

# THE EDITOR & PUBLISHER

CHICAGO STATE  
UNIVERSITY

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

APR 12 1917

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10 Cents a Copy

## TENTH GOVERNMENT STATEMENT

with previous statements of circulation

	Daily (Exclusive of Sunday)	Sunday (Only)
Six months ending March 31, 1917 . . . . .	395,442	645,612

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

Period Covered	Daily (Exclusive of Sunday)	Sunday (Only)
Six months ending Sept. 30, 1912, . . . . .	220,500	304,325
Six months ending March 31, 1913, . . . . .	245,449	363,119
Six months ending Sept. 30, 1913, . . . . .	253,212	366,918
Six months ending March 31, 1914, . . . . .	261,278	406,556
Six months ending Sept. 30, 1914, . . . . .	303,316	459,728
Six months ending March 31, 1915, . . . . .	326,897	534,848
Six months ending Sept. 30, 1915, . . . . .	354,520	558,396
Six months ending March 31, 1916, . . . . .	359,651	585,934
Six months ending Sept. 30, 1916, . . . . .	392,483	619,023
Six months ending March 31, 1917, . . . . .	395,442	645,612

### Advertising Statistics

For the first quarter of 1917 The Chicago Tribune printed 13,346.38 columns of advertising, a gain of 920.51 columns over the corresponding period last year, which was the biggest previous year in its history.

The Chicago Tribune's volume of advertising for this period was greater than the *combined* volume of the other Chicago morning and Sunday papers; 29 per cent. greater than that of the first evening paper and greater than the *combined* volume of the three remaining evening papers.

The Chicago Tribune's gain for this period was greater than the gain of any other Chicago newspaper.

# The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

# The New York World

*Broke All Advertising Records for March*

**THE WORLD** excelled the **COMBINED GAINS**  
of its **THREE** vigorous competitors by

**$20\frac{3}{4}$  Columns**

Every National Advertiser and Manufacturer  
should ponder this wonderful achievement.

**THE WORLD** did this because it gave **BEST RESULTS.**

**THE WORLD** won on **MERIT ALONE!**

*Here's the Score Card*

## THE WORLD

Printed in March, 1917, Total Paid Advertising	- -	4,281 $\frac{3}{4}$ Columns
In March, 1916	- - - - -	3,596 $\frac{3}{4}$ Columns
World's Gain, March, 1917	- - - - -	685 Columns

## THE TIMES

Printed March, 1917	- - - - -	3,406 Columns
Printed March, 1916	- - - - -	3,161 $\frac{3}{4}$ Columns
Time's Gain March, 1917	- - - - -	244 $\frac{1}{4}$ Columns

## THE HERALD

Printed March, 1917	- - - - -	2,243 $\frac{1}{4}$ Columns
Printed March, 1916	- - - - -	2,009 Columns
Herald's Gain March, 1917	- - - - -	234 $\frac{1}{4}$ Columns

## THE AMERICAN

Printed March, 1917	- - - - -	2,820 Columns
Printed March, 1916	- - - - -	2,634 $\frac{1}{4}$ Columns
American's Gain March, 1917	- - - - -	185 $\frac{3}{4}$ Columns

<b>WORLD'S GAIN, March, 1917</b>	- - - - -	<b>685 Columns</b>
Gain of Times, Herald and American	- - - - -	664 $\frac{1}{4}$ Columns

**THE WORLD LEADS THE COMBINED SCORE BY 20 $\frac{3}{4}$  COLUMNS**

**The Evening Post**  
AFTERNOON EDITION  
NEW YORK, TUESDAY, MARCH 27, 1917

The Evening Post carries more high-class summer resort advertising than any other New York evening newspaper. Look for the Summer Resort Section issued June 2nd and June 16th.

**New York Evening Post**  
**SUMMER RESORTS**  
**1917 GUIDE**

The Summer Resort Guide, the best distributed book of its kind, gives a complete list of hotels and high-class boarding houses in each locality. Ads. in The Evening Post between now and June 15 insure listing in Guide.

At the Evening Post Resort Bureau from 60 to 100 calls are made daily in season. Inquiries by 'phone, mail, or in person cheerfully answered and booklets furnished of hotels and high-class boarding houses in every locality.

**DRUGS.**

The Evening Post Summer Resort Guide is distributed by Riker-Hegeman, Laggett and other high-class drug stores, in Greater New York and contiguous territory, making the service available in the entire metropolitan district.

**The Complete Summer Resort Service**

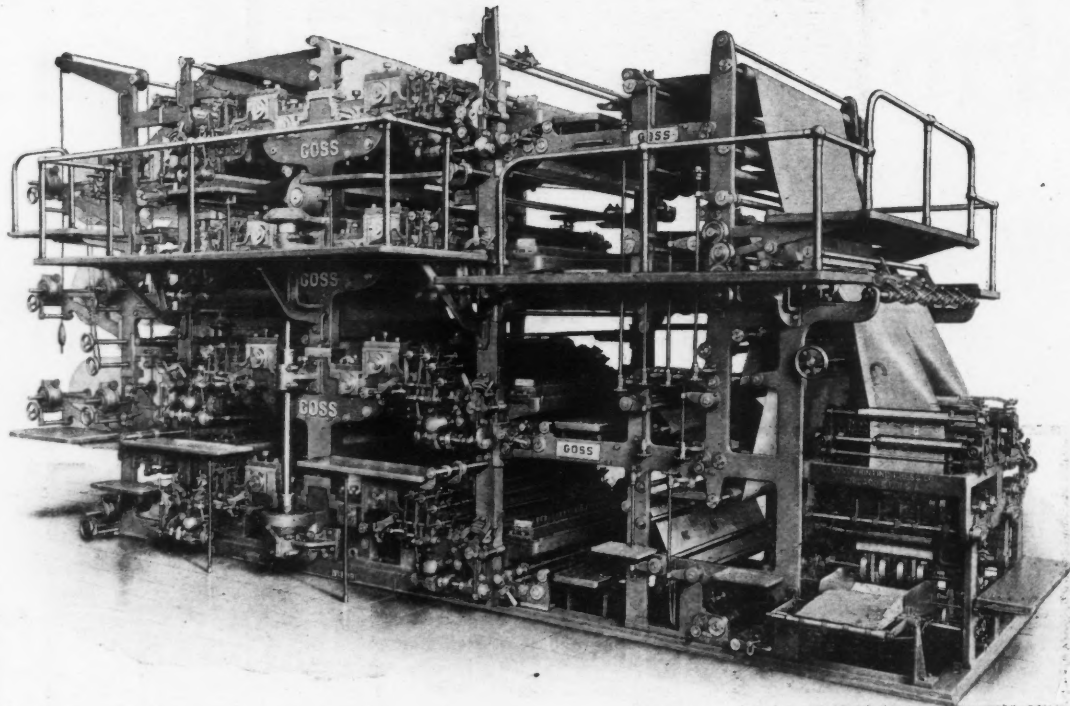
The Evening Post Summer Resort service is made a public service in the columns of The Evening Post; through the complete Guide; through the Bureau at 20 Vesey Street; through high-class drug stores where the Guide is free.

The Evening Post Summer Resort Service in its entirety is advertised in the street-cars, the leading metropolitan dailies and in the newspapers of those towns where The Guide is distributed. As the names of the drug stores in which The Guide can be procured are mentioned in these advertisements, thousands of readers of The Evening Post, as well as the general public, eagerly seek The Evening Post Summer Resort Service to assist them to plan their vacations.

The Evening Post Summer Resort Service is today recognized as the most comprehensive and complete service of its kind in the world. No opportunity is lost to supply vacation-seekers with the facts that they need, or of providing the best class of hotel-keepers with the longest-staying and best-paying guests—the sort of people who read The Evening Post and who are influenced by The Evening Post Service.

**New York Evening Post**  
NEW YORK  
More Than a Newspaper—A National Institution





# GOSS "HIGH-SPEED STRAIGHT-LINE" OCTUPLE PRESS

**The Press of Satisfaction and Dependability in Performance**

It is doing continued good service under conditions that test a press to the utmost, in hundreds of newspaper offices.

It has, in every case, been bought after exhaustive investigation of all presses in its line, although none will do all that the GOSS will do or stand up with the GOSS in length of good service.

That is just the way we want presses to be bought—after careful investigation. We invite the closest scrutiny and, to assist you, we have issued Bulletin No. 101, "Goss High-Speed Rotary Newspaper Presses."

Better Send For It and Investigate

## THE GOSS PRINTING PRESS CO.

Main Office and Works  
16th Street and Ashland Avenue, Chicago, Ill.

New York Office  
220 West 42nd St.



# THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer.

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

Vol. 49

(Copyright, 1917, by The Editor and Publisher Co.)

NEW YORK, SATURDAY, APRIL 7, 1917

No. 43

## LUNCHEON IS PLANNED BY ASSOCIATED PRESS

Speaker of National Prominence Will Address the Annual Meeting of the Members of Great News Organization on April 24—Five New Directors to Be Elected.

Associated Press plans for the luncheon to be given to its members at the Waldorf-Astoria Hotel Tuesday noon, April 24, have not yet been completed. A speaker of national prominence always addresses the gathering, but who he will be this year has not been determined. There will be an orchestra at the luncheon, and the grand ballroom, in which it will be given, will be handsomely decorated.

There will be a meeting of the board of directors of the Associated Press in the Chambers Street office, Monday, April 23. The election of new members of the board will take place April 25. Those whose terms expire are: Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Bulletin; W. Y. Morgan, Hutchinson News; Adolph S. Ochs, New York Times; A. C. Weiss, Duluth Herald. All of these gentlemen have been renominated. After canvassing the matter among the members of the organization, the committee on nominations, at its meeting in Chicago January 11, named two candidates for each vacancy.

All of the present incumbents were renominated, together with J. D. Barnum, Syracuse (N. Y.) Post-Standard; B. H. Anthony, New Bedford (Mass.) Standard; J. R. Rathom, Providence (R. I.) Journal; E. P. Adler, Davenport (Ia.) Times, and Frank MacLennan, Topeka (Kan.) State Journal.

The names of the directors whose terms expire in 1918 are: Oswald Garrison Villard, New York Evening Post; W. H. Cowles, Spokane Spokesman-Review; Victor F. Lawson, Chicago Daily News; D. E. Town, Louisville Herald, and R. M. Johnston, Houston Post.

The directors whose terms expire in 1919 are: Charles A. Rook, Pittsburgh Dispatch; Charles Hopkins Clark, Hartford Courant; Clark Howell, Atlanta Constitution; V. S. McClatchy, Sacramento Bee; Elbert H. Baker, Cleveland Plain Dealer.

## NEWS PRINT COST SYSTEM

Meeting of Committee of Manufacturers Held in Chicago to Formulate One.

The Cost System Committee of the News Print Manufacturers' Association, at a meeting held in Chicago, discussed the matter of working out a cost-finding plan, to ascertain the expense per ton of making news print. Had such a plan been in effect last year the work of the Federal Trade Commission would have been simplified. G. F. Steele, secretary of the Association, stated in his opening remarks. An organization was effected.

## NEWSPAPER MAKERS AT WORK



LOUIS WILEY.

LOUIS WILEY, business manager of the New York Times, possesses a genius for organization. A man of electrical energy, he dispatches a wonderful volume of business in a short space of time. He never allows anything to accumulate on his desk. The desks are always clear in the business office of the Times, due to the careful training of the employees and the discipline that prevails. It may be that there is something in the Times office that he does not know. If so, it's because it is not worth knowing. His is a mind that does not grope for the solution of a problem. He seems to turn a mental X-ray into the heart of every question, and gives a decision at once. If the question is one that requires more than the usual thought, Mr. Wiley gets on his feet, shoves his hands down in his trouser's pockets, perhaps paces the floor for a moment or two, and then, in the fewest possible words, will clear up the matter in a sentence, the clarity of which impresses all who come in contact with him. There is no waste of time in his programme. He carries in his mind all the business affairs of the Times, down to the minutest detail. He will dictate letters to one stenographer, and within a few moments dismiss her and call another. Within an hour he will have three or four of them at work. It is a rule of his that all letters must be answered the same day they are received, and he hurries through to catch the earliest mail. In between letters he will have discussed office affairs with perhaps half a dozen associates. The conversations are characteristically short—they drive right to the point. He renders decisions quickly—and justly.

Mr. Wiley keeps the advertising columns of the Times as wholesome as the editors keep the news section. Years ago, before it was the fashion generally to censor advertising, and before there was such a stir to prevent misrepresentation, Louis Wiley had barred the faker from the columns of the Times. Every advertisement was scrutinized, and everything of a doubtful nature was cast aside. He did it quietly, without boasting, in a successful effort to raise the standard of the Times. The employee who does his work well has a life position in the business office of the Times. The one who strives goes forward and upward. It is his policy. Men who have grown old in the service are kept at work—they are never turned adrift. And this fact is another sidelight on Mr. Wiley's character.

(Concluded on page 9)

## LUNCHEON PLANS FOR ADVERTISING BUREAU

Largest Attendance in History of A. N. P. A.'s Advertising Bureau to Be Held at the Waldorf-Astoria Hotel April 25—Prominent Speakers to Attend—Interesting Discussion Probable.

Advertising heavyweights will address the members of the Bureau of Advertising of the American Newspaper Publishers Association luncheon, at the Waldorf-Astoria Hotel, Wednesday noon, April 25. Men of national prominence have been invited to be present.

### PROMISES TO BREAK RECORD.

From the manner in which reservations are being made, the luncheon will be the largest in the history of the Bureau. More than three times the number who had secured seats in advance, at this time last year, have spoken for a place April 25. The luncheon a year ago was held in the Waldorf Apartments, but from the number who are indicating their intention of coming, it is thought that it will be necessary to hold it in the grand ball room this year.

Following the luncheon there will be a discussion of general advertising.

There will be a meeting of the committee having the Bureau in charge, at which J. F. MacKay, of the Toronto (Can.) Globe, will preside, at the offices in the World Building, at 11 A. M., April 23, to discuss the annual report and to consider further plans for participation in the convention.

## SOUTHWELL GOES TO BURLINGTON

Leaves Des Moines Register to Become Publisher of the Hawk-Eye.

W. B. Southwell, for twelve years the business manager of the Des Moines (Ia.) Register and Tribune, has purchased a majority interest in the Burlington (Ia.) Hawk-Eye, and on April 1 he became the publisher of that newspaper. Mr. Southwell has long been an active and important member of the Register-Tribune newspaper organization, and has had much to do with its growth and development; and everybody connected with those newspapers wishes him success in his new venture.

Gardner Cowles, the publisher of the Register and Tribune, will exercise active general supervision of all departments of the newspapers. The position of business manager will not be continued, but the work will be divided among other members of the organization. H. T. Watts is the advertising manager of the Register and Tribune, in general charge of both the local and foreign advertising. John L. Irvin continues as manager of the classified advertising department. W. A. Cordingley will continue as circulation manager.

## CENSOR PUT BAN ON BATTLE FRONT PHOTOS

James H. Hare, Veteran War Photographer, Back from the Salonica Sector, Where He Took Pictures While the Allies Were Pouring 350,000 Troops Into Greece.

Photographers have a hard time of it on the battle fronts. The belligerents draw the line rigidly when it comes to taking pictures. The rule is strictly enforced, and the censorship tightens daily, according to James H. Hare, who



JAMES H. HARE.

has snap-shotted scenes in half a dozen wars. Mr. Hare has a reputation as a war photographer. He has just returned from Salonica, where he traveled up and down the Allied trenches, was under fire, slept in the open and lived the life of a soldier.

His first appearance in Europe was in France, but it was impossible to take pictures there, he said. The British censorship was rigid. So was the French, but it was not enforced to the same extent. He was allowed to go into the trenches, and he witnessed the fighting on both the English and French fronts. Correspondents, he says, are all furnished with regulation steel helmets, which they are required to wear, to protect them from the flying fragments of shells. Going from one army to the other, he was required to discard the British for the French helmet. There being no chance for photographs in France, he transferred his activities to Salonica, where the French and English were beginning to land armies. When he arrived there, the Allies had 35,000 men in camp, and when he left, they had upwards of 350,000 men.

### PERMISSION TO TAKE PHOTOGRAPHS.

General Sarrail, in command of the Allied army, gave Mr. Hare permission to take photographs on the French front, armed with which he applied for the same privilege in the British camp. This was granted. From that time, he travelled the length of the lines, much of the time in company with John McCutcheon, of Chicago, and W. G. Shepherd, of the United Press.

He went as far as Monastir and Prilef, photographing one of the roughest sections in the world, in which the troops find difficulty in moving.

Troops were pouring into the Greek port from overseas daily. The forces were being constantly augmented, and the lines extended, elaborate trenches were dug, and active preparations of a

warlike nature were in progress all the time. The addition of 100,000 troops a month brought about interesting changes but with the increase there came a gradual tightening of the lines.

### NIGHT FIGHTING.

Much of the fighting, in the form of trench raiding, takes place at night, and it was impossible to get many pictures of actual hostilities. It was dangerous to go out on the firing line, but a newspaper photographer soon acquires the same contempt for danger that the soldier does. His main thought is to get the photograph, and after he gets it, to preserve the plate, develop the prints, and get it to his paper by the shortest route and in the quickest possible time. His troubles begin after he presses the button, for the problem of delivery is ever present.

Finally the British withdrew permission to take photographs, and shortly afterward the French took the same stand. When those orders were issued, he returned to the United States.

### "J. N. W. SYNDICATE" NOW

How Mr. Wheeler Has Complied with Court's Orders.

"J. N. W. Syndicate, Inc., matter for publications, moving pictures, \$10,000; E. H. Malone, H. V. Story, J. N. Wheeler, 149 Glenwood Avenue, Yonkers."

The above incorporation announcement, on March 31, tells the story of John M. Wheeler's compliance with the orders of the Supreme Court of this State, and the method adopted to continue the business established by Mr. Wheeler. The latter was originally the owner of the Wheeler Syndicate, but on the incorporation of that organization, he sold the name "Wheeler" to the new concern. When he severed his connection with the Wheeler Syndicate, he organized John N. Wheeler, Inc., and started business under that name.

The present owners of the Wheeler Syndicate took the matter into court, with the result that a temporary injunction was issued restraining Wheeler from doing business under the name of Wheeler during the existence of the Wheeler Syndicate. The "J. N. W. Syndicate" is the result.

### SPHINX CLUB DINNER

Present Season To Close With Splendid Entertainment at Waldorf-Astoria Hotel.

The last Sphinx Club dinner of the present season will be given in the grand ball room of the Waldorf-Astoria Hotel, Wednesday, April 11, at 7:30 p. m. Men of national prominence will be present and will address the gathering. Among the guests will be the presidents of the organizations identified with advertising in New York, Chicago, Boston, and Philadelphia. Hon. Job E. Hedges will speak on "National Advertising," Alan C. Reilly, president of the Association of National Advertisers, on "Public Opinion on the Relation of Advertising to Prices."

After the addresses there will be a minstrel performance, with a chorus of fifty voices. The annual election will take place at this time.

### New Daily at Longview, Texas

The Longview (Texas) Leader, which has been issued as a weekly, has now appeared as a daily. W. J. Gay, formerly editor and publisher of the Crawford (Texas) Advance, is the editor, and F. A. Taylor, business manager.

## M. A. HOYT NOW OWNER MILWAUKEE DAILY NEWS

Purchases the Interest of William A. Parke, Associate for Thirty Years — Policy of Paper Has Changed Gradually Since It was Founded by Striking Printers of Sentinel and Journal.

Melvin A. Hoyt, an ambitious young newspaper man, became sole owner of the Milwaukee (Wis.) Daily News on April 3, having purchased the interest of William A. Parke, business manager of the paper, and has assumed full control.



MELVIN A. HOYT.

The news, under another name, was founded on April 20, 1887, with cooperative ownership distributed among printers who had struck their cases in the offices of the Milwaukee Sentinel, Evening Wisconsin, and Milwaukee Journal. It had an unusual, almost immediate, prosperity for a paper started under strike auspices. However, toward the end of its second year, more or less dissension arose among its many owners and gave opportunity for Mr. Hoyt to get hold of the property, together with the largest individual stockholder among the former strike owners, Mr. Parke.

Mr. Hoyt, who had been a political and legislative reporter for the Milwaukee Sentinel after graduation from the Wisconsin State University, was an aggressive, analytic, earnest editorial writer and business newspaper man combined. He assumed the presidency of the News Publishing Company and editorship of the Milwaukee Daily News, which positions he has held since April 1, 1889. The Daily News became very aggressive for the rights of the masses and those of corporations that were ready to be fair and just to the public in their methods, and it has drifted from an out-and-out labor daily to one that has stood for rights of business property, yet posed as strongly for the true rights of the working classes and of the great middle forces.

The name of the paper was changed on May 13, 1889 from the Daily Review to the Milwaukee Daily News, the day that Mr. Hoyt went into active editorial work and became general all-around shaper of the policies of the paper. Mr. Parke became business manager, holding the position until Mr. Hoyt bought his interest last Tuesday.

