Don Francisco, of Chicago, has been appointed advertising manager of the California Fruit Growers' Exchange, succeeding R. J. Grassly, who died recently.

R. H. Courtney jr., for the last six years connected with the old Columbia Trust Company and the Fidelity and Columbia Trust Company, of Louisville, Ky., has left his position as teller with the latter institution to engage in the advertising business with Caryl Spiller in the Spiller-Courtney Company, of that city.

Frank D. Cruikshank and Walter Thompson, jr., are the latest acquisitions of Russell Law, specialist in financial advertising, of New York City. Mr. Cruikshank was formerly with the Foster Debevoise Agency. Mr. Thompson is a recognized authority on foreign exchange.

"The Young Lady Across the Way"

The Columbus (O.) State Journal's daily cartoon feature, "The Young Lady Across the Way," drawn by Harry J. Westerman, has been taken over by the McClure Syndicate. It has been handled throughout the United States and Canada for several years by the Adams Syndicate.

Ad Censors in Beeville, Texas

BEEVILLE, Tex., May 1.—The Young Men's Progressive League of Beeville has appointed a board of censors whose duty it is to examine all advertising schemes circulated or sought to be circulated here and give them their O. K. before they are to be patronized by any of the merchants of the town. Members of the board are: Dr. O. E. Egbert, C. E. Williamson, and Fred D. Henderson.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of

THE EDITOR AND PUBLISHER and Journalist,

published Saturdays at New York, N. Y., for April 1, 1916.

State of New York, County of New York, ss.:

Before me, a Notary in and for the State and county aforesaid, personally appeared Edwin D. DeWitt, who, having been duly sworn according to law, deposes and says that he is the Publisher of the EDITOR AND PUBLISHER AND JOURNALIST, and that the following is, to the best of his knowledge and belief, a true statement of the ownership and management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Edwin D. De Witt, 37 So. Maple Ave., East Orange, N. J. Editor, James Wright Brown,

234 Valentine Lane, Yonkers, N. Y. Managing Editor, Frank Leroy Blanchard, 105 E. 15th St., New York City. Business Manager, George P. Leffler, 90 Pinchurst Ave., New York City.

2. That the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock of the corporation are the following:

James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.; Edwin D. De Witt, 37 So. Maple Ave., East Orange, N. J.; Frank Leroy Blanchard, 105 E. 15th St., New York City; T. J. Keenan, Keenan Bldg., Pittsburgh, Pa.; Martha Jane Leffler, 90 Pinchurst Ave., New York City; John Huldeman, Harrisville, W. Va.; Fred C. Hunter, 80 Maiden Lane, New York City; Amelia A. McReynolds, 80 Maiden Lane, New York City.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. D. DE WITT,

(Signature of publisher.)

Sworn to and subscribed before me this 5th day of April, 1916.

(Seal)

E. A. PRATT,

(My Commission expires March 30, 1915.)

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 Washington

Ten periodicals are edited and printed on the University of Washington campus this year, all of which are edited by the students or members of the faculty. The University of Washington Daily, the official organ of the Associated Students, is issued every school day of the college year. The Associated Students also issue the Washingtonian, a literary monthly. The Alumni Association publication, the Alumnus, is a monthly. Under the direction of Dr. Herman G. A. Brauer, of the University's extension division, the League of Washington Municipalities publishes a monthly, devoted to the problems of the cities of the State. "Better Business," another publication of the extension division, is a forty-page monthly, which is seeking to aid the business man of the Northwest by offering to him the advantages of the University. The faculty of the department of journalism edit a monthly, the Washington Newspaper, a journal given over to discussion of newspaper problems. Two fraternity publications are issued quarterly, the Quill of Sigma Delta Chi, national journalistic fraternity, and the Matrix of Theta Sigma Phi, national journalistic sorority.

The Northwest Historical Quarterly is edited in the interests of the historical societies of the Northwest, and is given over largely to research reports. Edmond S. Meany, professor of history, is managing editor. Prof. Fred W. Kennedy, director of the department of printing, is editor of the Composing Stick, the weekly organ of the Seattle division of the United Typothetæ Association.

A movement is being set on foot to interest the smaller daily newspapers of the State in the work of the Washington Newspaper Association, the State-wide organization of weekly newspapers which was formed last January to bring foreign advertising into the country field. It is expected that at least twelve dailies will cooperate in this movement. At present there are forty weekly newspapers organized in the Association.