Since the founding of the paper Mr. Parke, who entered the publishing business as a printer's apprentice, has been business manager. Mr. Parke has been an indefatigable worker in his field, has been materially successful as

a business man and has a large acquaintance throughout the State. He has been for seven years president of the Milwaukee Daily Newspaper Publishers' Association, an exacting office to which none of his colleagues aspired during his administration because of his efficient services.

Mr. Hoyt says that his policy as editor and publisher of the News will be to keep the paper in the front rank of the independent Democratic dailies of the country, in ready and distinct effort for all that seems for the best public policy.

The special agent of the News is the G. Logan Payne Company, New York, Chicago, Boston, and Detroit.

### SPECIAL PAPERS FOR ROTARIES

Clubs in Superior, Wis., and Jackson, Tenn., Honored.

Two Rotary Clubs, one in Superior, Wis., and the other in Jackson, Tenn., had special numbers of the local papers issued for their benefit recently, on the occasion of their annual banquets. The Jackson Sun issued a special edition which was distributed at the banquet. The paper was issued under the direction of Jesse C. Long, general manager, and the statement was made that it was "Published once with the promise 'never again if acquitted.'"

In Superior the dinner was held in the composing room of the Telegram, which had been decorated with American flags for the occasion. At 6:25 P. M. the party sat down to dinner, at 6:45 a flash-light picture was taken by the Telegram photographer, and at 8:10 a plate had been made, and the picture printed in the special edition of the Telegram and handed out to the diners.

On March 27 the Telegram issued a large-sized picture of "Old Glory" in colors, and one was sent to every subscriber as an insert in the paper. The flags were pasted in the windows of the homes.

### MUST MOULD PUBLIC OPINION

Editor's Responsibility Great in Present Crisis, Says Publisher Johnson.

At the Annual meeting of the Western Michigan Press Association, A. P. Johnson, publisher of the Grand Rapids News, impressed the newspaper men with their responsibility in the present national crisis.

"A community is just as loyal as its editors make it," said Mr. Johnson. "If the newspapers are weak-kneed the zone, in which they circulate will be correspondingly weak-kneed. It is up to the country editors to mould their constituencies to the highest and best patriotic ideas."

Officers of the association were elected as follows.

President, Ernest B. Blett, Grand Rapids; vice president, Paul Leake, Grand Rapids; Secretary-treasurer, Mrs. E. C. Apsey, Caledonia; executive committee, T. O. Huckle, Oscela county; R. E. Rouse, Schoolcraft; H. T. Johnson, Saranac; M. O. Bally, Grand Rapids.

### To Form Baseball League

Advertising agencies having baseball teams, and desirous of forming a league, are requested to communicate with James Dunn, of Albert Frank & Co., 25 Beaver Street, New York.

Something just as good still lacks the quality of being the same thing. Something better is really worth while.



## CHICAGO NEWSPAPERS ARE BACK OF WILSON

Leading Publishers Offer to President Their Complete Co-operation—Telegram Sent from Big Patriotic Rally to Washington—Advertising Men Also Ready to Aid Government.

That Chicago newspapers will give President Wilson full support in all war measures was made plain last Saturday when the leading publishers acting in concert with more than fifty well-known men sent a telegram to the President offering complete co-operation. The feeling was made manifest that the decision of war had already been made by Germany, and that every resource must be put at the disposal of the Government. The publishers who signed the telegram were Victor F. Lawson, of the Chicago Daily News; Major R. R. McCormick and Joseph Medill Patterson, of the Chicago Tribune; James Keeley, of the Chicago Herald; Roy D. Keehn, of the Chicago Examiner and American; John C. Eastman, of the Chicago Journal; John C. Shaffer, of the Chicago Evening Post, and John F. Smulski, of the Polish daily.

The telegram was the outcome of a great patriotic rally Saturday night.

Major McCormick, editor and publisher of the Tribune, speaking at the rally, said:

"You must establish universal service and then protect the men who protect you. Any person who cries for war believing that we can avoid its horrors by hiding behind Germany's enemies is a disgrace.

"If any person says in his heart: 'Let us declare war against Germany, it is fashionable, we can let the soldiers and sailors do the fighting while we stay at home, dance, and play golf'; that person is more guilty than Benedict Arnold. And I say that sooner or later your son will be taken from you. If he is not given to the national defence in time to make defence effective, he will be caught in the national catastrophe."

### AD MEN PLEDGE SUPPORT.

Along with the newspaper men, the leading figures in the Chicago advertising field have also pledged their support. At a dinner given by the Western Advertising Agents' Association in the Hotel La Salle, William H. Rankin, president of the advertising company that bears his name, outlined the Government's plan of obtaining soldiers, laborers, and money by "silent salesmanship." Mr. Rankin is one of the ten members of the national advertising advisory board. He told his associates that as the result of a recent interview with Secretary of War Baker, the latter issued orders that no advertising contracts shall be let without the advice of the advisory board.

With regard to the work of advertising men in time of war, Mr. Rankin said:

"I believe we can prove to the President and his Cabinet that the nation can use paid advertising space as an investment through which the President can raise the standard of citizenship, increase our patriotism, and educate not only the foreign-born, but also to help bring freedom to the down-trodden countries now at war."

Mr. Rankin declared that a national advertising campaign backed with generous editorial support from the newspapers and other papers, could easily sell \$500,000,000 of bonds to the public at an interest rate lower than bankers would say was necessary.

## ACTIVE ALBERTA PUBLISHERS

Want to Standardize Ad Rates and Push Publicity Campaign.

Two well attended meetings of the publishers of Alberta were held recently at Edmonton and Calgary, respectively. A. J. H. Terrill, Medicine Hat News, president of the Alberta Division of the C. P. A., presided at both meetings, the first being arranged for the publishers for the northern half of the province, and the second for the southern half.

Resolutions were passed at both meetings urging the provincial Government to run advertising campaigns of an educative character in support of the Alberta Liquor act, so that the people of the province would be induced to cooperate in its enforcement.

A committee was appointed, which drew up a schedule of advertising rates for Alberta publishers. This schedule will be submitted to the Alberta division, and, if approved, will be adopted. It was brought out in the discussion that there was a great diversity of rates in force, and that a standard scale of rates was an essential, when dealing with the Government or advertising agencies. It was resolved that on Government business the same rate should be charged as on other commercial advertising of a similar nature.

It was recommended that, to further co-operation, the publishers of the province should be organized into district associations.

The work of the Canadian Press Association was outlined by John M. Imrie, the manager, who announced that the Provincial Department of Agriculture had decided to start an educational advertising campaign in the newspapers of the province, with a view to increasing production of food supplies.

## WILL PLACE FOREIGN ADS

New Company Organized to Handle American Advertising Abroad.

The proprietors of the American Exporter, a New York trade paper, have organized the Johnston Overseas Advertising Service to handle American advertising in local publications abroad. Frank B. Amos, who for the past five years has been foreign advertising manager of the Studebaker Corporation, has resigned that position to become manager of the new Johnston Overseas Advertising Service.

Mr. Amos has had wide experience in placing American advertising in local papers abroad, and is familiar with the field, rates, and publicity value of mediums abroad, and also with the foreign advertising problems of the American manufacturer. B. Olney Hough, editor of the American Exporter, will be trade adviser to the Johnston Overseas Advertising Service, and left on April 2 for an extensive trip to Australia and New Zealand to study conditions in those markets.

## MacKinnon's Timely Stunt

A. E. MacKinnon, director of circulation of the Philadelphia North American, gave with every copy of last Sunday's issue, free, a complete copy in tabloid form of Hale's patriotic masterpiece, "The Man Without a Country." Mr. MacKinnon is a past master in the art of promotion. When he had charge of promotion on the New York World he did notable work in tying transient business to regular six-day issues. He has a happy faculty of getting the goods for the reader and without expense to the office.

## MORTIMER D. BRYANT A COLONEL IN THE ARMY

Member of Well Known Special Newspaper Publishers' Agency is Promoted to Colonelcy, and Has Been Sworn in to the Command of the Forty-seventh Regiment of Brooklyn.

Major Mortimer D. Bryant, of the Bryant, Griffith & Fredrieks Special Agency, recently major in command of the second squadron of the First Caval-



M. D. BRYANT

ry, New York National Guard, has been appointed colonel of the Forty-seventh Regiment of Brooklyn. The announcement was made by Brig.-Gen. John H. Foot.

Colonel Bryant has been active in National Guard circles for several years. He was on the Mexican border for a number of months, where he served with distinction, making a record that has resulted in his promotion, now that his regiment has been mustered into the national service in the present crisis with Germany.

Colonel Bryant is a grand nephew of William Cullen Bryant, the poet and one of the famous editors of the New York Evening Post. Colonel Bryant's father, W. C. Bryant, was part owner of the Brooklyn Times, and was secretary and manager of the American Newspaper Publishers Association from 1893 to 1905, being the predecessor of Lincoln B. Palmer. A brother, William B. Bryant, is secretary and treasurer of the Paterson (N. J.), Press-Guardian and Sunday Chronicle.

## TOLD TALES OUT OF SCHOOL

Roy Crandall and William P. Goodspeed Addressed Buffalo Ad Club.

Roy Crandall, advertising manager of the Buffalo General Electric company, a former Buffalo newspaper man and Washington correspondent, addressed the Buffalo Ad Club at its meeting last week on publicity. He told of publicity stunts which were "put over" on editors years ago, and confessed that he had part in some of them.

Mr. Crandall declared that a magazine story concerning the Panama canal which appeared a few years ago brought the writer \$400 from the publisher and \$20,000 from the steel interests of whose propaganda it was a part.

The fight which occurred over benzoate of soda during the Roosevelt administration, Mr. Crandall asserted, was inspired by a press agent and he said the principals in it were rival pickle makers.

President William P. Goodspeed, who is general manager of the Buffalo Evening News, said that while it was possible to do some of the things Mr. Crandall described years ago, conditions had wholly changed. He declared there were other kinds of publicity besides that which aimed to "work" the papers, and cited as an instance the News's campaign to bring about lower gasoline prices.

"That was aimed to help the public," Mr. Goodspeed declared. "As a result of the News's efforts in this direction, it has lost the advertising of the Standard Oil Company."

Last summer, Mr. Goodspeed said, he was asked—at the time the campaign was at its height—what would happen if the Standard Oil company would double its advertising appropriation with the News. The representative of the company was informed that if he thought he could buy the News's editorial policy the Standard Oil advertising would be thrown out of the paper.

"Two months ago the Standard Oil company was preparing to start another advertising campaign," Mr. Goodspeed went on, "Our advertising representative in New York informed me that we would not share the contract, because the agency which placed the advertising said the News would not be good."

Wiibur D. Nesbitt's song, "Your Flag and My Flag," which was printed in THE EDITOR & PUBLISHER recently, was sung at the meeting.

## MUSIC AND ADVERTISING

National Director Tremaine Urges Increased Use of Newspapers.

Speaking before the Music Merchants' Association of Rhode Island, at Providence, R. I., last week, C. M. Tremaine, director of the National Bureau for the Advancement of Music, said:

"You must use the newspapers more. There has been a tremendous awakening of interest in music in the general public in the last five years. This force now represents \$600,000,000, and it must be utilized to its fullest.

"This can best be done through the public press, the most powerful force in the world to-day, but how to secure its assistance seems to some an insurmountable difficulty. I have not found it so; in fact, I have found newspaper owners human and specially gifted with common sense.

"You cannot expect a publisher to arouse musical interest simply that you might sell a few more pianos. He is right in turning such a proposition down; but he knows that music fills a human need, and will gladly publish, at any time, musical news that will interest the public. It must contain the human element.

"Approach your newspapers in a human way, and you will find your attitude of mind will be reflected a hundredfold in theirs."

## Carrier Boys to Visit Zoo

The Indianapolis (Ind.) News will send sixty of its carrier boys to Cincinnati on a visit to the Zoo of that city, as a reward for renewed effort to increase circulation. The city is divided into districts and from five to ten will be taken from each district, according to the number of carriers in the district and the number of inhabitants. Increase in cash alone will count in the qualifications for the trip, so that if a boy secures a new customer but at the same time loses an old one, he stays right where he is. New customers in addition to the old ones count.



## WAR WILL NOT AFFECT NATIONAL ADVERTISING

National Accounts in Daily Newspapers Will Increase During Coming Year, Is Belief of W. A. Thomson, Director of A. N. P. A.'s Advertising Bureau, After His Pacific Coast Trip.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, returned on Monday from a trip to the Pacific Coast. He was absent from New York about a month and a half. National advertisers, he found, are going right ahead with their plans, regardless of the war, confident that the country is to witness its year of greatest prosperity.

While away Mr. Thomson called on advertisers, old and prospective, in the interest of the daily newspapers. In Los Angeles he had a number of conferences with the Southern California Publicity Board, which has for its slogan "\$500,000 annually for five years for advertising the natural advantages of southern California for industries, investors, tourists, and desirable home-seekers."

This is a campaign it is proposed to start, probably late in the fall or early during 1918. Mr. Thomson discussed the matter with D. M. Linnard, president of the Board, and pointed out to him the advantages in advertising nationally in the newspapers of the country, the results that have been attained in other lines, and the possibilities in the campaign which he is planning. It is believed that he made considerable progress. The fund for this campaign, which will be one of the largest launched in the West, is being pledged at the present time.

Mr. Thomson visited San Francisco and other points, made a number of addresses before advertising clubs, and spread the gospel of the newspaper wherever he went. That there will be a splendid increase in national advertising during the coming year is his conclusion.

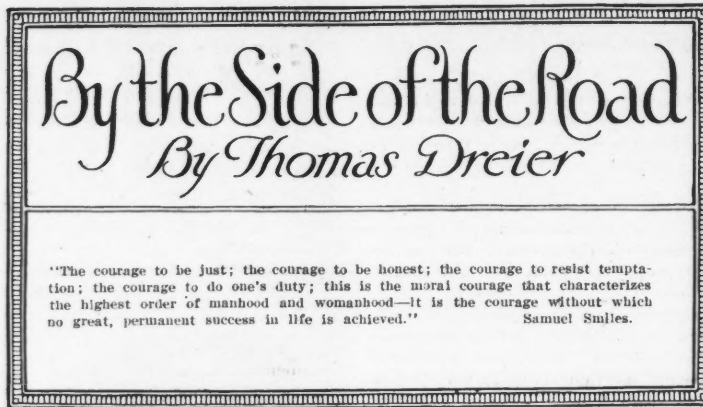
National advertisers all over the West, Mr. Thomson found, are going ahead with their plans regardless of war. They have no doubt about the future, and are impressed that business will be better than ever.

### Miss Rankin Will Use Press

Miss Jeannette Rankin, the first Congresswoman ever to be elected to the National Congress, has arrived in Washington and has been duly sworn in. The doings of Miss Rankin make good copy, as is testified by the space given to her activities. Miss Rankin believes in the newspapers as an advertising medium. "I have great faith in newspapers," said Miss Rankin, "and I think they are the greatest of educators. For that reason I intend to use them all I can."

### S. N. P. A. Making Big Strides

The Southern Newspaper Publishers' Association is conducting an active membership campaign, and the aggressive secretary, Walter C. Johnson (who is business manager of the Chattanooga News) reports nineteen new additions to the list to date. He predicts that, within a short time, every daily newspaper in the South will be affiliated with the Association. The next annual meeting is to be held at Grove Park Inn, Asheville, N. C., July 9-11. A golf tournament will be one of the diversions, and numerous trophies in prospect.



**TWO YOUNG MEN STARTED OUT IN LIFE.** After a few years of work, one grew discouraged and said to the other: "There is no chance for the man who has no capital. A man must have money to achieve success these days."

The other fellow said nothing. He kept on enriching his mind, studying, fitting himself for the doing of bigger work.

Eventually a man with money came to him and said: "I will put my money against your brains into this business. You provide the knowledge and I will provide the capital, and we will both win."

The young man who was discouraged because he had no capital is now an employee of the man who cultivated his mind and made of it a magnet powerful enough to attract the capital he needed.

**THE ONLY WAY** in which you can tell whether you can call yourself a success or not is by measuring what you have accomplished against your actual capacity.

**IN SOUTH AMERICA THEY HAVE** a story that runs like this: It is well known that the lampalague (a snake) is the strongest of all God's creatures, and that if a man, stripped to the skin, engages one, and conquers it by sheer muscular strength, the serpent's power goes into him, after which he is invincible. We ourselves know that this story has a meaning for us. The obstacles we overcome, the fights we win, the situations from which we rise as masters, strengthen us. The harder our fight the greater the strength that comes to us as our reward. So, let us be thankful for the gifts of the gods that come to us in the form of opposition.

**POPULARITY IS A QUEER THING!** Take the case of Percy Bysshe Shelley. If he were alive to-day he would be showered with honors. Yet when he was alive the public attitude toward him was antagonistic. There is no question but that his place among the great poets of the world is secure. But his own father disowned him when he was on earth. Just because a man is not popular is no reason for assuming that fame will not some day be his.

**YOU ARE AS GREAT** as your imagination—and no greater.

**IN A CERTAIN BUSINESS INSTITUTION** there is a young man who is called The President by his friends when they are in joking mood. Of course, he is a long way from the presidency of the concern, but even his joking friends feel certain that one of these days he will fill the position. There is something about the

way he does his work that tells in advance that his progress will not be stopped. The young man who does not impress his associates with the fact that he is fitting himself for a position higher up is missing out somewhere.

**I HAVE ALWAYS THOUGHT** that it was a mistake on the part of the conservative authorities to deny the radicals the right to speak as freely as they pleased.

A short time ago, at a meeting of a radical club, I heard an I. W. W. organizer hold forth for about an hour.

"What a pity," I said to myself, "that this man is not speaking to thousands instead of to this handful. If he spoke in public, instead of in this place, the crowd would laugh him off the stage."

One man who heard this talk, and who had always thought that the I. W. W. people deserved sympathy, refused to contribute when the plate was afterwards passed for the relief of I. W. W. members who are in jail out in Washington.

"If those fellows out there are as crazy as the fellow who just spoke," this man said, "they belong in jail."

Every time some radical is arrested for speaking like a fool, hundreds are won over to his cause. The greatest cure for intemperance, foolish, asinine speech is the laughter of the crowd.

And the crowd, under ordinary conditions, can be trusted to sift the chaff from the wheat.

The radical who talks freely on the street corner is less dangerous than the one who whispers to others of his kind in some cellar.

**OVER AT THE BIG PLANT** of the United Drug Company my good friend George C. Frolich showed me a horn filled with the vilest smelling stuff I ever encountered anywhere.

"What in the name of heaven is that horrible stuff used for?" I asked. He laughed at the face I made. "What do you think we use it for?" "I haven't the slightest idea."

"That stuff, which is worse than the worst Limburger cheese and a vile smelling mixture, is used in our most delicate perfumes. Without it we would not be able to get those odors which the women love."

As I came away, and thought of the people I have known, it came to me that what that evil smelling stuff is to perfume, sorrow is to people.

Sorrow gives to the natures of men and women a certain something which those whose lives have always been untroubled never possess. Sorrow is one of the richest gifts we receive.

## PRESS ARRANGEMENTS FOR SUNDAY MEETINGS

Problem of Seating Reporters and Other Newspaper Men at Revivals was Not Easy to Solve—Publicity Department Has Charge of Distribution of Tickets—Demand Has Been Great.

The New York newspapers are making preparations for "Billy" Sunday and the "Billy" Sunday organization is making preparations for the New York newspapers. In addition, they are making ready to accommodate a large number of out-of-town newspaper men, and from present indications there will be a larger representation of newspaper men in the arena facing the Rev. "Billy" than in any of his previous campaigns.

The question of caring for the newspaper men that would cover the Sunday meetings, without interfering with the seating capacity for the general public was a problem that was put up to the publicity department. Every daily, both morning and evening, published in New York, together with dailies in many surrounding cities, and some from Philadelphia and Boston, and the various news reporting associations, have all made application for reservations, some for as many as a half-dozen men for each meeting. The majority, however, only asked for two reservations for each meeting. In addition to all these, requests for reservations also came in from a large field of newspapers published weekly and monthly in New York, most of them representing various religious sects, as well as from the regularly recognized religious press. All of these had to be accommodated in some way, and this was the problem that the publicity department faced.

### TWO CLASSES OF SEATS.

It was found from the first that it would be impossible to accommodate all that had requested seatings, in the press box at tables. An arrangement was then made by which the press was divided into two classes. In the one class was placed the news associations, New York dailies, and the dailies from outside cities. For the accommodation of their representatives, fifty tables will be provided in the press box, and the number will be divided so that all may have a chance for a seat. Arrangements were then made to reserve a special press section of reserved seats, adjoining the press box, and in this section will be placed the representatives of the religious, the monthly and weekly press that will not have to have a table to write on. These seats will be held for the members of the press, and no one will be allowed in them without press tickets.

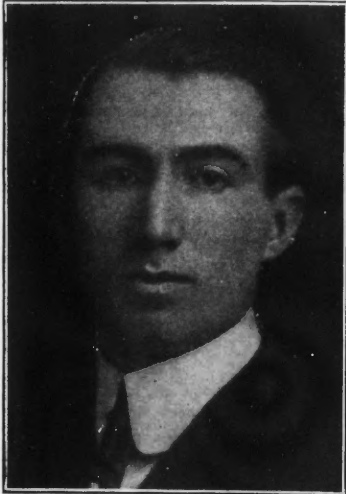
The question of the distribution of press tickets is also in the hands of the publicity department. Press tickets for the press box will be issued, good for the entire campaign. Tickets for the press section of seats will also be issued for the entire campaign, with a few good only for individual or special meetings. Altogether, about 125 to 150 newspaper men can be accommodated at every meeting.

The New York American has made special arrangements to cover the meetings. Inducements have been offered to the public to subscribe for a three months' term covering the campaign, and a special "Billy" Sunday extra is being issued. Headquarters have also been opened opposite the tabernacle, with rest-rooms, etc., for the accommodation of the general public.

## BUYS SPACE TO AVOID ADVERTISING WASTE

Marketing Value of Circulation Must Have an Appeal to D. J. Hinman, Space Buyer for Street & Finney, in the Selection of Mediums Through Which to Reach the Public.

Circulation figures mean nothing to D. J. Hinman, space buyer for Street & Finney, unless those figures are backed up by facts that convince him that there is marketing value behind them. The



D. J. HINMAN.

mere fact that a newspaper has a greater circulation than its rival, doesn't mean that Mr. Hinman will select that one in preference to another that has fewer readers. It is frequently the case that he will buy the space in the newspaper of limited circulation. He has a reason, based on marketing experience, in the purchase of advertising space in all sections of the country.

Sometimes, Mr. Hinman finds, a large distribution of a certain paper may mean economic waste to one of his advertisers, while to another it may mean the best kind of economy. He believes that, in some localities at least, different newspapers have different clienteles. Some represent the great mass of the people, others go to a foreign element, one may circulate on the hill, among the highbrows, while another will go to a well-to-do middle class. If he is selling a high-class article that requires the expenditure of a large sum of money, he would hardly select the publication that goes to the working class, and the harder the agent argues for copy for that kind of a newspaper, with its higher rate, the further home he drives the fact, in Mr. Hinman's mind, that to advertise with him would mean waste to the extent of the excess of his circulation over and above the identical class whom his clients desire to reach. On the other hand, for a popular article, low or medium price, he would look with favor on the newspaper of general circulation.

### INFORMATION HE WANTS.

Mr. Hinman places all advertising on the marketing principles. It is the value behind the circulation for a certain line of goods that appeals to him. He wants to know something about the people the newspaper serves, where they live, what they do, how and where they buy, something about their purchasing power, and their ideas. By knowing these things he places advertising in newspapers that create a demand for the goods of his clients.

No two space buyers have absolutely the same idea as to the information they would like to get from a newspaper. Mr. Hinman, in insisting upon information as to marketing conditions and the value of a newspaper for the particular article he is trying to sell for his firm's clients, hews right to the line, regardless of what any one may say or think.

There is nothing personal about it with him. In fact, he makes it plain to all with whom he does business and from whom he purchases space, that his sole idea is to reach a definite class in the quickest possible manner. If he can do it through the medium of a newspaper with a circulation of 20,000, he will take that route, rather than select one with a circulation of 50,000, only 20,000 of which would be effective, for, by so doing, he would consider that 60 per cent. of the effort put forth in the latter paper would be wasted, while in the former it would nearly all be effective, for he would be going directly to the class he seeks, at the advertising rate for 20,000, and not the price of 50,000 copies an issue.

## FOUR DIRECTORS QUIT PAPER

They Charge Milwaukee Free Press with Being Disloyal.

MILWAUKEE, April 4. — Dissatisfaction with the violent pro-German policy of the Milwaukee Free Press has resulted in the resignation of four members of the board of directors of the Free Press Corporation, publisher of the paper.

At the annual meeting of the board held in the Deutscher Club, which is reported to have been a stormy one, August S. Lindemann, one of Milwaukee's most prominent German-Americans; Erich S. Stearn, also a German-American, and Emmett L. Richardson tendered their resignations. Dr. Gilbert E. Seaman, president of the corporation, had long since retired, expressing his disgust with the policy of the paper.

"I left the Free Press last year, when the question arose as to whether the paper would loyally support the United States Government," said Dr. Seaman. "I hold a commission in the army, the commander in chief of which is the President, and I could have no connection with the paper which, in my opinion, was not loyal."

"I believe this is a time for all American citizens to be loyal to this country," said Mr. Lindemann. Mr. Richardson said he would have nothing to do with a pro-German propaganda organ. Mr. Stearn is known to have opposed the policy of the paper strongly.

"Ernest Krenshage, editor of the paper, is American born but of German parentage. He is regarded as the chief spokesman of the Kaiser in the Middle West. In all differences between this Government and Germany, Krenshage has upheld the German cause and denounced the United States. When the directors objected he showed them a clause of the bylaws of the corporation depriving them of all power in directing the paper's editorial policy.

### Milwaukee Free Press Election

Theodore O. Vilter, a wealthy Milwaukee manufacturer, was elected president of the Milwaukee Free Press corporation, which publishes the Free Press. E. B. Gennrich was reelected secretary, and Gustav Trostel, a wealthy tanner, treasurer. E. H. Kronshage will continue as editor.

## BALL ROOM AS DRILL HALL.

George C. Boldt Makes Patriotic Offer to Military Ad Men.

The Advertising Men's Military Association of New York has had the offer of the use of the grand ball room of the Waldorf-Astoria for a drill room every Monday, the offer having come from George C. Boldt himself.

The Association was formed seven weeks ago and has been drilling under Captain Roy B. Staver, a West Point graduate, now in the advertising department of Hearst's Magazine. Heretofore the 160 members of the organization have drilled in the Seventy-first Regiment Armory, but war time changes compelled them to look around for another drill hall.

When the predicament of the Association was brought to the attention of Mr. Boldt, he promptly offered the use of the ball room.

## Tomlinson Heads National Biscuit Co.

R. E. Tomlinson, formerly general counsel and third vice-president of the National Biscuit Company, has been elected president, to succeed the late A. W. Green. Mr. Tomlinson will reach his 40th birthday next December, and is therefore one of the youngest men at the head of a large corporation in the country. In 1891 he graduated from the University of Wisconsin with the degree of bachelor of laws. Shortly after his admission to the Illinois bar in 1901, he entered the law offices of A. W. Green in Chicago. When Mr. Green gave up his law practice to become president of the National Biscuit Company, Mr. Tomlinson accompanied him, becoming a member of the company's legal department. Subsequently he was made an assistant secretary, then its general counsel, then vice-president and now president. He has been with the company about fifteen years.

## Guests of Secretary Hart

Lester M. Hart, secretary to the Governor of Maine and a former newspaper man, was the host recently to a number of legislative reporters and former newspaper men at his home in Augusta, Me. Sam Connor, private secretary to United States Senator Bert M. Fernald and E. B. Hinckley, who formerly represented the Kennebec Journal, were guests of honor with Gov. Milliken. A luncheon was served during the evening by Mrs. Hart. Besides those mentioned, there were present J. Clement Murphy, C. W. (Doc) Richards, H. Augustus Merrill, Newton C. Reed, and Rodney E. Marshall.

## San Francisco Ad Fiesta

Advertising Day, which the San Francisco Ad Club will conduct on April 30, has developed into a State-wide affair, conforming to Governor Stephens's proclamation, declaring the day as one to be observed throughout the State. The programme to be observed in San Francisco is varied and interesting. The funds realized will be used for advertising San Francisco in the East and in securing for that city the 1918 convention of the Associated Advertising Clubs of the World. The Ad Club will have an Overland Motor Caravan of twenty automobiles in the street parade.

## American's New Office

The New York American has leased as a downtown office the southern half of the new building at 221 Broadway.

The space leased will be occupied for its downtown publication office and counting room. The building has the distinction of being the only one-story building on Broadway south of Canal Street.

## NEWSPAPER MAKER— LOUIS WILEY--AT WORK

(Concluded from page 5)

He has the faculty of conducting an interview briefly, getting at the crux of his visitor's proposition, and of terminating the interview in the fewest possible number of minutes—without offending his caller. It is a gift.

Mr. Wiley laid the foundations of his success in a country newspaper office, where one has to do something. He learned the business on the Mt. Sterling (Ky.) Democrat. He started in the printing department. When he became a reporter he soon demonstrated that he was thorough. Here he learned how to ask a question in such a manner that it would bring an answer in the fewest possible words and cover the widest scope. He never missed anything. It is told of him that the leaders of an opposition political party held a secret caucus in the court house. Only the "elect" were permitted to be present for they intended to "put over something." Mr. Wiley had a full and complete report of the meeting. Those present accused each other of giving out the information, when as a matter of fact, he obtained the report by the simple expedient of getting into the garret above the room where the caucus was held, in advance of the meeting. Later he solicited subscriptions and then advertising, and finally took business charge of the office. Later he became a reporter on the Rochester Post-Express, and at twenty-two years of age, business manager of that newspaper. When he identified himself with the New York Times he had exactly the training necessary. He possessed the kind of talent sought by Mr. Ochs. He is a man of high ideals, the strictest business integrity, of wide acquaintance, and magnetic personality. He is an excellent speaker, and is full of wit, which flows spontaneously. He picks up and handles subjects on the spur of the moment, and seems never at a loss.

Mr. Wiley is an incessant reader of worth-while books of an informative character. His hobby is the Times. He is no respecter of hours. He is down early—and he is generally there long after a majority of the employees have gone home. He works incessantly.

Mr. Wiley is a director of the American Newspaper Publishers Association, a member of the executive committee of the American Newspaper Publishers Association Bureau of Advertising, a member of the National Commission of Advertising, founder and one time president of the Society of the Genesee, and belongs to the Lotus, Manhattan, and Sphinx Clubs, the Steuben Society, and the Japan Society, the Pilgrims, the National Allied Relief Committee, as well as trustee for the School for Printers' Apprentices, and a member of the board of directors of the Educational Alliance.

Retaliation means nothing. If a neighbor wounds you with a sharp word, hold your tongue. Respectful silence is a weapon against which he cannot combat.



## NEED FEWER AND BETTER SCHOOLS OF JOURNALISM

Secretary of American Association of Teachers of Journalism, in Presenting Annual Report at Chicago Conference, Urges Standardization of Instruction in Journalism.

CHICAGO, April 5.—Fewer and better schools and departments of journalism should be encouraged by teachers of journalism, said Carl H. Getz, assistant professor of journalism at the Ohio State University and retiring secretary of the American Association of Teachers of Journalism, in presenting his annual report here to-night at the opening session of the three-day conference of the teachers of journalism.

Mr. Getz said that he believed there should be no alarm felt because of the amazing increase in enrolment in schools of journalism. He said that the spread of instruction in journalism in the colleges and universities was principally a recognition of the fact that newspaper English was the best English. "Journalism in many institutions is really nothing more than instruction in what might be called applied rhetoric," said Mr. Getz. "Many of these students have no intention of going into newspaper work. They are taking instruction in journalism because they wish to learn how to express themselves in the simplest and clearest English."

"Teachers of journalism must see to it that the different schools and departments of journalism do not train men and women for newspaper and magazine work in too large a proportion to the number of men and women actually engaged in that work," said Mr. Getz. "Now is the time for the teachers to raise admission and graduation requirements."

In his report, Mr. Getz recommended that the association determine what is meant by a school of journalism. He suggested that the distinctive title, school of journalism, be used in compliance with the nomenclature of the American Association of American Universities, which provides that the title, "School," should be applied only when there is a separate faculty, under a chairman, director, or dean, with a separate curriculum leading to a separate professional degree.

Mr. Getz also recommended that the first steps looking toward the standardization of instruction in journalism be taken soon. He suggested that the teachers attempt to agree first of all upon a journalism nomenclature so that students going from one institution to another would not encounter so much difficulty in trying to adapt themselves.

In his statistical report, Mr. Getz said that 110 colleges and universities were offering instruction in journalism of some kind, that nearly 200 men and women were engaged in the teaching of journalism, and that nearly 5,000 students were enrolled in departments of journalism.

### Reporter Addresses Students

Theodore E. Hedlund, a reporter on the Boston Post, in an address recently before the students of journalism at Boston University, said that military censorship of newspaper dispatches from the Mexican border during the mobilization was a farce. Mr. Hedlund represented the Post with the Second Massachusetts Infantry from the time the soldiers left Framingham until they were recalled from the border.

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

Edited by CARL H. GETZ,  
Secretary, American Association of Teachers of Journalism  
Attached to Ohio State University, Columbus.

### TO REORGANIZE OREGON SCHOOL

#### Freshman Course to Be Combined with English in Five Hours a Week.

The Oregon School of Journalism has prepared for the forthcoming university catalogue a statement of its courses for next year based upon a plan for greatly intensifying the journalism work of the senior year, emphasizing also the third-year courses, and placing the freshman and sophomore work in a new classification called "pre-journalism."

An arrangement has been completed with the English department, under which the six hours formerly devoted by the freshmen to English and journalism in separate courses of three hours each will be consolidated into a single daily course of five hours. Dr. E. S. Bates, head of the English department, has assigned the handling of that department's share of the work to Prof. W. F. G. Thacher, who was formerly a magazine editor. Dean E. W. Allen will teach the School of Journalism's part of the course.

The senior work, now a three-hour course in editorial writing, history of journalism, and contemporary journalism, with separate one-hour periods for special news-writing assignments, accounting work in the printing department, and the law of the press, will be consolidated into a regular five-hour course and will include more practice work in editing, handling exchanges, investigating Oregon conditions, and studying problems of newspaper management.

Proof-reading will be taught in the shop as a laboratory course, and not combined classroom and laboratory course as at present. Copy-reading will remain in the junior year, as will work in advanced news writing. The mechanical courses will remain in the sophomore year for the present.

### NEW DEPARTMENT ESTABLISHED

#### Lindenwood College for Women Offers Instruction in Journalism.

The distinction of being one of the few schools for women that has a regular course of journalism in its curriculum, is the claim made by Lucinda de L. Templin, dean of Lindenwood College, St. Charles, Mo., who also heads the journalism department, just established. The new course was introduced, according to the dean, because of the expressed intention of several of the women students to enter newspaper work upon graduation. Being interested in vocational work, Dean Templin took to the idea at once, and President Roemer, of the College, conferred with Dean Walter Williams, of the School of Journalism of the University of Missouri, who outlined the work and methods to be adopted.

In accordance with the suggestion of Dean Williams, the course this year is confined to short-story writing, news-gathering, reporting, and assignment work, as well as some feature-writing

for women's pages. The aim is to give the young women practical instruction as well as theoretical, and they are permitted to assist in the editing and publishing of the institution's publications, which are a monthly bulletin and an annual. The pre-requisites for admission are the usual high school course of 16 units and one year of college English work. Combined with the journalism course is a course in type-writing and stenography.

### MONEY FOR MORE EQUIPMENT

#### Oregon School of Journalism Receives \$5,000 to Enlarge Laboratory.

The University of Oregon School of Journalism has received an appropriation of \$5,000 to be spent in increasing the equipment in its mechanical laboratory. This will be used in the purchase of a cylinder press and a typesetting machine, and together with the old equipment will give the school a plant similar to those on which many of the small dailies of Oregon are printed.

The plant will be used in the instruction of all classes. The seniors will have charge of the accounting and the cost analysis, which will be a strong feature of the work.

The theory of the Oregon School is to prepare a man for the ownership of a newspaper as well as for employment upon a newspaper. As the ownership of a newspaper of the size the average college graduate can expect to acquire involves also the management of a job printing plant, the Oregon School holds that a certain amount of training in print-shop methods and management is essential to the success of the graduate.

### Dispatch War Pupils' Textbook

Newspapers used as text books have found favor with another educational institution. The Pittsburgh Academy, through the Rev. Homer M. Cook, head of the English Department, requested each of the 200 pupils to bring a newspaper. Dr. Cook declared that the Pittsburgh Dispatch had the best headlines. He said: "I can pick up the Dispatch and by glancing over the headlines, I can tell generally what is going on in the world."

### Lieut. Oldshue Will Return

Lieutenant Val. J. Oldshue, former editor of the Pittsburgh (Pa.) Gazette-Times, recently in the American Ambulance Corps in France, and later assistant secretary of the Chamber of Commerce of Paris, with headquarters in Bordeaux, has been registered by the War Department of the United States as a first lieutenant of infantry and will return to this country to qualify.

### Vermont Added to List

Walter H. Crockett, editor in charge of university publications at the University of Vermont, is also director of a course in journalism at the same institution. Twenty-eight students are enrolled this year.

### EDITORS TO HOLD CONFERENCE

#### Illinois City and Country Newspaper Men to Meet at State University.

Conferences of city and country newspaper men will be one of the features of the programme for the second annual Better Community Conference of the University of Illinois, which will be held at Urbana, Ill., April 10, 11, and 12.

Henry M. Pindell, editor of the Peoria (Ill.) Journal, is in charge of the city press division. Edgar A. Davie, of the Anna (Ill.) Talk, will be in charge of the rural section. H. F. Harrington, associate in English in the University of Illinois, will talk on "Handling the News Constructively."

The complete programme follows:

#### CITY PRESS.

(Moot Court Room, Law Building.)  
Presiding, Henry M. Pindell, editor Peoria Journal.

"Handling the News Constructively," H. F. Harrington, University of Illinois.

"Special Features Versus Editorials," John V. Riley, Star, Rockford.

"The Publicity Man's Viewpoint," T. T. Frankenberg, counsellor in publicity, Columbus, O.

"Political Trails in Illinois Newspapers," Frederic A. Russell, University of Illinois.

"A Complete News Service for a Small City Paper," W. F. Hardy, Herald, Decatur.

"Cooperation with the Composing Room," Stephen A. Ladd, News, Elgin.

"Some Plain Talk to Newspaper Publishers," Thomas Rees, Illinois State Register, Springfield.

#### COUNTRY PRESS.

(Moot Court Room, Law Building.)  
Presiding, Edgar A. Davie, the Talk, Anna.

"Cooperation Among Competitors," George M. Le Crone, Democrat, Effingham.

"A Larger Service to Our Readers," John T. Galbraith, Free-Press, Carbondale.

"Deferred Dividends," William M. Loomis, Citizen, La Grange.

"The Farmer and Farm News," A. J. Bill, Orange Judd Farmer.

"How to Get Local Merchants to Advertise," S. P. Preston, News, Gillespie.

"Securing Foreign Advertising for Illinois Newspapers," Fred Thompson, secretary Illinois Select Newspaper Association, Fairbury.

"Cultivating the Exchanges," O. V. Gregory, editor Prairie Farmer.

### Chicago Juniors at St. Louis

J. S. Gibbons, chairman of the Convention Committee of the Junior Advertising Association of Chicago, and S. Gordon Hyde, who was chairman of the committee last year, have visited St. Louis to make arrangements for housing the delegation of 200 members of the Junior Association, who will attend the Convention of the Associated Advertising Clubs of the World in St. Louis in June. The delegation from the Chicago Juniors is exclusive of 500 members of the Senior Association who will attend.

### White to Teach Again

Lee A. White, former assistant professor of journalism at the University of Washington and now executive secretary to George Booth, publisher of the Detroit News, has consented to conduct a series of six lectures on newspaper editing, supplementing the course in journalism at the University of Michigan.

### Girl Edits Magazine

A recent issue of the Washington Newspaper, the monthly magazine published by the department of journalism of the University of Washington, for the newspaper men of the State, was edited by Miss Roberta Hindley, a sophomore in the department.

It takes men with big ideas to build skyscrapers. The little fellow digs a hole in the ground and hides in it.



TRADE

**LINOTYPE**

MARK

THE MACHINE THAT LASTS!

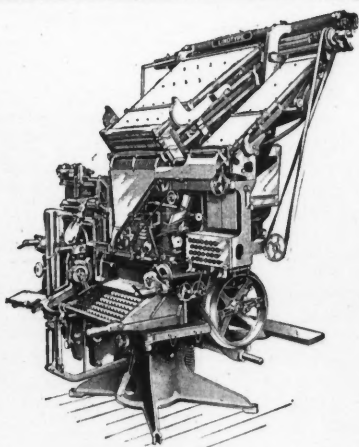
## THE PHILADELPHIA PRESS

### Orders 29 Multiple Magazine Linotypes

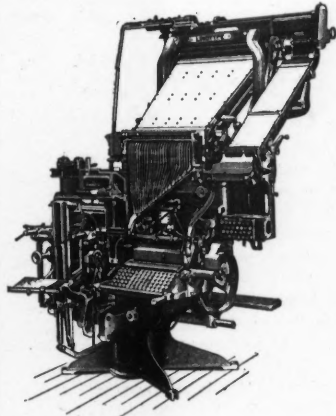
This battery of Linotypes—twenty-one Model 18, six Model 14, and two Model 17—will not only compose the Philadelphia Press, but also the Philadelphia Evening Telegraph, which will be issued from the modernized plant of the Morning Press.

These new Linotypes, equipped with electric pots, replace the entire single-magazine equipment of the Press and Telegraph and place both newspapers on the Multiple Magazine basis of Linotype all-slug composition.