J. Phil O'Neil, '16, is reporting on the Ellensburg Evening Record.

Melvin Boice, ex-'19, is court reporter on the Tacoma Ledger.

Elmer Maxey, ex-'18, is a reporter on the Olympia Recorder.

Ralph Benjamin, '14, former editor of the University of Washington Daily and later editor and publisher of the Concrete Herald and editor of the Monroe Monitor-Transcript, is city editor of the Olympia Recorder.

Prof. Lee A. White, professor of journalism at the University of Washington, will teach the courses in advanced and elementary newspaper writing at his alma mater, the University of Michigan, during the coming summer session. Carl H. Getz, '13, professor of journalism at the University of Montana, will conduct the courses in short story and features in Professor White's absence.



The New President of the Association, Mr. James Melvin Lee, is the second man at the left, standing, hat in hand.

University of Oregon

Nine members of the student body have been compelled to apologize in The Emerald, their newspaper, for having issued on April 15 The Scarlet Sheet, a sensational burlesque publication. The discipline committee imposed numerous penalties, which were confirmed by the entire faculty of the University. All unsold copies of the offending publication were destroyed, all money collected for advertising was returned, and the guilty students were put on probation during the remainder of the college course.

Addressing the second vocational conference for University of Oregon women, Miss Vella Winner, editor of women's activities on the Oregon Journal, said that newspapers depend as much upon women as upon men for circulation, and in time women should and will work side by side with men in everyday reporting. Miss Winner says women readers should not be dependent wholly upon masculine presentations of news. Women in occupations must not take refuge behind femininity, but compete upon even terms with men. The beginnings of occupational education should be service, said other speakers.

Columbia University

Important changes in the curriculum of the Pulitzer School of Journalism at Columbia University were announced by

the board of trustees on Tuesday. According to the announcement, one year will be added to the course after 1918-19,

ism of the State University of Montana during the coming summer session, June 19-July 29. A. L. Stone,

making it a five-year course. Although the school is not put upon a graduate basis the arrangement of work will place it on nearly the same plane as the law, medicine, engineering, and the other graduate schools at the University.

The strictly professional work in journalism will be concentrated almost entirely in the last three years of the course. The first two years will be devoted to such study of English, French, and German, history, economics, elements of law and general natural science as is necessary for a well-equipped journalist.

University of Montana

Courses in news writing, the newspaper, publicity, and current events will be offered by the School of Journal-

dean of the school, will be in charge of all four classes.

ATTRACTIVE OFFER FOR QUICK SALE
Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type 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

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.

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.



HEMSTREET'S ATLAS PRESS CLIPPING BUREAU

TENTH AVENUE AT 45th STREET NEW YORK

SPECIFY CLINE-WESTINGHOUSE Motor and Control Equipments FOR WEB PRESSES
SPECIAL MOTOR DRIVES for STEREOTYPE MACHINES
LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago
38 Park Row, New York

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

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.

Deutsches Journal

The N. Y. German Journal is America's Greatest German Newspaper

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.]

The Type Metal Situation

Pittsburgh White Metal Co.,
New York, April 24, 1916.

THE EDITOR AND PUBLISHER:

It is surprising how many publishers are refusing to buy metal "on account of high prices." Instead of replenishing their stock from time to time, as they invariably do in normal times, thereby keeping the quality up to a fair standard, they are using their never too plentiful stock over and over and over again, literally "working it to death," and then they wonder why the appearance of the paper is getting worse and worse.

The business manager gets busy trying to locate the trouble, and finally wakes up to the fact that his metal has "gone bad." There is nothing to do but to put it back into condition, which means the addition of tin or antimony, or both. Tin and antimony cost money, more money than ever before, but as there are no substitutes for either there is nothing to do but "pay the piper," which in this case is the metal man. He cannot get away from him any more than he can the paper or ink man.

The metal man must be called in sooner or later. Why wait? It is always a great deal more expensive to "fix your metal up" than it is to buy new metal as you go along.

Prices are high, much too high, but so is everything else used in the publication; so why refuse to buy metal any more than paper or ink?

A short metal supply means delays, and bad metal means trouble.

The question has been asked thousands of times "What is the future of the metal market?" and the answer is, prices are going to "stay up" until long after the war is over. Why? Simply because the demand for antimony and lead will continue even after the war is over, because the warring countries must replenish their stock of ammunition. And what about the United States? We do not hear a great deal about the United States making ammunition, but we are not idle by any means. It is not generally known, but it is a fact that each and every shrapnel bullet contains 12½ per cent. antimony and 87½ per cent. lead, and there are 6¼ pounds of bullets in each shrapnel, and they are being manufactured by the billion.

No wonder lead is nearly 100 per cent. higher than it was before the war, and antimony over 600 per cent. higher. But there is no help for it, and no immediate prospect of any change unless it be that prices will advance still further.

It is false economy to hold back on purchases of metal until forced into the market, because it is invariably more expensive in the end.

Take your medicine and look pleasant.

E. E. RINEHART, JR.

NO AD CAMPAIGN FAILS

Nate Le Vene So Declares After Thirty Years of Observation.

SAN FRANCISCO, May 1.—"No advertising campaign ever failed," declared Nate Le Vene, of the Honig-Cooper Advertising Company, at a luncheon of the Advertising Club of San Francisco last Monday.

"Mere advertising may or may not be a failure," continued the speaker, "but never in the course of my thirty years' experience, as campaign manager for some of the largest establishments in the United States have I known a carefully planned advertising campaign to fail. Advertising must be consistent and persistent, and great perseverance must be exercised until the end in view is successfully accomplished. Successful advertising is advertising that accomplishes a given purpose, whether that purpose be to sell goods, to correct an evil in the company, or simply to enhance the value of a trade-mark."

Mr. Le Vene is a widely known advertising man, who was formerly connected with the J. Walter Thompson Advertising Company of New York and N. W. Ayer & Son of Philadelphia.

THE WEEK-END AD PROBLEM

How the Detroit News is Trying to Avoid Abnormal Pressure on Two Days.

The Detroit (Mich.) Evening News is trying out a plan to relieve advertising pressure on the Thursday and Friday issues every week, and still satisfy its patrons. As a similar situation confronts many large newspaper offices, the News will be watched with interest.

The News has sent to all its regular advertisers a request that copy for display advertising be filed not later than Monday, of each week with application for the space desired on the following Friday.

A record is maintained in the News office, and on Tuesday morning applicants are advised, if it is found necessary in the equitable apportionment of space available among regular patrons, to limit reservation.

Urging early copy and immediate return of corrected proofs as a "safety first" measure, the News says: "It insures accuracy, better composition, and is mutually beneficial from every standpoint."

WORKING FOR RATE UNIFORMITY

Oregon Newspapermen Tour Their State as a "Labor of Love."

EUGENE, Ore., May 1.—E. E. Brodie, publisher of the Oregon City Enterprise, and president of the State Editorial Association, and Philip Bates, publisher of the Pacific Northwest of Portland and secretary of the State Editorial Association, are touring the State in the interest of a proposed law that is to provide a more uniform rate for legal notices in newspapers.

Mr. Brodie and Mr. Bates have been working only during weekends. Their time is taken from their regular business, and they are doing this "labor of love" at their own expense. An outcome of their work in Linn County was formation of a County Association of Publishers. "Every county should have one," said Mr. Bates.

The proposed legal rate bill is to provide a minimum rate of 5 cents per eight-point line for each insertion, or 65 cents a folio of 250 words. This rate is intended to cover all forms of legal notices except municipal notices. The bill is expected to provide also that no publication of a legal shall be valid unless the newspaper has been in operation one year.

Mr. Brodie and Mr. Bates are going over the terms of the proposed bill with publishers, and are urging them to have an understanding with all candidates for the Legislature in the primary election as to the candidates' attitude on legal rates.

ADVERTISING PAYS BANKS

Publicity Man for Trust Company So Tells Pilgrims, of Boston.

BOSTON, May 2.—Banks get quick returns from newspaper advertising, according to J. Freeman Marsten, publicity man for the Commonwealth Trust Company, in an address before the Pilgrim Publicity Association at its club-rooms.

Calendars, he said, have not met with favor in his bank. Personal solicitation has met with some favor, but newspaper advertising brings the quickest results.

When Mr. Marsten finished his talk he was plying with questions regarding the attitude of the bank towards the public. It was suggested that some educational copy would help to enlighten the public as to bank methods. President Gallup suggested that banks should have a service department for advertising purposes, to be headed by a trained advertising man. He added that it had been his experience that banks seemed to regard advertising or appropriations for advertising as un-businesslike.