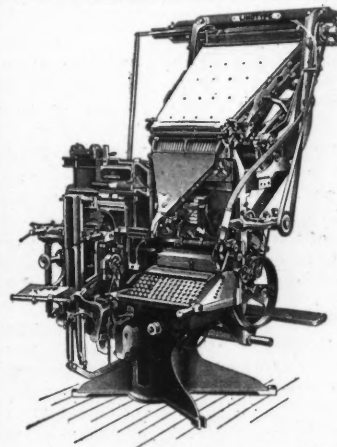
#### THE LINOTYPE MODELS SELECTED BY THE PHILADELPHIA PRESS



MODEL 14 LINOTYPE  
Three Magazines with Auxiliary



MODEL 17 LINOTYPE  
Double Magazine with Auxiliary



MODEL 18 LINOTYPE  
Two Magazines

*Multiple Magazine Linotypes are the order of the day in composing room efficiency. Write our nearest agency to-day for full particulars.*

## MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 So. Wabash Avenue

SAN FRANCISCO: 646 Sacramento Street

NEW ORLEANS: 549 Baronne Street

TORONTO: Canadian Linotype, Limited, 35 Lombard Street

## INTEREST IN PROPOSED CENSORSHIP BILL CALLS MANY NEWSPAPER MEN TO WASHINGTON

Secretaries Lansing, Baker and Daniels Preparing Regulations to Be Embodied in New Law, Which Will Permit All Reasonable Latitude in the Publication of News of the War and of the Mobilization of Our Forces—Editors and Publishers Hold Conferences on Matter with Cabinet Members.

WASHINGTON, April 5.

WAR week in Washington has been a busy one for all the newspaper men here. Many of the metropolitan newspaper bureaus have been augmented for the time being by special representatives from the home offices, and many newspaper men are here in regard to the censorship matters now pending before the State, War, and Navy Departments. The question of censorship has been condensed to the proposition of framing a bill placing a law upon the statute books governing the subject. The tentative draft of the suggested legislation is contained in the bill recommended by the War College about a year and a half ago. This bill, as the proposition now stands, has been so amended as to preclude the possibility of an issuance of such a stringent regulation as is known as regulation "six" of the present regulations that have been suggested by the War, State, and Navy Departments.

### REGULATION "SIX" VIGOROUSLY OPPOSED.

Regulation "six" applies to newspapers that comment upon the policy of the Government relative to any war measures without the submissal of such comment either to the President or to the Secretary of State. This regulation which was proclaimed at the instance of the State Department would of course, if strictly followed, prohibit all editorial comment or special correspondence dealing with any proposed plan or policy of the Government without submissal. The regulations now issued by the three Departments are only suggestive and not mandatory, but the bill, which is being drawn by the Secretary of War, Secretary of the Navy, and under the direction of the Secretary of State, would confer upon the President power to restrict the publication of certain information inconsistent with the defence of the country by giving him the right to issue such regulations as may be necessary to render such prohibition effective. It is just the question of how strict the regulations should be and whether there should be a re-issuance of regulation 6 that the newspaper men are here in protest, and advisement.

### FULL CONFIDENCE IN THE PRESIDENT.

Since the question of giving the President full power to frame all the regulations as to the censorship of the press has taken definite shape, the tension as to the muzzling of the press has lessened to a minimum. Such confidence is reposed in the President, by newspaper men all over the country, that they are confident that any regulations which are issued with his authority would not revert to their harm. Of course, the President will not act hastily in the matter and would advise with the Secretaries of the War and Navy Departments, and Counsellor Polk, of the State Department, who have constantly been in conference with representative newspaper men, before he would issue any regulations governing censorship should the law as now proposed be enacted giving him the authority. The disposition of the Administration is to make the

regulations for censorship as lenient as possible consistent with the best interests of the country. President Wilson is a believer in free speech, but, of course, realizes as everyone must, that there are times when certain facts relating to the armed forces of the Government and comment upon such orders as the several Departments may issue relating to the armed forces, should be restrained. The bill under consideration states that whenever, in the judgment of the President, the defence of the country requires such action, the President may issue a proclamation prohibiting the publication of all news referring to the armed forces of the Government or the means and measures which may be contemplated for defence of the country except when the publication shall have been authorized; and it further gives the President power to issue such regulations prohibiting a publication as he may deem necessary. Anyone violating the terms of the proclamation or regulations issued under the act will be subject to a fine of not more than ten thousand dollars, or by a term of imprisonment of not more than three years. The details for effective enforcement of the regulations are admitted in the bill as it now stands, but in the final draft such means for effective enforcements will probably be effected.

The final draft of the bill is yet in the hands of the Secretaries of the War and Navy Departments, and Counsellor Polk, of the State Department.

### STEPS TO BE TAKEN.

The bill will necessarily have to meet the approval of the Judge-Advocate General of the Army and then be submitted to Congress for final action. Those in Washington attendant upon the conferences with the War Department as to censorship and those also here in the interest of special war news information were in part as follows:

E. C. Hopwood, Cleveland Plain Dealer; Fred J. Wilson, general manager, International News; Charles Willis Thompson, New York Times; Richard J. Beamish, Philadelphia Press; William K. Kelsey, Detroit News; Arthur Ruhl, Collier's Weekly; A. H. Vandenberg, Grand Rapids Herald; Frank P. Glass, Birmingham News; Frank R. Kent, Baltimore Sun; Sam Small, Chicago American; Harry Anderson, Toronto Globe; George F. Milton, Chattanooga News; E. A. Goewey, New York Telegram; Henry L. Stoddard, New York Evening Mail; Frank Dilnot, New York correspondent London Chronicle; Bernard Ridder, New York Staats-Zeitung; Stephane Lauzanne, the Paris Matin; Peter Wiemit, New York Jewish Morning Journal; Col. Robert Ewing, New Orleans States; James Keeley, Chicago Herald; Colonel C. A. Rook, Pittsburgh Dispatch; former Senator George Oliver, Pittsburgh Gazette-Times, and J. K. Ohl, New York Herald.

"It is not necessary to say of a newspaper campaign, 'It must have done some good.' On the other hand, you are able to say of it, 'This is just what it did.'"

## BILLS AFFECT NEWSPAPERS

Much New Legislation Proposed Bearing Upon Publishing Business.

WASHINGTON, April 5.—That there will be considerable activity concerning legislation of interest to newspaper publishers and bearing upon publishing of newspapers is evidenced by the number of bills which have already been introduced at the present session of Congress relating to the newspaper business. The espionage bill which is stringent in its provisions relating to the collecting and publishing of news or information and all other matters relating to the interference with our foreign relations, which passed the Senate at the last session of Congress, has been reintroduced and is known as Senate Bill No. 2. Representative Raker, of California, has introduced a bill providing for a pulp and paper mill for the manufacture of print paper for the Government, and for other purposes. Senator Owen has introduced a bill for the publication of an authorized publicity pamphlet for the dissemination of information upon political issues and matters of a political nature of public interest. Representative Kelley, of Pennsylvania, has presented a bill to protect the public against false pretenses in merchandising under trademark or special brand of articles of standard quality. Representative Austin, of Tennessee, has introduced again a bill levying a tax upon the issuance of coupons, prize tickets, and other devices. Representative Raker presents a bill to change the postal regulations relating to publications admitted to the second class of mail matter, known as H. R. No. 9. Representative Taylor, of Colorado, has reintroduced the bill to amend the acts to regulate commerce so as to provide that publishers of newspapers and periodicals may enter into advertising contracts with common carriers and receive payment for such advertising in transportation.

### Quick Time from Trees to Paper

From a tree in the forest to a printed newspaper in 145 minutes, or 2 hours 25 minutes, is the record made in a trial at Vienna, Austria, recently. The trial was made to see in how short a space of time a living tree could be converted into a newspaper. At 7:35 in the morning three trees were cut down; by 9:34 they had been stripped of their bark, cut up and turned into wood pulp. They then became paper, and the paper was hustled from the factory to the press. There the first copy, printed and folded, was delivered at ten o'clock.

### Expect Daniels and Dorothy Dix

Arrangements are being made for the joint convention of the Texas Press Association and the Arkansas Press Association, which will be held at Texarkana on June 11, 12, and 13. A meeting of the executive committees of the two associations has just been held at Texarkana, at which the matter of a programme was discussed and other details of the joint convention considered. The joint convention will be addressed by Secretary of the Navy Daniels and by Dorothy Dix, the well-known newspaper writer.

### Buffalo Press Club Frolic

President William G. Hippler, of the Buffalo Press Club has appointed committees to plan for the annual frolic of this organization, which will be held soon after Easter.

## GERMAN SYMPATHIZER ARRESTED

Washington Newspaper Man Proceeds Against Defamer of the President.

WASHINGTON, April 5.—A newspaper man was the first person to cause the arrest of anyone for defaming the President since President Wilson's speech regarding the state of war with Germany.

Because he called the President's address to Congress "bunk" and declared he was for "Germany in event of war," Christopher C. Schertzer, a printer, was committed to the psychopathic ward of the Washington Asylum Hospital by Judge Pugh, in the Police Court.

Schertzer was accused of making threats against Fred L. Steckman, of the Washington Post, in whose office he is alleged to have criticized the President's address.

"It's all bunk, to hell with the President, anyway. If there is war I am for Germany," were the remarks Schertzer is alleged to have made which caused Mr. Steckman to eject him from the office and cause his arrest.

### Bernstein Spoke in Boston

Herman Bernstein, editor of the American Hebrew and special writer of the New York Times, made a flying visit to speak before the exclusive Twentieth Century Club, of Boston, on March 31. Mr. Bernstein is one of the best-informed writers of Jewish news in the country, and recently having returned from abroad, is in close touch with conditions which precipitated the Russian revolution. Mr. Bernstein declared that the revolution, which had been growing for many years, culminated when the plot to bring about separate peace between Russia and Germany was disclosed. The Czar is pro-German, the speaker said, and the Duma stood the proposed peace plans of the Czar as long as it dared.

### Ads Pay Restaurant Man

Edwin A. Benish, who recently opened a large restaurant in St. Louis, said in a recent interview that his business is fully 400 per cent. larger than that of the restaurant formerly conducted at that place. He traces the cause of the increase to display advertising inserted in newspapers. He said that, while every other line of business has recognized the value of display advertising, the restaurant business until recently has failed to have confidence in it.

An astonishingly large number of people can talk without saying anything.

## James Vance Hackett Who Knows His Address?

Was a newspaper reporter in New Orleans, Memphis, Chicago and St. Louis some years ago. Last definite address was New Orleans in 1908. It is to his advantage to be located. Will reward anyone giving accurate information regarding his whereabouts since 1908.

Address H. S. Avery,  
141 Milk St., Boston, Mass.



# Ahead at the Quarter!

For the first three months of 1917, as for all of 1916, the largest percentage of advertising gain by any New York newspaper was made by The New York Tribune

Sudden spurts mean little in the business race. It is the one who steadily forges ahead who breaks the tape. The Tribune continues to make heavy advertising gains because its policy is fundamentally right. An increase of

## 32%

over the first quarter of 1916 is striking evidence that advertisers find it pays to use a medium whose readers have 100% confidence in it.

Incidentally, The Tribune's gain of 318,547 lines was the second largest in volume of all New York morning papers, and the third largest of all New York dailies, morning and evening.

When it is considered that these first two papers, the World and Evening Telegram, depend chiefly for their gains upon their classified columns, it can be said with truth that The Tribune leads all New York *display* advertising mediums in both percentage of gains and actual lineage added.

The same far seeing policy that is bringing confidence to its readers, sales to its advertisers and clean business to itself will continue to direct the course of The New York Tribune. It pays to advertise—in a clean newspaper.

The  
New  
York  
Tribune



*First to Last—the Truth: News—Editorials—Advertisements*



## THINKS DECISION WILL END PIRATING OF NEWS

Melville E. Stone Comments on the Decision of Justice Hand in Associated Press Injunction Case — Believes It Presages End of Unfair Competitive Practices.

Melville E. Stone, general manager of the Associated Press, told a representative of THE EDITOR AND PUBLISHER that he thought the court's decision, granting a temporary injunction to the Associated Press against the International News Service, would have far-reaching effect in stamping out news piracy. He added that he had believed for years that the proper remedy against such practice lay in an appeal to the common-law rights of property.

"The decision of Judge Hand," he said, "marks in large measure a new departure in law. For twenty years I have felt that the business of piracy in news could be stopped if one evoked the equity side of a Federal court. There was this difficulty about the business; there was much confusion about it, and it was the custom to turn for protection to the copyright statute. It was my belief that the copyright statute was not applicable to it at all, but that the thing should be approached from the common-law right of property, or, in other words, from the point of view that it was unfair competition. There were numerous decisions both in England and in this country upon analogous subjects that confirmed this view, and there were a few decisions that touched the real matter at issue.

"But the practice of piracy in this field had been so universal that it was the belief, not alone among newspaper men, but even among lawyers, that it was by common acceptance permissible, that I found it very difficult to impress any one with my view. For years there have been in practically all of the outlying colonies of England statutes forbidding piracy of news dispatches, and even in the Philippine Islands, under the administration of the American Government, like statutes were enacted.

"Judge Hand's decision is a clear exposition of the equitable right of the Associated Press to the fruit of its labor and a denial of the right of any one to enjoy the fruit of this labor without like effort. It was Lord Mansfield who declared it to be repugnant to natural justice that any one should enjoy the profit of another man's labor, free from the effort involved. While Judge Hand has not technically given the Associated Press a preliminary injunction upon the piracy of Associated Press dispatches after publication, he has expressed his judgment in unmistakable terms that it was entitled to protection."

### PRESS-BOYCOTTS HELFFERICH

German Papers Blame Him for Present News-Print Shortage.

A quarrel between Dr. Karl Helfferich the German Secretary of the Interior, and the Berlin newspapers over the Government's distribution of print paper has been brought to the attention of the public by the refusal of the newspapers at the German capital, with the exception of the socialist newspaper Vorwärts, to print the speech delivered by Dr. Helfferich during the recent budget debate, according to a Berlin dispatch.

The newspapers declare they were unable to print the Secretary's speech owing to the scarcity of paper. In the course of a formal report of the Reichstag proceedings in the various journals here appeared this passage:

"Then Secretary Helfferich made a long speech, the reproduction of which we must suppress in accord with other great Berlin newspapers, owing to the scarcity of paper."

The attention of the Reichstag was called to the action of the newspapers by one of the members, continues the dispatch. In reply, Dr. Helfferich is quoted as saying:

"The paper distribution board which supplies all papers at reasonable prices does not work illiberally and has even allowed a supply beyond the allotted quantity.

"A fortnight ago a number of the Berlin newspapers, among them those which did not publish my speech, made certain requests regarding the paper supply in a petition to the Imperial Chancellor. The reply thereto was to have been submitted to the Chancellor this morning, when this notice appeared in the newspapers. However, the petition will be decided independently of their action regarding my speech."

### TWENTY-SEVEN-YEAR HIKE

Wonderful Walk to Win \$25,000 Newspaper Prize Nearly Ended.

Philadelphia reported a few days ago that the world's leading "globe trotter" was in that city. He is Henri I. Ferrier, who is making a 180,000 mile hike around the world to win a prize of \$25,000 offered by the Globe, of Paris, France, on September 12, 1890, to the pedestrian who completed the journey in twenty-seven years.

The twenty-seven starters were to travel in every country on the face of the earth and secure affidavits from the rulers of various states and nations which they visited. Ferrier says that to-day there is only one other contestant alive, an Italian, who is somewhere in the war zone.

Ferrier has had many thrilling experiences, including adventures with lions and other wild beasts and is now accompanied by a Great Dane, which is said to be the 150th dog which has shared his wanderings. He has filled twenty-five volumes with the required signatures, which have been sent to the Globe, and his journey will end in Washington where he will go to get President Wilson's indorsement.

### Laurentide Dividend Increased

Further evidence of the prosperity which pulp and paper companies are enjoying is shown in the decision of the Laurentide Co., Ltd., to increase its dividend from eight to ten per cent. In many respects the Laurentide Company is the largest and most representative pulp and paper company in Canada, and when a conservatively managed institution of this kind increases its dividend it is very good evidence that the industry is on a sound basis.

### Active in Civic Affairs

Buffalo newspaper men are well represented on the newly appointed committees of the Chamber of Commerce, just announced by President A. A. Landon. Edward H. Butler, publisher of the News, is a member of the canal and national and state affairs committees. Norman E. Mack, proprietor of the Times, is on the latter committee. John D. Wells, managing editor of the News is chairman of the blue book and publicity committees. Other newspaper men on the publicity committee are William S. Bennett, business manager of the Courier and Enquirer; Thomas M. Clark, general manager of the Times;

Finley H. Greene, secretary of the company which publishes the Express, and James D. Warren, vice president of the Commercial.

### Happy Inter-City Frolic

The Press Club of Chicago was host Saturday night to nearly 100 members of the Press Club of Milwaukee. The occasion was one of a series of "inter-city frolics." The Chicago club was presented by the Milwaukee organization with a large silver loving cup. At the head of the visiting club was James H. Skeeves, its president. The entertainment was in charge of William C. Alhauser, of Milwaukee, and Walter H. Wood, of Chicago. Before the festivities began there was joint parade of both organizations, led by a band, through the downtown district.

### To Compel Proper Publicity

The Sixth Oklahoma Legislature, which has just adjourned, enacted several laws designed to aid the small newspapers of the State. Chief among these is that requiring publication in newspapers of specified circulation of notices, citations, etc., heretofore posted on bulletin boards at court houses and other public places. Another requires the publication in newspapers of recognized circulation in every county of the State of the arguments for and against any initiated measure, instead of printing these arguments in pamphlet form for distribution to all qualified voters.

### Changes on St. Louis Republic

Paul W. Brown, editor in charge of the St. Louis Republic's editorial page since May, 1912, has resigned to establish in St. Louis a semi-monthly popular journal of finance, transportation, etc. The resignation of Mr. Brown has resulted in the promotion of two other members of the Republic staff, W. M. Ledbetter, managing editor, who is one of the best-known newspaper men in Missouri, will assume Mr. Brown's duties. Charles E. Heberhart, news editor, will be promoted to the position of managing editor.

### Just One of Many Cases

The Earlville (Ill.) Leader, in the following plaintive paragraph, describes a business tragedy which is being enacted in hundreds of small newspaper offices: "The Leader received this morning twenty reams of print paper, ten pounds heavier than what we have been using, but it was all we could find, and this was secured only after telegraphing twice. It will last us just nine weeks, and the cost is a little over \$10 a week for the white paper alone on which to print the Leader. We have bought paper enough for a week's issue many a time for \$2, so you can see what the printer is up against."

### Woman Advertising Manager

Miss Frances Schlesinger, daughter of the president and general manager of H. L. Schlesinger, Inc., a wholesale confectioner in Atlanta, Ga., has taken up the work of advertising manager for her father's company, Miss Schlesinger stated that she had always been interested in the advertising of her father's concern and was always looking to see how she could improve it. When the opportunity presented itself she took up the work. "I simply cannot sit idly around," she said, "I must be doing something."

### NOT ALL NEWSIES HELPED.

Some Are Demoralised by Street Work, says Charity Expert

BALTIMORE, Md., April 4.—That selling newspapers in the street is the best foundation for a career was negatively discussed here recently by Dr. J. A. McKelway, of Washington, D. C., of the National Conference on Child Labor. He said in part:

"We frequently hear the personal argument that a career, supposedly great, was begun by selling papers on the street, but I often wonder if the disabilities against which such men have struggled, or of which they are unfortunately unconscious, may not have come from the early experience of which they boast. Street work may develop smartness, but it does not lead to wisdom. Gaminhood is more likely to be the open door to the reformatory or the penitentiary than the open portal to real success.

"As a former newspaper man, I want to put this matter of the little street merchants up to the newspapers themselves, and in so doing I should like to acknowledge on behalf of the National Child Labor Committee its obligation to the press of the country for the education of the public concerning the evils of child labor.

"There is no question about the facts—the demoralizing effect of street work on the small boy, and the efficiency of stands and older boys and men in selling papers. Will the newspapers adopt a fourteen-year-limit for all newsboys and adjust the business of selling papers so that it shall no longer involve the sacrifice of boyhood?"

### Club in New Quarters

The Newspaper Men's Club of San Francisco, after spending the first eighteen months of its career in neat but comparatively inexpensive quarters, has removed to new rooms. The sixth floor of the building formerly occupied by the "Pals" Club was remodelled to suit the requirements of the newspaper men. The appointments of the new place are up to date and have a very homelike air. There is an assembly room, card and billiard rooms, a library, and writing room, and a café.

### To Keep Daily Light Shining

The Enterprise Publishing Company, of Waxahachie, Tex., publishers of the Waxahachie Daily Light, has elected directors and officers, as follows: C. W. Simpson, president; C. W. Kent, vice-president; W. A. Ownby, secretary. The directors are: C. W. Simpson, T. A. Ferris, A. M. Browning, J. L. Penn, Lee P. Quate, C. W. Kent, and W. A. Ownby. W. A. Ownby was retained as editor of the paper, with C. W. Kent as business manager, and C. A. Tunnell as city editor.