NO RULING WAS MADE AGAINST QUOIN CLUB

Complaints Alleging Restraint of Trade by that Organization Have Not Been Passed Upon by Federal Authorities—Decision Concerning Associated Bill Posters Has Led to Confusion.

WASHINGTON, D. C., May 4.—Complaints have been filed by the Corning Advertising Agency, of St. Paul, Minn., with the Department of Justice, against the Quoin Club of New York, alleging that the club named, by a magazine combination, operates in restraint of trade by selling advertising space of an identical character to certain agencies at less money than it will to other agencies. No proceedings have been instituted by the Department of Justice against the Quoin Club.

Regarding this case, THE EDITOR AND PUBLISHER in its issue of April 17 was made to say, through a twisting of words in St. Paul correspondence, that the Department of Justice, writing to the Corning Advertising Agency, had stated that "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."

The "recent order" referred to did not apply to any publishers' association, but to the Associated Bill Posters and Distributors.

GOOD JOB FOR ROBINSON

New York Reporter Lands Place with Public Service Commission.

Frank N. Robinson, one of the best known newspaper reporters in New York city, has been appointed assistant secretary of the Public Service Commission, to succeed Matthew J. Harrington, who has resigned to take up private business. The appointment became effective on May 1.

Mr. Robinson has been "doing" politics for many years. For the last three years he has served as a correspondent at Albany. He was vice-president of the Association of City Hall Reporters.

The appointee "broke into the New York newspaper game" in 1900 as a reporter for the City News Association, and from there went to the Evening Mail. He "covered" the negotiations leading up to the dual subway contract and thereby obtained much information that will be of value to him in his new position. He has specialized on rapid transit and traction matters for several years.

Special Law for Tax Ads

ALBANY, May 2.—Among the bills signed by Gov. Whitman last week was one affecting newspapers published in Tompkins County, New York. It authorizes the Tompkins County Treasurer to publish once a week for six weeks in the newspapers designated by the Supervisors for publication of the session laws, the notice of lands sold for taxes, notwithstanding that such notice was not published within the required time. After three months from the first publication, it is to have the same effect as if duly published as required, and proper certificates are to be issued purchasers at the tax sale.

Shreveport Ad Club Election

The Shreveport (La.) Ad Club has elected officers for the coming year as follows: J. E. Cowles, president; W. H. Wagner, vice-president; Allen R. Dickinson, secretary; F. W. Gregory, treasurer; and Dr. I. Schwartz, John A. Keel, Dr. F. H. Walke, S. B. Simon, and J. A. McCann, executive committee.

AD FIELD PERSONALS

Henry W. Drago, who has been advertising manager for the Parry Manufacturing Company, of Indianapolis, Ind., for the last seven years, has resigned to take charge of the Central Press Clipping Service.

W. L. Miller, long with Leslie's Weekly and Judge, and George Webster, recently advertising manager of the Toronto (Canada) Saturday Night, have joined the advertising department of the Spur. C. C. Westervelt, formerly with Town and Country, has joined the Spur's make-up department, and Frank D. Austin, formerly of the Stamford (Conn.) Evening Bulletin, will have charge of the Spur's circulation.

Joseph F. Bural, advertising manager for J. Black & Sons, Birmingham, Ala., on May 1, took charge of the advertising for Samter Brothers Company, of Scranton, Pa. For several months he has done good work as chairman of the retail division of the Birmingham Ad Club.

George V. Kelly has left the Chicago Herald, to join the advertising staff of the Omaha Daily News. Mr. Kelly was formerly on the local staff of the Chicago Examiner and later joined the Herald in the foreign advertising department. He began his advertising career as assistant financial editor on the Philadelphia Evening Telegraph.

John M. Wilson, formerly president of the Los Angeles Advertising Club, at a luncheon at the Advertising Club of St. Louis this week, promised the support of the California organization towards the St. Louis's club's campaign for the 1917 convention of the Associated Clubs.

A. A. Jost, formerly advertising manager for Johansen Brothers' Shoe Co., is now with the Copper Clad Malleable Range Co., of this city.

Robert E. Lee and Griffin McCarthy have returned from Indianapolis, Ind., and Joplin, Mo., respectively, where they procured the support of the advertising clubs for the landing of the 1917 convention of the Associated Clubs in St. Louis.