### Three Rivers Mill Running

A dispatch from Montreal says that the new paper mill of the St. Maurice Pulp & Paper Company, at Three Rivers, Quebec, has begun operations, and the first run on one of the two fifty-ton units proved entirely successful. The capacity of the mill will be one hundred tons, and the second unit of fifty tons will be ready for operation shortly. A sulphite mill which has been built in connection with the news print mill has been in operation several weeks. The St. Maurice Pulp & Paper Company is a subsidiary of the Union Bag & Paper Company, an American firm.

**344,436**

Average net paid circulation

# The New York Times

Daily and Sunday

(Reported to Post Office Department April 2, 1917)

for six months ended March 31, 1917

**344,436**

*—a circulation which represents in one grouping the largest number of intelligent, discriminating and responsive readers ever recorded by a newspaper*

## Record of Growth

The circulation reports of The New York Times to the Post Office Department—as required by law—are as follows:

(Average for six preceding months)

October 1, 1912.....	209,751	April 1, 1913.....	228,534
October 1, 1913.....	230,360	April 1, 1914.....	246,118
October 1, 1914.....	259,673	April 1, 1915.....	298,248
October 1, 1915.....	318,274	April 1, 1916.....	334,744
October 1, 1916.....	340,904	April 1, 1917.....	344,436

### Circulation The New York Times Saturday, March 31, 1917

Metropolitan Dealers.....	225,634
Dealers Elsewhere.....	90,541
Mail Subscribers.....	28,021
<b>Total Advance Sales.....</b>	<b>344,196</b>
Advertising Mail List.....	156
Exchanges .....	91
Downtown Office.....	599
Main Office.....	572
Annex .....	775
Office Use.....	475
<b>Total Net Circulation.....</b>	<b>346,864</b>

*No Returns and No Unsold Copies.*

### 1898—1917 The New York Times Circulation Record

1898 April.....	25,726
1899 ".....	76,260
1900 ".....	82,106
1901 ".....	102,472
1902 ".....	104,330
1903 ".....	105,072
1904 ".....	110,833
1905 ".....	122,310
1906 ".....	126,915
1907 ".....	144,114
1908 ".....	165,155
1909 ".....	176,023
1910 ".....	181,270
1911 ".....	191,452
1912 ".....	225,392
1913 ".....	246,386
1914 ".....	266,616
1915 ".....	317,862
1916 ".....	334,545
1917 ".....	346,864

The advertising rate of The New York Times, 50 cents per agate line, with circulation 344,436, makes the cost one cent a line for each 6,888 circulation—the cheapest, as it is the best, and most effective advertising in the world.

*The New York Times leads all New York newspapers in volume, as well as in character of general advertising.*



**NEWS PRINT TO BRING BIG CROWD TO A. N. P. A.**

**An Adequate Supply at Fair Prices, and Problems of Economy in Conserving Tonnage Under Contract, Will Make Next Meeting Largest in History—Very Prominent Speakers Will Attend.**

More publishers will be in New York during the meeting of the American Newspaper Publishers Association, April 25, 26, and 27, than ever before. The news print situation is the magnet



Geo. C. Boldt.

that will draw them. It is a vital problem to each member, the number who have signified their intention of attending the meeting promises to break all previous records. Not only the matter of news print, but questions of economy as to the conserving of the white paper supply will come up, and will be discussed in all of its phases. The members generally feel that no one man knows it all, and that the experience of the smallest publisher among those who will be present will be valuable. The exchange of ideas that will take place on the floor of the convention this year will be of greater benefit to the members than has ever been the case in the past.

**WHAT PUBLISHERS SEEK LIGHT ON.**

The action of the Federal Trade Commission, the part it will play in the future distribution of news print, the price set, whether or not it will be revised at the end of the first three months, the plans the commission will work out to overcome the freight congestion on the various railroads, in order to keep the supply of news print moving from the mills to the points of destination, are all matters of vital importance to each and every man who will be present. The delay in putting the plan of the Federal Trade Commission into effect will be discussed.

**OTHER PROBLEMS THAT BOTHER PUBLISHERS.**

Then there is the question of raising the price of the papers from one to two cents a copy. A large number of publishers have taken that step, and their experience may determine others to take the same stand in order to conserve their future supply of paper.

With the country at war, and the demand for newspapers growing at an unprecedented rate, the possible increases in circulation promise to outstrip anything ever known in the history of the publishing business. The effect of raising the price from one to two cents, the manner in which it curbs waste,

or the way in which it affects totals, is a matter that will be taken up from every possible angle. Whether it will be necessary to reduce the size of newspapers, curtailing news and features, raising advertising rates to reduce the size of the advertisements, in order that more papers may be printed from the present tonnage, or whether it will be possible to speed up the production of the mills, or place new machines at work, or both, in order to meet the demands that will be made upon the newspapers of the country are questions of the greatest importance that every publisher will want to hear about, and which will bring so many to New York.

These subjects will be of major importance. More attention will be paid to them than to everything else that will be considered on the floor of the convention.

Plans for the convention have not been completed. The committee having the entertainment in charge are still at work. Another meeting will be held Monday. Speakers of national prominence will be present at the banquet to be held on the night of Thursday, April 26, in the grand ball room of the Waldorf-Astoria Hotel. The ball room will be decorated in a lavish manner, and on a scale of magnificence that will outdo every past effort in that line.

Geo. C. Boldt, son of the late George Boldt, who is president of the Waldorf-Astoria Hotel Co., and is personally known to so many of those who visit the city, will follow the custom of his father, in receiving the newspaper men. They will be welcome in



Oscar Tschivky.

his office, and asked to feel as free to visit him as they were with his father, who always took especial pains to see to it that the newspaper men of the United States received the best treatment on the occasion of their annual convention in this city.

Oscar Tschivky, or as he is familiarly known "Oscar," the general manager of the Waldorf, probably knows more publishers than any other hotel man in America. He wouldn't miss the convention for a farm. He understands newspaper men,—knows one as far as his line of vision extends, and knows just what is necessary to please them. For hasn't he planned all the banquets for the A. N. P. A., and talked with pretty nearly every publisher who has ever visited New York? If there is one he has missed, it is because the newspaper man has kept in the background. It's not Oscar's fault. He's there with bells when it comes to entertaining publishers.

William Hamilton, Oscar's assistant, is some entertainer himself. He has an acquaintance among publishers also. They all wander into his office for information during the convention,—and they always get it. If they don't, Mr. Hamilton hunts them up, and asks them what he can do to make their stay more pleasant. It is his business to handle all the conventions that come to the Waldorf-Astoria, and he has had so many of the A. N. P. A. that he looks forward to it every year.

**EVENING MAIL'S ENTERTAINMENT.**

The New York Evening Mail will



William Hamilton.

entertain 700 publishers in the Coconut Grove, atop the New Century Theatre, to witness the Ziegfeld-Dillingham Midnight Frolic, April 26. Outsiders will be barred. Only publishers will be admitted—and then only in case they have a ticket. The show will start at midnight, and while it proceeds the guests will have all they want to eat and smoke. Of course there will be bubble water served. It will be a regular entertainment. It might be stated in passing, however, that there will also be something out of the regular, in that Goldberg, Voigt, and Brinkerhoff, cartoonists, will for the time being become star actors. They are going to give a skit on the news print situation. It is being rehearsed at the present time, and it is said that those who have been privileged to witness it have nearly laughed themselves to death. What will happen when the funny men get their parts down pat, and put over the lines as intended, can only be imagined. Those on the inside in the Mail office say it will be "some stunt." The affair will be totally different from anything else during convention week. No one will arise with the statement that "we have with us to-night." Not at all. It will be all entertainment, all fun, and lots of eats and smokes in the midst of an oasis in that parched period in New York discoverable between the hours of midnight and the time when all good publishers go home.

**Publishers Sell White Waste**

Publishers in the South, who are securing a larger stock of waste paper conserved from the "stumps" of rolls, are finding a ready market by supplying dealers in this class of paper, the stationery stores, and so on. Some make sales through local paper dealers.

A bright smile may turn aside a harsh comment—but why make the comment?

**N. Y. NEWSPAPERS FILE STATEMENTS TO P. O.**

**Figures Show a Gain Generally, but Circulation Would Have Been Greater Had It Been Possible to Get More News Print During the Last Half Year—Some Papers Limit Daily Output.**

Average circulations of the newspapers of New York city for the past six months, compared with October 1, 1916, as filed with the Post Office Department, make an interesting study. Shortage of news print has affected a number of the metropolitan papers. All papers in the city would have printed a largely increased number of copies daily, had it been possible for them to obtain a sufficient supply of white paper. A number are at the present time limiting their daily output. When they reach that point, their presses are stopped.

The figures filed with the Post Office this week, and published in the newspapers, are as follows:

**WHAT THE FIGURES SHOW.**

	Apr., 1917.	Oct., 1916
Journal .....	825,299	816,597
Evening World .....	423,810	404,358
Morning World .....	387,549	398,984
American .....	413,918	383,297
Times .....	344,436	340,904
Evening Telegram .....	204,138	218,463
Globe .....	186,185	171,247
Evening Sun .....	150,439	122,239
Morning Sun .....	147,666	159,690
Evening Mail .....	100,766	101,611
Tribune .....	99,597	99,597
Herald .....	67,717	63,001
B'k'n Standard Union .....	43,209	44,332
Brooklyn Eagle .....	23,682	20,477
Evening Post .....		

**PACIFISTS' ADS REFUSED**

**Washington Post Tells Why It Rejects Anti-War Propaganda.**

WASHINGTON, D. C., April 3.—The question of receiving the advertisements of the pacifists by metropolitan dailies is one of importance here. Whether a newspaper that receives the advertisements of the anti-war propagandists is a patriotic one, is questioned by some. Where the Washington Post stands on this subject is shown by the following announcement which appeared in the Sunday issue of that paper:

"To the Public:

"During the past month the Washington Post has rejected several pages of so-called 'pacifist' advertising, appeals to the unpatriotic minority to hamper and embarrass the President and Congress in the midst of a national crisis, when a united patriotism is demanded as never before in the history of America. The Washington Post takes this occasion to announce that its advertising columns are closed to all those who seek to use them for the purpose of creating sentiment in behalf of the enemies of the United States, in behalf of peace at the price of our national heritage, or to foster class hatred in the United States to the end that, in the event of conflict, a divided and weakened country will face the foe. The Washington Post refuses to sell its columns for any such purpose."

**Pensions for Pressmen**

Pensions will be paid to members of the Web Pressmen's Union who have passed the sixty-year milestone, by the terms of a nation-wide referendum vote, made public in Boston. The system will be patterned on that of the International Typographical Union.



# The St. Louis Star

Again, during March, The Star printed more Local Display Advertising, week days, than the Globe-Democrat, the Republic or the Times. The actual measurements follow:

<b>THE STAR</b> .....	<b>298,044</b>	<b>Lines</b>
The Globe-Democrat.....	218,586	"
The Times .....	197,499	"
The Republic.....	169,086	"

The Star led its nearest competitor, the Globe-Democrat, by 79,458 lines, the Times by 100,545 lines, and the Republic by 128,958 lines.

*This is the EIGHTH consecutive month of continued supremacy of The St. Louis Star over these newspapers.*

The Star's gain in Local Display Advertising in March over the same period last year is 136,143 Lines, which is 4,569 lines greater than the COMBINED gains of ALL FOUR other St. Louis daily newspapers in local display advertising.

*In Total Paid Advertising THE STAR, during March, broke every record in its entire history, and gained, over the same period last year, a greater number of lines than any THREE out of ALL FOUR other daily newspapers COMBINED.*

In Foreign Advertising The Star's gain was greater than the COMBINED gains of the Republic and the Times.

In Classified Advertising The Star's gain was within 4½ columns of the COMBINED gains of ALL FOUR other St. Louis daily newspapers.

## Guaranteed Net Paid 100,524 Circulation for March

More than 82% Local and Suburban

# THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

FOREIGN ADVERTISING REPRESENTATIVES

## STORY, BROOKS & FINLEY

CHICAGO:  
Peoples' Gas Bldg.

PHILADELPHIA:  
Mutual Life Bldg.

NEW YORK:  
Fifth Avenue Bldg.

St. Louis' Best Known Slogan



Reg. U. S. Pat. Off.

**PROVIDENCE TRIBUNE IS HELD IN CONTEMPT**

Judge Brown of United States District Court, Rules Paper Had No Right to Make Disclosures of Investigations Carried on by Federal Grand Jury—Decision Is of Wide Importance.

PROVIDENCE, R. I., April 3.—According to an opinion rendered this afternoon by Arthur L. Brown, judge of the United States District Court, the Providence Tribune is in contempt for the publication of a story early in January, which purported to disclose certain investigations carried on by the United States grand jury.

Judge Brown denied the motion filed in January to dismiss the case brought against the Tribune, and announced that he would hear counsel upon the question of punishment.

The opinion is looked upon by newspaper men as one of great importance, as it considers thoroughly the limitations of the reporter in his search for "inside news," so far as grand jury investigations are concerned, and the publication of stories respecting such investigations by newspapers.

The opinion of Justice Brown, after reprinting the story, which concerned the Federal war on cocaine dealers, said in part:

"That the publication by a newspaper of this city in which a court is sitting of an article tending to obstruct the administration of justice in proceedings pending in that court is within Section 268 of the Judicial Code is so well settled as to require no discussion. [Here followed cases and legal quotations.]

"Interference with the proceedings of a grand jury in the performance of its functions, is as truly a contempt of court as is interference with the proceedings of a petit jury either in the course of a trial or during its deliberations.

**SECRECY IS ESSENTIAL.**

"Secrecy is essential to the proceedings of a grand jury for many reasons. Publicity may defeat justice by warning offenders to escape, to destroy evidence, or to tamper with witnesses. Even when indictments have been found and presented to the court, secrecy is extended until those indicted have been arrested.

"To warn offenders that their conduct is under investigation by a grand jury, that certain witnesses, or documentary evidence against them, are or will be before the grand jury, is especially serious when this warning is given in a conspicuous and sensational way by a newspaper of large circulation. Even when it does not lead to the flight of the offender, it may result in the disappearance of witnesses and of documentary proof, and thus in a failure of the grand jury to secure evidence sufficient for an indictment.

"Secrecy is also required in order that the reputations of innocent persons may not suffer from the fact that their conduct is under investigation, or has been investigated by a grand jury.

"Secrecy is further required for the protection of witnesses who may go before the grand jury and to encourage them to make full disclosures of their knowledge of subjects and persons under investigation without fear of evil consequences to themselves.

Every man ought to be doing something more than making a living.

**POEM AND FOB FOR CAREY ORR**

Nashville Associates Gave Fine Send-Off to Popular Cartoonist.

Nashville, Tenn., evidently has a warm spot in its heart for Carey Orr, for four years cartoonist on the Tennessean and American, who joined the staff of the Chicago Tribune a few days ago

During their last few days in Nashville, Mr. and Mrs. Orr were shown many appreciations of friendship by those who regretted to see them leave. At a staff meeting at the Tennessean and American, Mr. Orr was presented with a gold Masonic watch fob as a little token of the friendship which that paper and its employees have for him. General Manager J. H. Allison made the presentation speech, and Mr. Orr responded feelingly.

The following verses are two of seven in a poem written by S. Waters McGill and read at a meeting of the Nashville Rotary Club as that organization's "Goodby to Orr":

They've a fellow named McCutcheon,  
Carey Orr,  
But we don't think he's got much on  
Carey Orr.

The Tribune may cut some capers  
As the best of big newspapers  
When you get your flag unfurled,  
Carey Orr.

Old Nashville town will miss you,  
Carey Orr,  
And it's bad for us to lose you,  
Carey Orr,

Men like you help make a city,  
Some forget this—more's the pity,  
But you've done your bit and better,  
Carey Orr.

**Blind Newspaper Man Enlists**

Timothy J. Donoghue, of Somerville, Mass., who formerly edited a paper in Mexico City, where he lost his eyesight, is the first blind man probably in the United States to become enrolled for war. Mr. Donoghue, when he learned that a special appeal had been sent out by Judge Leveroni to all Greater Boston members of the bar, decided to volunteer his services. Now he is enrolled as an interpreter. Mr. Donoghue being able to speak five languages, including German, French, Spanish, and Italian.

**GLASS APPRECIATES HENEY**

Tribute to the Fighting Lawyer by the Chairman of the Paper Committee.

"One of the most interesting men I have met in a long time is Francis J. Heney, special counsel for the Trade Commission," said F. P. Glass, editor of the Birmingham (Ala.) News, on his return to Birmingham from Washington, where he conducted the fight against white-paper manufacturers to a successful conclusion. "I was with him quite a good deal during the last days of the white-paper fight. He has the face of the comedian, but one of the keenest legal brains I have ever observed. To watch him in cross-examination is an experience. He leads his witness up by easy stages, until he gets him on a high cliff, then drops him off. All the time there is a half-quizzical smile around the corners of his mouth. He did fine work for the Trade Commission."

**LESS PAGES, MORE ADS IN NEW YORK DAILIES**

Metropolitan Newspapers Show Large Advertising Gain, while Effecting a Saving in the Amount of News Print Consumed During the Month of March.

New York daily newspapers printed 628 less pages during March, 1917, than they did for the corresponding period one year ago. While they effected this saving, they increased their advertising by 274 1/4 pages over the record for March, 1916. This resulted in the publishing of 902 1/4 less pages of reading matter, during the month just passed, than were printed during the same months previous year. The greatest gain in advertising, in pages, was made by the morning papers, as was also the largest decrease in the number of pages of reading matter printed. The detailed figures, showing the gain or loss by the number of pages printed and the pages of reading or advertising matter for the month, appear in the accompanying table, showing the morning and evening group separately, and summarizing the results in three divisions at the bottom. While less pages of reading matter were printed, a greater number of items or stories appeared, and other economies were effected, in the matter of saving space, so that as much, if not more, news was printed during March 1917 than was the case for the corresponding period one year ago.

Writing advertising is like preaching. To hit the mark it must be truthful.

**News Print Economy or Waste of the New York Newspapers**

March, 1917, Compared with 1916. (In Pages)

Compiled by Jason Rogers, publisher of the New York Globe, from figures furnished by Statistical Department of New York Evening Post.

	Total Pages Printed		Gain or Loss.	Morning Papers.			Total Reading		Reading Gain or Loss.
	1917.	1916.		Total Vol.	Vol. of Advertising.	Advertising Gain or Loss.	1917.	1916.	
American	856	938	82 loss	324 1/2	315 1/2	9 gain	531 1/2	622 1/2	91 loss
Herald	852	954	102 loss	275	246 1/2	28 1/2 gain	577	707 1/2	130 1/2 loss
Sun	600	644	44 loss	155	126 1/2	28 1/2 gain	445	517 1/2	72 1/2 loss
Times	882	908	26 loss	431 1/2	383 1/2	48 gain	450 1/2	524 1/2	74 loss
Tribune	610	648	38 loss	182	145	37 gain	428	503	75 loss
World	898	906	8 loss	502	422 1/2	79 1/2 gain	396	483 1/2	87 1/2 loss
Staats-Zeitung	544	614	70 loss	145 1/2	162 1/2	16 1/2 loss	398 1/2	451 1/2	53 1/2 loss
<b>Total</b>	<b>5,242</b>	<b>5,612</b>	<b>370 loss</b>	<b>2,015 1/2</b>	<b>1,802 1/2</b>	<b>213 1/2 gain</b>	<b>3,226 1/2</b>	<b>3,809 1/2</b>	<b>583 1/2 loss</b>

	Total Pages Printed		Gain or Loss.	Evening Papers.			Total Reading		Reading Gain or Loss.
	1917.	1916.		Total Vol.	Vol. of Advertising.	Advertising Gain or Loss.	1917.	1916.	
Journal	566	578	12 loss	277	267 1/2	9 1/2 gain	289	310 1/2	21 1/2 loss
Mail	398	394	4 gain	182 1/2	167	15 1/2 gain	215 1/2	227	11 1/2 loss
Post	578	580	2 loss	152	134 1/2	17 1/2 gain	426	445 1/2	19 1/2 loss
Sun	432	460	28 loss	210 1/2	207 1/2	3 1/2 gain	221 1/2	252 1/2	31 1/2 loss
Telegram	612	556	56 gain	296 1/2	234	62 1/2 gain	315 1/2	322	6 1/2 loss
World	438	446	8 loss	192 1/2	190 1/2	1 1/2 gain	245 1/2	255 1/2	9 1/2 loss
Globe	420	490	70 loss	221	238 1/2	17 1/2 loss	199	251 1/2	52 1/2 loss
<b>Total</b>	<b>3,444</b>	<b>3,504</b>	<b>60 loss</b>	<b>1,532 1/2</b>	<b>1,439 1/2</b>	<b>93 gain</b>	<b>1,911 1/2</b>	<b>2,064 1/2</b>	<b>153 loss</b>

	Total Pages Printed		Gain or Loss.	Brooklyn Papers.			Total Reading		Reading Gain or Loss.
	1917.	1916.		Total Vol.	Vol. of Advertising.	Advertising Gain or Loss.	1917.	1916.	
Eagle	926	1,032	106 loss	323 1/2	344 1/2	21 loss	602 1/2	687 1/2	85 loss
Standard Union	362	454	92 loss	208 1/2	220	11 1/2 loss	153 1/2	234	80 1/2 loss
<b>Total</b>	<b>1,288</b>	<b>1,486</b>	<b>198 loss</b>	<b>532 1/2</b>	<b>564 1/2</b>	<b>32 1/2 loss</b>	<b>755 1/2</b>	<b>921 1/2</b>	<b>165 1/2 loss</b>

	Total Pages Printed.		Total Volume Advertising		Total Pages Reading	
	1917.	1916.	1917.	1916.	1917.	1916.
Morning	5,242	5,612	2,015 1/2	1,802 1/2	3,226 1/2	3,809 1/2
Evening	3,444	3,504	1,532 1/2	1,439 1/2	1,911 1/2	2,064 1/2
Brooklyn	1,288	1,486	532 1/2	564 1/2	755 1/2	921 1/2
<b>Total</b>	<b>9,974</b>	<b>10,602</b>	<b>4,080 1/2</b>	<b>3,806 1/2</b>	<b>5,893 1/2</b>	<b>6,795 1/2</b>



**TWO HUNDRED AD MEN AROUND FESTIVE BOARD**

Western Agents' Association Hears Men of National Prominence Discuss Improvement Through Standardization—Use of Newspapers for Marketing Government Bonds Is Recommended.