W. C. D'Arcy, of the D'Arcy Advertising Agency; Charles F. Hatfield, director of the Conventions Bureau, of St. Louis, a publicity organization, and Lucien Harris, publicity agent for the St. Louis & San Francisco Railway Co., are in Columbia, Mo., this week, where they are on the journalism week programme for addresses.

Earl R. Britt, president of the Ben Franklin Club, of St. Louis, addressed the members of the Advertising Club at the Tuesday luncheon this week on "Direct Advertising."

Gray Crane has joined the advertising staff of Leslie-Judge Company, and will act as special representative for Judge in the East. He was formerly with Hearst's Magazine, and was also Western manager for Holland's Magazine.

Texas Merchants Victimized

COLEMAN, Tex., April 30.—Merchants of this and near-by towns complain of an advertising solicitor who has been soliciting ads for a directory, which, he said, would be distributed to all the farmers and others listed in it. In many cases he collected cash in advance for the ads from the merchants, in some cases as much as \$100. It is now alleged that he has disappeared and the directory will not be published. Organizers of the Ad Club movement assert that it is this sort of thing that they wish to stop through the organization of ad clubs and the appointment of censorship committees who are to pass on all advertising schemes before they are patronized by the merchants.

The Junior Ad Club of Buffalo, N. Y., has taken up its new quarters in the Buffalo Ad Club's rooms at the Lafayette Hotel.

Newsboys of Moscow, Russia, must wear uniforms in order that they may be identified.

New York State "Can Be Shot-Gunned By Localities or Gatling-Gunned By Sections or Swept By Long Range Shrapnel From the Larger Centres" By Any National Advertiser Who Has Something Worthy to Sell.

By MANLY M. GILLAM, New York

TO get a commodity proposition before a hundred thousand people who are mainly or even largely those who may be customers, is to reach a field of happy promise for almost any product.

To get a million such men and women is to find trade possibilities equal to the hopes of even an ultra ambitious concern.

In New York State there are more than TEN MILLION INHABITANTS of a grade to make glad the heart of any management that has something worthy to sell—men and women with money, with taste, with pride, with traditions of hospitality that are outdone by the every day fact of their own hospitality.

In that same State are neighborhood newspapers and more pretentious newspapers that are welcome visitors to practically every home within its borders.

These newspapers come to these homes as truthful, trusted worldly-wise friends.

They carry the gossip of the community and the news of the world in messages that are believed as implicitly as if the editor were by word of mouth to tell the story to individual listeners.

And in the same way the messages of the advertising columns come with the backing of the newspaper's standing as an endorsement.

The day of newspaper managerial indifference to what the space buyer might say in its columns has gone.

No reputable newspaper now assumes that it can be fair and clean in its news and editorial departments and blind or lax as to what its advertisers may say.

How then could a more perfect combination exist for those who have products to market?

The possibility of demand exists.

The trusted welcome messengers exist.

The capacity and the desire to buy exist.

The story may be told by an assertion or by an argument; it may be in pictures, prose or poetry, but however it comes and how often it comes it will be sure of catching the eye and holding the thought of thousands of possible buyers—if it deserves to.

The advertiser who cannot make good in the New York field by using the New York newspapers in whole or in part, would fail in any other field.

It is not vital to campaign the State as a whole at any one time. It can be shot-gunned by localities, or gatling-gunned by sections or swept by long range shrapnel from the larger centres. Such a bombardment no New York men or women will "dig in" to avoid; they will "dig up" to share in the offering.

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

New York Advertising Situation

During April, 1916

The Sixteen Leading Retail Stores of New York Including—

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 New York's evening newspapers during April, 1916

	1916	1915
Globe	219,014	221,861
Journal	177,130	255,938
World	204,313	289,330
Mail	188,319	228,626
Sun	180,875	235,425
Telegram	72,740	124,649
Post	73,015	70,248

The Globe Led Them All and Is Growing Steadily

During the first four months, 1916, compared with 1915. The gains and Losses of New York's evening papers in volume of Advertising follows:

Globe	269,311 lines gain
Sun	202,521 lines gain
Post	107,067 lines gain
Journal	100,113 lines loss
Mail	106,631 lines loss
World	257,253 lines loss
Telegram	273,713 lines loss

184,000
Circulation

The Globe
AND COMMERCIAL **Advertiser.**
OLDEST DAILY NEWSPAPER IN THE UNITED STATES EST. 1793

Member
A. B. C.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,
Special Representatives

NEW YORK
Brunswick Bldg.

43