The first annual business and better advertising dinner of the Western Advertising Agents' Association was held Friday evening, March 30, at the Hotel LaSalle, Chicago. More than 200 people were present.

Men of national prominence in the different avenues of advertising addressed the meeting, and the evening was largely devoted to a serious discussion on the improvement and standardization of advertising agency service by closer cooperation and work with publications and other advertising mediums.

Wm. H. Rankin, president, presided. Wilbur D. Nesbit was toastmaster. Addresses were made by the following well-known advertising men: Advertisers—Louis A. Bruch and Paul Latzke; newspapers—Wm. A. Thomson and Courtland Smith; magazines—Guy C. Pierce; farm papers—S. R. McKelvie; trade papers—H. A. Tupper; foreign language newspapers—Louis N. Hammerling; Audit Bureau of Circulation—Russell R. Whitman.

O. H. Blackman and W. C. A'Arcy talked from the agencies' viewpoint. President Rankin made a report on the conference of the advertising men with the Cabinet at Washington a few days previous, concerning the service which the men in the advertising business are preparing to render the Government during the war crisis in securing recruits and marketing Government bonds through advertising, the most economical and most surely successful method of modern times. A resolution was adopted endorsing this report. A special note of thanks was also given to the members of the National Advertising Advisory Board for their patriotic efforts.

**GREAT WORK IN TWO YEARS.**

Mr. Bruch, of the American Radiator Company, stated that the Western Advertising Agents' Association had done great work during the past two years, first under Mr. Clague's leadership, and during the past year under Mr. Rankin's direction. This organization, he said, was very largely responsible for the big success of the Audit Bureau of Circulations. He stated that he endorsed the idea presented by Mr. Rankin in a talk at the A. B. of C. meeting of the Chicago Advertising Club, in which he suggested that because of the fact that advertisers and agencies had insisted upon having the books of publishers audited that it was no more than right that the agencies, accounts should be audited and reports given to the advertisers and publishers annually—to see that their business was run on the same high-grade basis that most publishers handle their business. He stated that 70 per cent of the present members of the Western Advertising Agents' Association were also members of the A. B. C., and extended a cordial invitation to the balance to join.

**Wants Topics Suggested**

Members of the Southern Newspaper Publishers' Association have been requested to suggest topics for discussion at the fifteenth annual convention, to be held June 9 to 11.



*Burt Thomas*  
 cartoonist of "Detroit News."

**LITTLE TRAGEDIES OF A NEWSPAPER OFFICE**

It's a long way from the day when one draws diagrams of a murder with "X" to mark the spot where the body was found by the ham-footed police police, to a position on the front page with a cartoon that rings the bell every day. That's the route travelled by Burt R. Thomas, cartoonist of the Detroit

(Mich.) News. He used to make chalk-plate portraits for the Cleveland Press when a fellow had to combine the ability of an artist with that of an excavator and a bellows in order to complete his task. That was fifteen years ago. Afterward he went into the commercial game, but the lure of the newspaper was too much for him. He

simply couldn't stay away. Not even if he wanted to, for editors have a way of keeping after a good man. Ten years ago he went to the Detroit News, since which time he has been busily engaged in driving away the blues. The readers of that paper look for Thomas in every issue. He keeps them guessing what he will do next.

**Y. M. C. A. AD CLASS GRADUATES**

**Fifty Members, with Instructors and Speakers, Enjoyed Banquet.**

The 1917 class in advertising at the Twenty-third Street Young Men's Christian Association in New York celebrated the completion of the year's work on Wednesday evening with a dinner at the Hotel Breslin, in New York. The fifty members of the class, with Frank Leroy Blanchard and Harry W. Doremus, the instructors, and a few guests comprised the party. It was announced that not only had the entire class completed the course under Mr. Blanchard, but that the majority of the members of the class had also taken the international examination in advertising the night previous.

There were three speakers at the banquet: Merle Thorpe, editor of the Nation's Business; Bruce O. Bliven, of the editorial staff of Printers' Ink, and George W. Hopkins, vice-president of

the American Chicle Company. A musical programme was also rendered under the direction of Theodore Morse.

**Sporting Legion for War**

The Evening World, of New York, has undertaken the organization of a "New York Sporting Legion" for possible use by the Government in the impending war with Germany. The idea, as expressed in the columns of the World, is to enroll as many members as possible of the Amateur Athletic Union, which has a membership of upwards of 150,000. Blanks are being printed daily in the Evening World and the athletes are being requested to send in their names. Officials of the A. A. U. have endorsed the plan.

**Daily Enters Fourth Year**

Celebrating the third anniversary of the founding of the Dallas (Tex.) Evening Journal, all employees of the Dallas News and the Evening Journal, published at Dallas by A. H. Belo & Co., were

guests of the publishers at a banquet on the evening of April 4. The Evening Journal was three years old on April 1. About three hundred employees of the company were present, and numerous toasts to the management and to the "husky youngster of three" were given.

The man who embarks on a business venture with a round trip ticket, usually gets back to the point from which he starts.

**S. Roland Hall Makes Change**

S. Roland Hall, advertising manager of the Alpha Portland Cement Company, Easton, Pa., has been appointed to a similar position with the Victor Talking Machine Company. He will succeed H. C. Brown, who was recently made assistant to Louis F. Geissler, general manager of the Victor company. Mr. Hall's appointment will date from May 1. His successor with the Alpha company has not been chosen.

## NEW YORK NEWSPAPERS CUT NEWS PRINT USE

**Elimination of Return Privilege, Reducing the Width of Pages, and Reduction in the Size of Heads, Makes It Possible to Lower Paper Bills and Save Money—What the Mail and Globe Have Done.**

New York newspapers are adopting the most drastic economies to conserve their news print supply. The evening papers are all on a non-returnable basis, as are practically all in the morning field. Outside of the metropolitan district the evening newspapers sell for two cents a copy, which is the case with the morning papers also.

The proposition to raise the price of all to two cents a copy is still being considered. It has not been settled, because of the attitude of at least one of them in holding back.

### REDUCES WIDTH OF PAGES.

Savings have been effected in other directions. In the case of the Evening Mail, the size of the sheet has been reduced from 73 to 71½ inches in width. This has been accomplished by George H. Larke, who studied the problem, by the use of the dry mat in one case and in reducing the width of the rings and clips on the presses in the other. The dry mat shows a shrinkage in the width of the page of one-quarter of an inch. The sheet being four pages wide, this gives a reduction of one inch. There is a reduction of one-eighth of an inch on the rings and clips, amounting to another half inch, which gives the saving of 1½ inches. If the mill would furnish 71-inch paper, instead of 71½, it would be possible by changing the bevel of the rings and clips from an angle of approximately 45 to 60 degrees, to gain the extra half inch. There is no lengthwise shrinkage in the use of the dry mats on the Evening Mail, due to the manner in which they are kept. Before used they are placed in a humidifier for twenty to twenty-four hours, the water in the bottom being held at a temperature of 90 degrees. The mats stand on edge, in specially prepared holders. The temperature is reduced by running in cold water in place of warm later on, and after several hours, the mats are packed together until ready for use.

### SAVING EFFECTED.

By reducing the total width of the roll from 73 to 71½ inches a saving of 2 per cent. in the amount of paper is effected. This means that the Mail can print 3,600 more copies from the same tonnage—that it may increase the daily run without increasing the amount of paper consumed. The cost of making the change was about \$200 a press.

Paper rolls are not allowed to stand on end in the Mail office. The rolls are received on an elevator that comes up through the sidewalk to the level of the truck, and is large enough to admit of the paper being rolled onto it. The paper rolls from the "lift" to the scales, after which it is transferred by an overhead track to the storeroom. As a result of not standing the paper on end, wastage is reduced from 4½ to 2½ per cent. The greatest damage to rolls happens in bruising the extreme outer edges, where there is the greatest wrap of paper, and hence the greatest waste, if the edge is damaged.

### GAIN IN READING MATTER.

On the New York Globe, Jason Rogers has gained four lines to the column by the use of 8-point running heads, which makes it possible to print 300 lines to the column, instead of 296 as formerly.

This, in a 16-page paper, means the gaining of 1½ columns of reading matter or advertising, and helps in preventing the insertion of an extra sheet. The size of nearly all the heads used in the Globe has been cut, the use of leads reduced from 70 to 80 per cent. box heads eliminated, cut-off rules reduced from 4 to 2 points, and space otherwise economized. By following this method strictly, more reading matter is printed in fourteen pages than formerly appeared in sixteen pages of the Globe on the same standard allowance. Mr. Rogers decides on the number of columns of reading matter he wishes to print, and by the practice of the most rigid economies gives his subscriber the same amount of reading matter, and still keeps within his news print tonnage.

"During the month of March," said Mr. Rogers, "we used 720 tons of paper as against 953 in March, 1916. In spite of this fact our net average daily sale was over 200,000 a day up, and we earned several thousand dollars more money and printed 41,000 less lines of advertising."

"Here was an economy of 23½ per cent. in the use of print paper, which if equalled by all other newspapers in the country would over-night produce a seller's market in place of a buyer's market."

"We have passed the time when all old-fashioned notions or ethics control. We have daily refused advertising that would force us to a larger paper than we can stand, and we have limited our print without any serious effect."

"I fully realize that such a process is repulsive to most newspaper men who think they are not playing the 'newspaper game' unless they print all the papers they can sell and take all the advertising they can get. But that day has passed, I firmly believe. The old competitive conditions are a relic of barbarism and must pass. The publishers who to-day are seeking to establish new records in advertising and circulation will suffer later for their own folly."

"I have taken our big advertisers into my confidence and I find them responsive to the news print economy programme as opposed to radical advances in advertising rates which is the only other way out."

"I sincerely wish that I could show these things to more publishers willing to 'do their bit' than by printed word, for I know from successful experience that the problem of cutting and cutting deep is not half as hard as it looks."

"Cutting down tonnage is the only answer. That is the only way out. It may be done in various ways and any way is justified."

Whether it's worth while to set the clock depends on whether you'll get up when the alarm rings.



## MANY CANDLES WERE ON DAILY'S BIRTHDAY CAKE

**Mount Vernon (N. Y.) Argus Celebrates Twenty-fifth Anniversary by Giving a Dinner and Issuing a Special Edition—Presentations and Speeches Also Marked Happy Event.**

The Mount Vernon (N. Y.) Daily Argus celebrated its twenty-fifth anniversary on Saturday, March 31, with a special edition and dinner for the employees and their relatives. The Argus is the only daily published in Mount Vernon, which is located east of Yonkers and north of New York; therefore the celebration assumed somewhat of the character of a city event.

The progress of the Argus from its birth in 1892 to the present day was sketched in a special article, showing the ups and downs experienced and outlining the policy followed by the paper. Another article recounted reminis-

cences. A special sixty-two-page illustrated supplement on calendered paper was also issued, giving a complete history of the city and of the Argus.

The dinner was given in the Masonic Temple, all of the staff, together with wives and sisters, being present to the number of fifty. At the guest table sat Mark D. Stiles, president; F. A. Merriam, treasurer, and M. S. Porter, secretary of Stiles & Merriam, Inc., owners of the paper. The table was decorated with an immense birthday cake studded with twenty-five candles, which were lighted during the evening. Many of those present had been with the paper for more than five years, and one for twenty years.

During the evening Mr. Merriam was presented with a cane, and Messrs. Porter and Stiles with silver cigarette cases, all suitably engraved with the recipients' initials and the dates 1892-1917. The speechmaking was started by Mr. Merriam, and during the evening nearly every man present was given an opportunity to say what was on his mind.

### Direct Appeal Method

Acting on the appeal of Secretary of Navy Daniels, the Victoria (Texas) Advocate is publishing the names of all single men in Victoria county between the ages of 19 and 26 with a strong appeal to them to heed their country's call and enlist in the navy.

### Returns to Hearst Organization

S. L. Meulendyke, who for the last year and a half has been with Collier's Weekly, and prior to that with the Boston American, has joined the circulation department of the New York American.

1892 25th Anniversary 1917

The Admitted Leading Newspaper in a County of Over 400,000 people, the County Being the Fourth Richest in New York State.

# THE DAILY ARGUS

Established 1892

MOUNT VERNON, N. Y.

Superior As A Business Producer  
Because

It Is The Only Newspaper Published in The City  
It Serves a rich buying and discriminating yet generous constituency of 75,000 daily.

The Argus has the largest cash in advance and paid on delivery circulation in the county, subject to verification by

### A. B. C. AUDIT

The Argus is a model home newspaper in every sense of the word, is read by every member of the household. The Argus is a strong local newspaper, as it reports all city and vicinity happenings of a social, business and political nature daily.

Published by  
STILES & MERRIAM

11-13 3rd Avenue, Mount Vernon, N. Y.

Foreign Representative  
GEO. B. DAVID & CO.  
171 Madison Avenue, New York City

1892

1917



## UNIVERSITY SERVES EDITORS

Oklahoma School of Journalism Publishes Paper for Newspaper Men.

The University and Editor, a unique combination of clip-sheet and editors' and publishers' newspaper, established this year by the Oklahoma School of Journalism as an experimental means of reaching the newspaper men of the State, has proved to be more successful than anticipated. It is not only the organ of the Oklahoma Press Association, carrying the official notices of that organization to its members, but it serves as a medium for the sale and exchange of newspaper plants and equipment, gives the news and gossip of the fraternity, and makes suggestions for the improvement of news, editorials, advertising, and circulation.

Besides reaching the publishers and serving their various needs, the sheet is able to help the University by placing important news concerning its work in a large number of newspapers. The problem of getting publicity has been greatly simplified through the University and Editor. Chester H. Westfall, instructor in journalism, is editor of the publication, which is issued weekly.

## NEWSPAPER ADVERTISING BEST

County Fair Secretaries Listen to Talk on Publicity Methods.

In a questionnaire sent to the secretaries of nearly 200 county fairs in twenty-four States, 92 per cent. of the answers received said that paid newspaper advertising was successfully used, while 60 per cent. of the secretaries said that their heaviest item for publicity was in newspaper advertising. This was the report given by George A. Starring, professor of agricultural journalism and advertising at the South Dakota State College, before the recent annual meeting of county fair secretaries, at Huron, S. D.

Mr. Starring reported that 50 per cent. of the replies indicated that billboards were used, while nearly the same number stated that they found it profitable to use motion-picture slides. However, a majority of the really successful fairs pin their greatest faith to paid newspaper advertising in their efforts to get good crowds.

## BACON SENT TO PRISON

American Newspaper Man Pleaded Guilty to Participating in Conspiracy.

George Vaux Bacon, an American newspaper man who was arrested in England and sentenced to be hanged as a spy, has been sentenced to a year and a day in Atlanta Prison by Federal Judge Van Fleet, after he had pleaded guilty to the charge of participating in a conspiracy set on foot on American soil against a friendly nation.

Bacon, who was sent abroad ostensibly as a correspondent, was accused of forwarding to Germany military information, on plans made by Carl Wunnenberg and Albert O. Sander, who pleaded guilty of a similar charge and were sent to prison for two years and a half.

Bacon was returned to the United States by the British Government to be used as the chief witness against Sander and Wunnenberg.

Bacon said he believed he was guilty of obtaining money from the German Government under false pretences when he accepted funds from Wunnenberg and Sander, as he had no inclination to become a spy.

## GERMAN PAPER FOR U. S.

New Yorker Herald Says All Should Stand by Flag.

The New Yorker Herald, one of the leading German newspapers of the East printed on Wednesday morning on its front page an editorial article entitled "The Duty of American Citizens," in which it declares that "if war is declared against Germany it shall never be said that an American citizen of German birth or descent was derelict in his duty to the flag." The editorial goes on:

"We sincerely hope that before Congress convenes cooler counsel will prevail and that the United States will not be forced into the conflict. But should the United States declare war against Germany we will show the world that the oath of allegiance which all American citizens, whether of birth or adoption, have taken, still holds without any additional declaration on our part, and that as between our native and our adopted lands, love for and allegiance to our adopted land is supreme. And our actions will show that our words are sincere."

## HIS ENLISTMENT A SCOOP

Fort Worth Record Reporter Secured Beat by Recruiting.

The shock that Abou-ben-Adhem experienced when he was awakened by the angel had nothing on the surprise that Guy D. Wilson, a young reporter, furnished the editor of the Fort Worth (Texas) Record.

Wilson was sent to visit recruiting stations and bring in the names of men enlisted that day. After a call at the United States Marine Corps he decided he would give up newspaper work and follow the fortunes of the "soldiers of the sea." He sent his report back to the editor by messenger.

The following edition of the Record published a long list of recruits, and—"Lo, Guy Wilson's name led all the rest."

## HELD REUNION OVERSEAS

Khaki Members of Winnipeg Telegram Met in Folkestone.

Old members of the Winnipeg (Canada) Telegram editorial staff held an interesting reunion abroad recently, when Capt. E. F. S. Mather, who previous to the outbreak of war, held the position of city editor, and Mrs. Mather, entertained at their home in Folkestone fellow-workers of Capt. Mather on the staff of the Telegram, who have laid down the pen to take up the sword. Those who attended were Capt. A. E. H. Coe, Lieut. K. T. Creighton, who has since joined a Winnipeg battalion on the firing-line; Lieut. C. W. McQueen, who is slowly recovering from wounds, and Mollie Glenn. Members of the staff now overseas and invited, but who were unable to be present, were Lieut. C. J. McGillivray, Lieut. H. B. Boreham, confined to hospital; Sergeant Howard Wolfe, prisoner of war in Germany; Sergeant Shannon Cormack, Sergeant A. E. Gorman, and Fred Cruise, in France.

## Japan Paper Co. Grows

The Japan Gazette reports the increase in capital stock of the Fuji Paper Manufacturing Company from \$5,234,250 to \$10,468,500. The shareholders are permitted to subscribe for as many shares as they hold of old shares. The new fund will be used principally for extending the plants. The Company makes news print.

## Confidence Justified!

The President has spoken, and his voice is the voice of the American people, his thought is their thought and his inspiration their impulse.

He expresses the largest confidence in the loyalty of German-Americans, and this is already justified in the response of the German-American press.

Quoting from the editorial columns of THE NEW YORK STAATS-ZEITUNG of March 26th, 1917:

*"Secretary of the Navy Daniels has called the attention of The New York Staats-Zeitung to the fact that the Navy needs new recruits for the ships in reserve. This is an opportunity for the young men to do real service for our country.*

*"We are convinced that this appeal to the sons of our citizens of German blood will not be made in vain. They are the men whose duty it will be to defend their country in a crisis like the present, and who will gladly do their duty as their fathers did in 1861."*

This is merely further evidence of the thoroughly American spirit of THE NEW YORK STAATS-ZEITUNG. It always was first to champion American ideals and principles.

It is a worthy American newspaper and an advertising medium of known value.

It has the most complete news service among American newspapers. All three of the great international news bureaus serve THE NEW YORK STAATS-ZEITUNG—Associated Press, International News and United Press. This is in addition to its regular staff of correspondents and writers.

**New-Yorker Staats-Zeitung**

Member

American Newspaper Publishers Association.

Audit Bureau of Circulations.

# EDITORIAL

## HISTORY IN THE MAKING

**I**N his address to the Congress the President has made visible and vivid for the peoples of the world, and for our posterity, the thought, the faith, and the resolve of the men and women of the Great Republic.

He has fused and unified the national will through voicing it in phrases of unmatched clarity and force—and has thus transmuted the national will into the national purpose.

In support of that purpose—that the reign of law shall not come to an end in the world—stand a nation of freemen, determined and uncompromising.

## A NATIONAL EMERGENCY

**C**ONGRESS should vest in the Federal Trade Commission, at once, authority to enforce, rather than merely to request, the adoption by the news print manufacturers of business policies clearly demanded in the public interest.

The Commission has developed the fact that the "shortage is largely artificial"; that exorbitant prices have been chiefly due to manipulation. It has established the contention that through the diversion of machines intended for the manufacture of news print to other grades—temporarily even more profitable—the output of the mills has been so regulated that this "artificial shortage" has been maintained. Yet, in the light of these facts, brought to the surface through a thorough investigation of the industry, the Commission is able only to URGE manufacturers—not to DIRECT THEM—to adhere to reasonable prices and to speed up production to meet the demand.

Publishers are asked to make further drastic economies. The members of the A. N. P. A. are told, through their official bulletin, that they must place news on a 30 per cent. basis—that they must eliminate features, supplements, special matter. They are urged to cut their PRESENT CONSUMPTION of white paper 25 per cent. They are told that the industry faces a shortage under present conditions of 400,000 tons.

With the entrance of the United States into the great world war, demands for space for news will be mandatory. **THE NATIONAL WELFARE DEMANDS THAT THE NEWSPAPERS SHALL NOT BE HANDICAPPED IN THEIR TASK OF GIVING TO THE PEOPLE THE FULL RECORD OF THE PART BEING PLAYED BY THE NATION'S FORCES IN THE GREAT WAR.** To assert that newspapers may effectually serve the public interests when compelled to restrict their space for news and text matter to 30 per cent. of their total space is to utter sheer nonsense.

To prescribe, as a remedy for the "artificial shortage," that feature-matter be eliminated from newspapers is to recommend to publishers a wholly suicidal policy. Features, developed through years of patient endeavor to make them useful, and which have won for newspapers **DISTINCTIVENESS** and **THE ASSET OF ESPECIAL VALUE**, may not be thrown aside without **IMPAIRING THE CAPITAL INVESTMENT IN A NEWSPAPER PROPERTY.** Yet publishers are asked to sacrifice their enterprises, to annul long years of constructive work, because the Federal Trade Commission is not permitted to say to the manufacturers "THOU SHALT!" The Commissioners should be empowered to direct the manufacturer who is still working to maintain the artificial shortage: "You are equipped to produce a certain tonnage of news print. You are not producing it. The public interest, the national welfare, require that you shall produce it and sell it to your customers at a fair profit. Get busy."

Economy in the use of news print is imperative, but there is a point beyond which it cannot go, and must not go. There is a point beyond which curtailment of consumption means a weakened and characterless newspaper, which would be a national calamity.

In his historic address to the Congress, President Wilson, referring to the evils of concealed intrigue in autocratic governments, said: "They are happily impossible where public opinion commands and in-

*"Yet I doubt not through the ages one increasing purpose runs, and the thoughts of men are widened with the process of the suns."—Tennyson.*

sists upon full information concerning all the nation's affairs."

The President thus places the influence of a free press properly among the factors essential to the life of a democracy. The supreme opportunity for national service faces the press of America. That opportunity cannot be met with an adequate measure of public service if the newspapers are to be crippled through a manipulated shortage of white paper.

The Federal Trade Commission, given the power, can end the shortage quickly, through **DIRECTING MAXIMUM PRODUCTION BY THE MILLS.** Congress should, as a war measure in the national interest, give to the Commission that power!

Publishers should immediately, in the public interest, get in touch with their representatives in Congress and their personal representatives in Washington, and urge that remedial legislation be adopted without delay.

## VOLUNTARY CENSORSHIP

**T**HE regulations formulated by the State, War, and Navy Departments "relative to censorship," and which newspapers are asked to adopt voluntarily, pending the enactment of a censorship law by the Congress, may be accepted as outlining the views of the Government and as indicating the probable scope of special laws which would quickly follow a declaration of war.

There will not be much fault found with five of the regulations as outlined, as they are practically in effect now in all newspaper offices. But there is ground for objection to the sixth regulation, which says:

"It is requested that no information, reports, or rumors **ATTRIBUTING A POLICY TO THE GOVERNMENT** in any international situation, not authorized by the President or a member of the Cabinet, be published **WITHOUT FIRST CONSULTING THE DEPARTMENT OF STATE.**"

The regulation is phrased with diabolical cleverness. "Attributing a policy to the Government" is a phrase well calculated to disarm criticism of the regulation. It is well known to newspaper men that policies attributed to the Government are almost always policies in active contemplation by the Government. And it is also a fact that many a foolish governmental policy has died in its infancy simply through having timely light thrown upon it.

This corrective and constructive service of the press would be hampered through the acceptance of such a regulation as now proposed. For such a regulation would prevent the revelation and discussion of a Government policy **UNTIL SUCH TIME AS IT SHOULD PLEASE THE STATE DEPARTMENT TO PERMIT SUCH DISCUSSION.** It would shield a bungler from criticism and interference until he had put his bungling policy into full effect. It would thus destroy one of the most useful of the public-service functions of the press.

Newspaper men should see to it that no such grim "joker" as this sixth regulation should creep into any proposed censorship law. It is becoming obvious that if the freedom of the press to usefully serve the nation is to be preserved, its preservation must be the work of the newspaper men themselves. The constitutional guarantee seems to weigh very lightly with some of our public servants.

**A**S the annual convention of the A. N. P. A. draws near the membership of this representative body is showing gratifying growth. The A. N. P. A. does not bar the "smaller publishers" from membership. They are welcomed—and membership yields to them quite as substantial benefits, comparatively, as to the publishers of the larger papers. There should be many new faces seen at the coming convention in this city.

## THE NEWSPAPER BUSINESS IN WAR-TIME

**U**NCLE SAM'S reliance upon his third arm of defence—a free press—is already manifest. Ships and guns must be manned—and the supply of man-power must be stimulated through the newspapers. Without a free press our only recourse would be immediate conscription. With the aid of his third arm of defence Uncle Sam may be able to avoid conscription—even though some form of universal military training may have to be adopted.

The extent of the patriotic service possible to the newspapers is measured by the greatness of the nation's emergency. The full light must be kept on events, that their meaning may be understood by the people. In a Government OF the people the newspapers must see to it that Government is BY the people and FOR them.

The Canadian Government has recognized from the first that the newspapers constituted a third arm, and that arm has been systematically strengthened. The Canadian Government has proceeded on the idea that for useful service the newspapers should be adequately paid—and that, because of their important rôle in the national war task, they should receive Government protection and coöperation. The Government has bought newspaper advertising space in just as systematic a way as it has bought munitions and supplies. And, in the final reckoning, it will be made plain that the advertising investment was quite as profitable as any other investment in connection with the war.

Uncle Sam will become a great advertiser—and he will see to it that his newspaper press is freed from the menace of ruinous charges for white paper and supplies. He will see to it that this third arm of his is not tied to his side through economic paralysis or rendered weak and futile through censorship restrictions.

To come to the purely material consideration, the making of newspapers in war times will not be a disastrous business enterprise. We shall have no sudden stoppage of business activities, no financial panic, no prolonged period of business uncertainty. We have been, in effect, in a state of war for some time. The formal declaration does not come as a shock to the people—it has been anticipated and is welcomed by the great majority of the people, who realize that it was inevitable and necessary.

It will be a period of commercial activity, with **HIGH PRICES** ruling for all commodities and for services. The average of earnings will keep pace with the average of commodity prices. There will be little unemployment—none at all after conditions become normal. And by normal is meant war-time normal—such conditions as prevail in Canada and Japan now, although tempered for us because of our greater industrial and financial strength. Newspapers will prosper after they have adjusted themselves to the economic changes brought about by war.

Advertising rates will be higher, and advertising revenues greatly increased. Subscription prices higher, and circulations limited only by the supply of white paper available. The penny newspaper will practically disappear. This has already been assured by economic conditions in peace times. War will hasten the event.

**T**HE work that is being done by A. G. McIntyre, special representative of the Paper Committee of the A. N. P. A., will not be properly appraised for another year or so—because its extent and usefulness will not be generally known in the meantime. Mr McIntyre is not working to the accompaniment of a brass band. He has set for himself the accomplishment of some difficult and important tasks for the permanent relief of the publishers from oppressive prices and shortage of supply—and he is working at these tasks with fine energy and intelligence.

**N**EW YORK newspaper men accepted the assignment to cover the trip of the first armed American passenger ship through the "barred zone" with as little fuss as though assigned to cover a fire. Yet the assignment was one involving a game of dice with the Grim Destroyer. Incidentally—and happily—the newspaper men won. But the peril was faced without flinching—just as nine out of ten newspaper men would have faced it, if called upon.



# PERSONALS

**NEW YORK.**—Erwin Wardman, publisher of the New York Sun, returned to New York after several weeks spent on the Pacific Coast.

B. H. Ridder, publisher of the New York Staats-Zeltung, returned to his home in New York this week from a business trip to Washington.

Mrs. Honore Willis, novelist and editor of the Delineator, is spending some time in Savannah, Ga., where she is making a special study of community health problems and infant mortality.

Miss Zoe Beckley, of the New York Evening Mail, is in Savannah, Ga., writing her impressions of that city, having previously visited Philadelphia, Baltimore, Washington, D. C., Raleigh, N. C., and Charleston, S. C.

Fire Commissioner Robert A. Adamson, of New York city, is with his brother, Tilden, visiting Savannah, Ga. He was formerly city editor of the Atlanta (Ga.) Constitution, and came from Atlanta to join the staff of the New York World.

Marie de Sarlabous has been appointed New York correspondent for *Epoch*, one of Madrid's greatest newspapers. Mme. Sarlabous's work will be chiefly of an editorial or essay nature in that she will confine her contributions to reviews of the opera, musical and dramatic offerings; new books and new achievements in the art world. She will not attempt to cover what is ordinarily termed "news," but personal notes of especial interest to Spanish readers will be included in her correspondence.

**OTHER CITIES.**—H. D. Jacobs, former manager of the United Press at Dallas, Tex., but who resigned from the U. P. to join the staff of the Dallas (Tex.) Evening Journal, has reentered the employ of the United Press. Mr. Jacobs has been assigned as manager of the bureau at Detroit.

Joe O'Brien, who has been State House reporter on the Oklahoma City (Okla.) Times, has been appointed private secretary to Gov. Robert E. Williams.

Clinton M. Garrett, formerly with the Chicago Daily News, is now making his headquarters in Detroit, where he represents the Fordowner for Michigan and Ohio.

Richard S. Wood has resigned as a director and advertising manager of *Forest and Stream*. Mr. Wood is enjoying life for the present at his country home in White Plains, N. Y.

Theodore A. Huntley, a Pittsburgh newspaper man, has been appointed secretary to Congressman Guy E. Campbell, of the Thirty-second Pennsylvania District.

Jerome D. Barnum, general manager and treasurer of the Syracuse (N. Y.) Post-Standard, is rejoicing over the arrival of Jerome D., Jr., an eight-pound addition to his family.

Reed Moyer, advertising manager of the May Company of Cleveland, has resigned to accept a position as general manager of a department store in one of the Eastern cities.

Wilbur C. Hawk became advertising manager of the Atchison (Kan.) Globe on April 1.

H. H. Pease, for five years past editor of the Beemer (Neb.) Times, has resigned his position, and taken up the work of mail carrier in Beemer.

A. F. Sanford, publisher of the Knoxville (Tenn.) Journal and Tribune is one of those behind a movement for the

## An Easter Sermon By The President

**WE** are at the beginning of an age in which it will be insisted that the same standards of conduct and of responsibility for wrong done shall be observed among nations and their governments that are observed among the individual citizens of civilized states.

We have no quarrel with the German people. We have no feeling toward them but one of sympathy and friendship. It was not upon their impulse that their Government acted in entering this war. It was not with their previous knowledge or approval.

It was a war determined upon as wars used to be determined upon in the old, unhappy days, when peoples were nowhere consulted by their rulers and wars were provoked and waged in the interest of dynasties or of little groups of ambitious men who were accustomed to use their fellow-men as pawns and tools.

Self-governed nations do not fill their neighbor states with spies or set the course of intrigue to bring about some critical posture of affairs which will give them an opportunity to strike and make conquest. Such designs can be successfully worked only under cover and where no one has the right to ask questions.

Cunningly contrived plans of deception or aggression, carried, it may be, from generation to generation, can be worked out and kept from the light only within the privacy of courts or behind the carefully guarded confidences of a narrow and privileged class. They are happily impossible where public opinion commands and insists upon full information concerning all the nation's affairs.

A steadfast concert for peace can never be maintained except by a partnership of democratic nations. No autocratic government could be trusted to keep faith within it or observe its covenants. It must be a league of honor, a partnership of opinion. Intrigue would eat its vitals away; the plotters of inner circles who could plan what they would and render account to no one would be a corruption seated at its very heart. Only free peoples can hold their purpose and their honor steady to a common end and prefer the interests of mankind to any narrow interest of their own.

We are now about to accept gage of battle with this natural foe [autocratic government] to liberty, and shall, if necessary, spend the whole force of the nation to check and nullify its pretensions and its power. We are glad, now that we see the facts with no veil of false pretence about them, to fight thus for the ultimate peace of the world and for the liberation of its peoples, the German peoples included; for the rights of nations great and small, and the privilege of men everywhere to choose their way of life and of obedience.

The world must be made safe for democracy. Its peace must be planted upon the trusted foundations of political liberty.

We have no selfish ends to serve. We desire no conquest, no dominion. We seek no indemnities for ourselves, no material compensation for the sacrifices we shall freely make. We are but one of the champions of the rights of mankind. We shall be satisfied when those rights have been made as secure as the faith and the freedom of the nations can make them.

\*An extract from the address of the President of the United States to the Congress.

erection of a large new hotel in Knoxville.

Sidney R. Cook, for the past ten years editor and publisher of the Weymouth (Mass.) Times, has placed his Weymouth interests in the hands of City Editor Arthur Davis and moved to Montreal. Mr. Cook has purchased an interest in Canada's Monthly, and is now employed as managing editor. He was formerly connected with Collier's Weekly.

James Burke, of the staff of the Quincy (Mass.) Patriot and Ledger, has quit his newspaper career for a time to act as secretary to Mayor Whitton.

Ray Garrison, formerly of the Des Moines (Ia.) News, and Jack Luddy, late of the Salt Lake Herald-Republican and Omaha Bee, are new members of the staff of the Moline (Ill.) Dispatch.

Farley A. Dare, editor of the Walker (Minn.) Pilot and member of the State Legislature, has gone to the Mayo Hospital at Rochester, Minn., and may undergo an operation. He has been ill several months.

R. B. Cappbell, exchange editor of the Minneapolis Journal, and Ted Nelson, former cartoonist of the St. Paul Pioneer Press, have been commissioned

officers in the Naval Reserve; the former as junior lieutenant and the latter as ensign. They have been assigned to the recruiting service.

Lewis Wood, Washington correspondent of the New York American, was hurried from the Capitol to his home in Columbia, S. C., recently, owing to his mother's illness. She died a day after his arrival. Mr. Wood has returned to his Washington duties.

Albert E. S. Smythe, editor of the Toronto World, lectured in Buffalo last Sunday evening on "Theosophy, the Real Christianity."

Capt. William Carroll and Private George Carroll, both Waterbury, Conn., newspaper men, were among those who responded to the call of the President when Connecticut military units were called out recently.

A. C. E. Schonemann, formerly of the Des Moines (Ia.) Register and Tribune, has been appointed editor of the Mason City (Ia.) Times, succeeding F. R. Conaway, who goes to Cedar Rapids to become secretary of the Commercial Club.

Everett Ewing, for some time a reporter on the Richmond (Va.) Journal, has resigned and gone to Wilmington, N. C., where he will enter business with his father.

Charles W. Bowman, editor and proprietor of the Lebanon (Pa.) Daily Times, with Mrs. Bowman, has just celebrated the forty-fifth anniversary of his wedding. Congratulations came to the worthy editor and his wife from many friends.

J. Lyman Collegly, for some time editor of the Black River (N. Y.) Democrat, has become a member of the staff of the Utica (N. Y.) Press.

### Visitors to New York

John Glass, publishers' representative, Chicago.

W. H. Jeffries, business manager Binghamton (Ala.) Age-Herald.

J. B. Pinkham, business manager Los Angeles Examiner.

A. W. Preston, advertising manager Boston Herald.



The Haskin Letter  
gives the reader  
a special  
reason for  
buying  
the paper  
every day.

## PERSONALS

(Continued from page 23)

**BOSTON.**—Fred W. Peters, labor editor of the Boston Journal and sergeant-major of the Fifth Regiment, has applied for a captaincy in the Reserve Corps. Peters's service in Cuba and as a regular for two years in the Philippines, together with his experiences as an officer on the Mexican border has been further reinforced by high class recommendations from sound business men and officers under whom he has served.

Frank Gorham, who has been a member of the Globe staff for some years on the night copy desk, reading sports, has resigned.

Last reports from William Hardy, who went from the Sunday Post to a Cleveland paper, say that he is a member of the staff of the Detroit news. "Bill" wrote a Boston friend that Cleveland was all right with the exception of not having a press club.

President James White, of the Boston Press Club, is pushing to completion a fund for the purchase of a large American flag. Curiously enough the club has never had a flag, although there have been times when one has been donated for use.

Frank Sibley, of the Globe, vice-president of the Press Club, is billed for a talk soon at the public library, on his experiences on the Mexican border as a war correspondent.

**PROVIDENCE, R. I.**—John R. Hess, jr., of the Providence Journal, and Ralph E. Bailey, of the Providence Tribune, are among reporters in this city, who are expecting a call to arms at any minute. Both are in the State militia.

Herbert Slayton, formerly a newspaper man here, but later city editor of a paper in Detroit, Mich., has returned to this city to recover from an attack of rheumatism.

Frank Jones, telegraph editor of the Providence Tribune, is seriously ill as the result of a shock suffered last week.

A. A. Gardner, night rewrite man on the Providence Journal, will leave next week for Waterbury, Conn., to become telegraph editor on the Republican.

**PHILADELPHIA.**—F. T. Richards, cartoonist of the North American, is exhibiting 189 drawings at the Sketch Club, which are culled from the year's output on his paper, and from many which have appeared in Life during the past twenty-eight years.

Gordon H. Cilley, advertising manager for John Wanamaker, Philadelphia, addressed the Poor Richard Club this week on preparedness, urging the members to attend the Plattsburgh camp, as even a higher duty than the St. Louis convention. Mr. Cilley did his turn at Plattsburgh last summer and has been an enthusiast over the training ever since.

Among the newspaper men and news photographers who did the "death watch" over the interned German sailors who left League Island last week for Georgia, were: Carl T. Thoner, Samuel Myers, Gerhart Crate, Walter McLoon, of the Press; D. K. Coolidge, Mutual Weekly; Charles Traub, Selig-Tribune; Marquis James, New York Times; Abe Weintraub, International News Service; Arthur Sorrenson, Hearst-Path-Weekly; James F. McGovern, the Evening Telegraph; Gordon MacKay, John Coughy, and Morris Smith, the Ledger; John Fitzgerald and Charles Clark, the

Bulletin; George Cunningham and Bart Andreas, the Inquirer; Ben Armlger, North American, and John Cummings, the Record.

Richard J. Beamish, directing editor of the Press, is in Washington, writing articles on the opening of the special session of Congress.

Cyrus H. K. Curtis is chairman and Rowe Stewart secretary of the publicity committee, made up of representatives from the local newspapers, which as part of the citizens' committee is fostering enlistments in the Naval Reserve. A special recruiting station has been established in the "Ledger Central" at Broad and Chestnut Streets.

John F. McClarren, who has been a newspaper reporter for twenty years, has been made special inspector in the Department of Public Works by Mayor Smith.

**CHICAGO.**—Gerald Kylie recently left the Chicago Examiner to join the staff of the Chicago Tribune.

Reporter J. C. Waldron is now Provisional Ensign Waldron, attached to the staff of the Great Lakes naval training station at Lake Bluff, Ill. Mr. Waldron will act as aid to Commandant Moffett. His work will be along the line of directing publicity for recruiting.

Walter Hanson, of the Chicago Examiner staff, has been appointed to a similar position in the naval recruiting station in Chicago. He is an ensign under Lieut. L. M. Stevens.

Word has been received that William L. Evers is driving an ambulance for the American Ambulance Corps in France. Mr. Evers's wife, Maude Martin Evers, is a well-known Chicago newspaper artist.

Shortly after the President's war message was received in the office of the Chicago Tribune, Mark Watson, New York correspondent for the Tribune, telegraphed that he had enlisted for national service.

The publishers of Wilbur D. Neshit's "patriotic verse, "Your Flag and My Flag," are offering a prize of \$100 for a stirring tune to fit the words. Among the judges is Karleton Hackett, music editor of the Chicago Post. Manuscripts must be submitted by April 15 to P. F. Vollard & Co., Chicago.

**MILWAUKEE, WIS.**—James Schermerhorn, editor of the Detroit Times, is keeping his promise with the "dry" workers in Wisconsin. Sunday night he will address a meeting in Madison and is scheduled for several other talks in the State.

Miss Clara Bloom, well known to the newspaper workers of Milwaukee, has succeeded her father as editor of the Neenah (Wis.) Daily News. Miss Bloom is a graduate of Ripon College.

Manning Vaughan, Burdette Kirkham, and W. Rowlands, Milwaukee sporting editors, have returned from Texas, where they spent two weeks with the Milwaukee American Association team, as the guests of President Timme.

T. S. Byrne, of Chicago, has joined the staff of the Milwaukee Free Press.

J. E. Moriarty and James Martin, newspaper men of Milwaukee, have given their services to aid in recruiting the army and navy up to war strength. Working through the Wisconsin Defence League they have obtained free advertising space from practically every paper in the State and are writing the ads, changing them daily. Their work has already had a good effect upon recruiting in Milwaukee.

Louis Mann, the actor, was guest of

honor at a dinner at the Milwaukee Press Club on March 28, and was the principal speaker at the weekly ladies' night at the club.

Arthur Herwig, of the Evening Wisconsin, accompanied the Milwaukee pacifists to Washington and covered their doings for his paper.

Mrs. Mae Daly, switchboard operator in the Sentinel editorial rooms, is on the job again after an absence of three weeks while her little daughter was recovering from scarlet fever.

Gene Herman, formerly marine reporter on the Milwaukee Free Press and later on the Sentinel, is now publishing the Great Lakes Weekly, a paper for marine men.

Joseph S. Smith, instructor of journalism at Marquette University, Milwaukee, and editor of the Wisconsin Motorist, will speak on "Trade Journalism" at the annual convention of teachers of journalism in Chicago, April 7.

**SAN BENITO, Tex.**—The first issue of the San Benito Daily Light, an afternoon paper carrying full United Press reports made its appearance on March 21. A. E. Stephenson, editor and publisher of the San Benito Light, which up to this time had appeared as a weekly, is publisher. The paper is of five columns, but as soon as new equipment that is now ordered is installed, it will be enlarged to six columns. The weekly edition of the Light will be discontinued.

**PITTSBURGH.**—Col. C. A. Rook, president-editor of the Pittsburgh Dispatch, was in Washington at the opening of the special session of Congress.

Robert M. Ginter, managing editor of the Pittsburgh Gazette-Times, was a New York visitor the past week.

Albert W. Grotefend was elected editor-in-chief of the Pitt Weekly, the official publication of the University of Pittsburgh. Emery G. Francis was made managing editor.

## FIRST AID TO ACCURACY

Newspaper Information Bureau Established by Police Commissioner.

Henry J. Case, secretary to the Police Department of New York city, has sent to all the newspapers in the city the following letter:

"In the end that every effort may be made to continue the present unruffled conditions in the city, the Commissioner directs that I ask you not to print statements in your newspaper concerning any details or movements of police without first confirming the same at these headquarters. Also, not to print any statements concerning outbreaks of disorder or excitement which may occur in any part of the city without having actual, first-hand information or confirmation from Police Headquarters.

"In order that any newspaper may have quick confirmation, denial, or some statement in any such events, the Police Commissioner has directed that a Bureau of Newspaper Information be maintained all night in the chief inspector's office, to which he directs inquiries to be made when it is impossible to reach either himself or any of his staff.

"If you can cooperate in this manner with him at this time, the Commissioner will greatly appreciate your assistance."

## Join Publishers' Association

Five Florida papers have joined the Southern Newspaper Publishers' Association recently. They are the West Palm Beach Post, the St. Augustine Record, the Pensacola News, the Miami Metropolis, and the Miami Herald.

## OHIO'S A. P. EDITORS MEET

Hold Conference, Business Session, and Banquet at Columbus.

Fifty editors and publishers attended the annual meeting of the Associated Press editors of Ohio in Columbus April 1 and 2.

The conference opened Sunday with the third annual meeting and banquet of the Associated Press Good Fellowship Club of Ohio, at the Chittenden Hotel. Paul Cowles, superintendent of the Associated Press, Chicago; Kent Cooper, chief of the traffic department, New York; Milton Garges, division traffic chief, Chicago, and R. J. Dustman, correspondent at Columbus, spoke.

The organization after the banquet elected the following officers: H. C. Batey, jr., Columbus, president; Mrs. Claudia Walters, Springfield, vice-president; Earl C. Miller, Lima, O., secretary-treasurer.

The second session, a business session, was held Monday afternoon in the Chamber of Commerce auditorium. During the session the editors adopted resolutions pledging loyal support to the President in maintaining the rights and honor of the United States.

A banquet at the Deshler Hotel Monday evening closed the conference. Joseph Garretson, managing editor of the Cincinnati Times-Star, acted as toastmaster, and during the banquet read the President's message as it was received in takes from the Columbus offices of the Associated Press. The message was cheered as the diners waved flags.

G. W. Hinman, president of Marietta College and former publisher of the Chicago Inter-Ocean, was the first speaker. Dr. Hinman declared that there was no business in the world where there was more moral courage than there was in the newspaper business. He added that the tenseness of the hour and the way the newspapers of the country were meeting their obligations proved his point.

F. R. Martin, assistant general manager of the Associated Press, New York, spoke briefly of the Associated Press' recent suit against the International News Service, and said that Justice Hand's decision was a distinct triumph for the news-gathering profession. Mr. Martin also spoke of the censorship and assured the editors present that this country would have a reasonable censorship.

Other speakers were Mr. Cowles, of Chicago; Mr. Cooper, of New York; Joseph S. Myers, head of the department of journalism at the Ohio State University, Columbus; James Faulkner, political writer, Cincinnati Enquirer.

The new officers of the organization are Mr. Garretson, president; G. W. C. Perry, publisher of the Chillicothe Gazette, vice-president, and Mr. Dustman, of Columbus, secretary.

## WORLD BUYS COAL MINE

Will Be Used to Supply Pulp Mills Owned by Paper.

The New York World has bought one of the largest operating coal mines in Jefferson County, Pa. The Stewart Coal Co. has made an agreement for the sum of \$125,000 cash, the mine to continue in operation, the coal to be shipped to the plants that manufacture news print paper for the World. One pulp mill is located in the Adirondacks the other in Canada.

The daily capacity of the mine is 500 tons, employing 125 men and the Timblin mine is considered one of the best equipped in that part of the State.



## NEWSPAPER LOCALIZES ADVERTISING APPEAL

William A. Thomson, of A. N. P. A., Tells Western Advertising Agents How to Win a Market—Campaigns May Be Started and Stopped Overnight, as Conditions Demand.

William A. Thomson, director of the Bureau of Advertising, American Newspaper Publishers Association, spoke at the first annual dinner of the Western Advertising Agents' Association, held at Chicago, March 30.

In the course of his speech, the subject of which was "The Newspaper as a National Medium," Mr. Thomson said: "Many persons, particularly those who work for a living, look with envy, born of admiration, upon the advertising agent. And viewed from one or two angles, the agent's job does seem like a pretty soft thing.

### THE APPEAL OF THE NEWSPAPER.

"I think I may fairly describe newspapers advertising as offering the modern successful method of distributing and selling a product nationally. The supreme position of the newspaper as a local medium is well understood, and the fact that \$300,000,000 was spent in newspaper space last year by merchants in the United States and Canada offers substantial evidence on that score. In passing, it may be said that the modern national distributor who employs newspaper advertising has learned something from the success of local merchants who advertise, for after all the national campaign is merely the sum total of many local campaigns.

"Modern business has developed a passion for efficiency and under this head came thoroughness, exactness, concentration of effort, economy of operation. The first appeal that the newspaper makes to modern business is the fact that it reaches everybody everywhere every day. It is a fixed habit in our daily lives, part of our home town, a messenger in well known garb reciting the news of the day. So, while it does not follow that everyone who reads a newspaper must be a customer, it is true that every customer reads a newspaper. Given the vehicle, modern business employing advertising is sure of the newspaper on the score of thoroughness.

"Modern business is looking for logical and profitable markets for spots to go where the going is good. It finds the newspaper ready to its hand wherever, on the broad map, it elects to make its fight for sales. Does it want one city or 100, one State or twenty, or a whole continent? Whatever territory it elects to call its oyster, is covered by the newspaper. Modern business buys what it needs in newspaper circulation—no more, and no less. And thoroughness here links hands with concentration of effort.

### GOOD WILL AN ASSET.

"Modern business sees more clearly every day that the dealer who handles a product can make or mar that product, pretty much as he chooses. The intelligent good-will of the man behind the counter is as great an asset, or perhaps the greatest asset, a manufacturer can have. Knowing, therefore, that the dealer, himself a newspaper reader, understands or can be made to understand, the widespread consumer demand for things advertised in the newspaper, modern business uses newspaper advertising as a quick and economical method of obtaining distribu-

tion, and, at the same time, the most practical means at hand to-day of forestalling substitution.

"I congratulate you advertising agents who are successfully building business in the modern way through newspaper advertising. Handling a newspaper campaign is a man-sized job, and sometime, I confess, you have my sympathy. There is a weary lot of routine, patient plodding and digging, oceans of correspondence, not to mention a few difficulties in the way of getting island position at run of paper rates. For the benefit of one or two of you who don't do business with newspapers, I might explain that island position does not mean buying a sign board in the middle of a river. At the end of a campaign you must face the responsibility of your own work, for the sales manager's figures will answer, city by city, the advertiser's query, 'What did we get for what we spent?' But if the sales manager has been on his job and you on yours, you have the satisfaction of knowing that your client spent his money and paid your bills to some real and productive purpose.

### WORK OF THE BUREAU.

"The Bureau of Advertising, working in behalf of all newspapers, wants you to understand that it is also working for you, and for your clients. Through the newspapers of this country and Canada the Bureau has interested retail dealers in all lines in newspaper-advertised goods—goods for which there is widespread demand in the town where the dealer does business. Operating with the hearty support of the newspaper special representatives, the Bureau is encouraging newspaper publishers to gather facts about their own markets for the guidance of advertisers, to extend useful and reasonable cooperation to advertisers, and to adopt standard forms of business procedure in dealing with national accounts.

"And, by the way, we need your help in determining the meaning of the word 'coöperation.' I am certain that a little thoughtful discrimination on the part of the men who ask coöperation will be followed by a corresponding response from those who are asked. I have seen some requests for coöperation that ignored the 'co' in the word and made the 'operation' so complete that the publisher, if he survived, would retain only his sense of honor and a few copies of yesterday's paper. I hope to see the day when every newspaper will maintain a national advertisers' service department, and, considering the strides that have been made in that direction, the day is not far off. The Bureau of Advertising invites you agents to use its services in connection with your newspaper problems.

"One more thought in closing: The manufacturer who goes into a market with his product in one hand and a newspaper campaign in the other stands a good chance of getting that market. It must follow, therefore, that the advertiser who relies for a market upon any form of advertising less broad in its appeal than newspaper advertising is in danger of losing that market. And I believe modern business will endorse the view that an advertiser, instead of seeking representation everywhere and distribution nowhere, may better turn his attention to intensive cultivation, beginning at his factory door, planting his volume as near home as he can, going farther afield only where he sees profit and opportunity linked together and using the medium that makes this kind of commercial farming possible—the daily newspaper."

## JOURNALISM SCHOOLS ORGANIZE

Universities Form Association to Further Efficiency of Instructional Methods.

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, April 5.—Preceding the formal opening of the seventh annual conference of the American Association of Teachers of Journalism here to-day, representatives of ten universities met and formed the Association of American Schools and Departments of Journalism. The purpose of the new organization is to improve the education now given in preparation for journalism. Members of the new organization must meet certain requirements such as offering at least twenty-four hours of journalism which shall include certain courses, such as reporting and editing. No institution which has not a separate school or department of journalism shall be eligible for membership. The charter members of the organization are the State Universities of Washington, Missouri, Wisconsin, Kansas, Indiana, Oregon, Ohio, Texas, and Montana and Columbia University of New York city. Walter Williams, dean of the Missouri School of Journalism was named president of the organization, Carl H. Getz, of the Ohio State University was elected vice-president, and Willard G. Bleyer, of the University of Wisconsin was named secretary-treasurer. Seventy teachers of journalism attended the opening session of the teachers' conference here to-night. James Melvin Lee, of New York University, president of the organization, and Carl H. Getz, of Ohio State University, secretary, presented their reports.

## KAISER IS A PRINTER

Learned Trade When a Boy, Working at Case with Max Oppenheim.

SAVANNAH, Ga., April 4.—It may be interesting to know that William Hohenzollern, the German Kaiser, is a printer by trade, and once worked in the same shop with Max Oppenheim, editor of the Staats-Zeitung, published at Atlanta.

The princes of the royal house in Germany are each required to learn some useful trade, and when Emperor William was a boy he decided he would like to be a printer. So they sent him to a print shop in Berlin. Max Oppenheim was then a boy of about the same age as the future war lord of the German Empire, and says he worked side by side with William at the old fashioned type case. The prince called his fellow apprentice Max, and the latter addressed him as William.

Oppenheim has been in the United States for forty years, and his German language paper has a large circulation. He says he believes the German population in this country will be loyal to America.

If you bluff, you must be prepared to crawl, unless the other fellow calls you.

When one marks time, he demonstrates that there can be motion without negroes.

### A. B. C. Recruits

The following newspapers have recently applied for membership in the Audit Bureau of Circulations: Halifax (N. S.) Chronicle, Echo; Huntington (W. Va.) Herald-Dispatch.

## WORLD'S ANNUAL SUPPER

Usual High Order of Stunts Marked Big Yearly Gathering.

The annual supper of the combined editorial and art staffs of the morning and Sunday World drew about 150 World men and members of the World alumni to Healey's last Saturday night. The affair was the most enjoyable of any of a similar sort yet given by the World.

Robert H. Lyman, assistant managing editor of the World presided, as chairman of the Supper Committee. The guests of honor were Ralph Pulitzer, president of the Press Publishing Company; J. Angus Shaw, treasurer of the company; Sherman Morse, former city editor of the World, and John J. Spurger, managing director of the Philadelphia Public Ledger.

The supper was good, World "hymns" were vigorously sung as usual, and the stage programme, entirely by World staff talent, included many timely skits and hits. Among the participants were Messrs. Swope, Slight, Boothby, Beazell, O'Neill, Summerville, Vivian, Butcher, Wallace, Stettenbenz, Bliss, Dever, Gannett, Jackson, Eddy, Dalley, Brown, Fickelln, Herle, and others. Frank Warren sustained his reputation as musical and stage director.

William P. Beazell was chosen chairman of the 1918 committee.

### Press Club Pledges Loyalty

The board of trustees of the New York Press Club has adopted resolutions pledging loyalty and support to President Wilson.

A near bargain is high priced.



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## THE POEMS OF EDGAR GUEST

ANNOUNCEMENT. We have just closed for the exclusive rights to Edgar Guest's daily poems.

For years they have been a great feature in the Detroit Free Press.

And gradually Edgar Guest has risen to national fame.

Exchange editors the country over found him first. Then people everywhere began to ask "Who is this Edgar Guest?"

If you don't know the work of this man you are missing something too good to miss.

You, as a newspaper man, will get inspiration out of these poems—the regular day's work of another newspaper man.

Your readers—your good home folk readers—will eat Eddie Guest, as a feature of your editorial page.

THE  
GEORGE MATTHEW ADAMS  
SERVICE  
8 W. 40th ST., NEW YORK

**HOW THE PRESS AGENT PUTS IT OVER PAPERS**

**Old-Time Yarns Would Not Go To-day, but Clever Publicity Men Still Get for Their Clients Much Space Without Paying Anything for the Advertising—Some Amusing Stunts.**

By JOE A. JACKSON.

Some men who should have known better used to say, "The public be damned." All that's been changed now. These same men are now busily engaged in telling the "dear peepul" just how much they really think of them. That's where the press agent comes in. And the press agent has come in to nearly every business.

Theatrical producers discovered him and had a monopoly on him for some time, but other discerning people have found what a useful adjunct he is to their business. You will find him now in the employment of Wall Street operators, all kinds of businesses, society leaders, and even governments.

Press agenting in its swaddling-clothes was a crude business compared to its present state of development. City editors would laugh merrily to-day at some of the most famous stories that the romancers of the past "put over." The yarn about Anna Held's milk baths wouldn't get very far in a newspaper office to-day.

**GETTING GOOD MATERIAL.**

Seeking publicity for the stage and those who tread it is still a business for an imaginative person. I visited recently the office of a friend who is in the publicity department of a big moving picture producing company. On his desk was a handbook of curious information, scattered about were dozens of newspapers, and a set of hunky encyclopedias rounded out the scene. These, plus a fertile brain, furnished his ideas. The book of curious information was his most helpful ally. He would run through it until he found something startling and then he would write how a film star had made an unusual discovery or had had an odd experience. He read the newspapers for jokes to put in the actors' mouths and scanned the encyclopedias when the wells of his imagination ran low.

"How many stories that you send out are true?" I asked.

"About one-third," he answered with more pride than shame.

One of the main devices to break into print is to give out a sensational interview by an actor or actress. As my friend put it: "They'll stand for anything to get their names in the paper. We don't even consult them."

No less a light than Channing Pollock belonged to the "Guild of Ananias," as he calls it, in the good old days. "I think I may say without undue egotism," he afterwards boasted, "that during the period of my membership, I lied industriously, conscientiously, and with a fair degree of success."

**SOME NOTABLE NOTICES.**

If you like your fiction raw you should look up one of these attractive fakers, who knows the traditions of his craft, and induce him to relate some of the good yarns his brothers have foisted upon the public. There was the one about Mrs. Patrick Campbell which was printed all over the world.

The stage had to be set to give an air of reality to this stunt. The street fronting the theatre in which Mrs. Campbell was giving "Beyond Human Power" was covered with tanbark that her delicate nerves might not be un-

strung by the noise and clatter of passing vehicles. A. Toxen Worm, one of the best press agents who ever battered a typewriter, was responsible for this.

His also was the scheme of having Mrs. Pat sent from hotel to hotel, being refused accommodation at all of them on account of her dog, the shivering, hairless Pinky-Panky-Poo.

Channing Pollock also confesses how he foisted the story of Miss Margaret Mayo's twenty-four-hour play. It was announced that the author of "Polly of the Circus" had made a wager with Theodore Burt Sayre that she would complete a four-act drama in the space of one day. The newspaper men were invited to witness the feat, and Miss Mayo walked the floor and dictated wildly (while the reporters were there). Of course, the play had been written in advance.

**USED BY BIG MEN.**

But to the more serious side of attracting attention or winning public approval:

There is no more important man in a Presidential campaign than the press agent. No candidate has as yet been presented to the public as the victim of a diamond robbery, but both representatives of the two leading parties posed for the movies. The candidates' publicity departments are run like a newspaper, and are manned mostly by trained journalists. Robert Woolley and David Barry were in charge, respectively of the Democratic and Republican verbal batteries.

One of the big men in the Democratic bureau told me while the campaign was on:

"Our office is just like a newspaper shop, only we are as busy every day as the newspapers were when the Lusitania was sunk."

Some idea of the way the publicity man has entrenched himself in big business is shown by the fact that the Standard Oil Company, one of the last of the powerful corporations to yield to the new idea, now pays Mr. Ivy Lee \$1,000 a month.

Wall Street took its cue from Broadway, but it must operate in a very different manner. Accuracy, for one thing, is a cardinal necessity. The representative who gave the financial reporter a wrong tip would never be able to get another line into print.

The Bethlehem Steel Company recently conducted a country-wide goodwill campaign in the newspapers. This was accompanied by paid advertisements. Every favorable notice was reprinted in a pamphlet, which was mailed back to the editors and also to college professors, public men, and voters in general.

Thomas Fortune Ryan has had as many as three press agents in operation at one time. In some cases the legal counsel fills the rôle in Wall Street, which also coined the term publicity representative. It is more dignified.

**PRESS AGENTS TO ROYALTY.**

Nearly every European sovereign has a press agent, although he is not called by that name. Often he is the court photographer, while a great deal of the work may fall to the private secretary. The reason for his existence is simply that, for various private or state reasons, kings may want to be regarded in a certain light by their subjects. The only way to obtain this is by skillfully booming the king's doings in that line and by distributing photographs representing him in that light.

For instance, several years ago, rumor spread that the pale, stooping King Alfonso was excessively delicate, and was dying of tuberculosis—an idea borne out by most of the photographs that had till then appeared in the press.

The report that Spain was governed by a weakling was doing the royal prestige immense harm and might have endangered the existence of the throne. So the King's secretaries and photographers began to picture him as an athlete. Newspapers all over Europe were flooded with snapshots of the King playing polo, driving a high-powered motor car, shooting, riding, and fencing. Innumerable paragraphs told of his physical prowess. Most of the photographs you see of Alfonso represent him in this light. Others are discouraged.

**MAKING A KING TALL.**

Much of this kind of hoosting has been done in the case of King Victor Emmanuel, of Italy, whose lack of inches is his greatest annoyance. Pictures by royal photographers have been reprinted by the thousand, showing the king at the head of his military escort. He looks very impressive, the precaution having been taken to choose some of the smallest men in the army to act as royal guard.

The deposed Czar of Russia is said to be the best exploited man in all Europe. He was always peculiarly fond of being photographed as a man of muscle. Pictures showing him rowing on the Neva were distributed all

over Russia a few years ago by his order.

Nearly every department of our own Government has its press agent. The Reclamation Service, which has charge of the gigantic Federal irrigation projects in the West, was the pioneer. Requests for information were so numerous that department heads did not have time for other work.

Gifford Pinchot followed suit by placing a former newspaper writer in the Forestry Bureau for the dissemination of useful information. The Agricultural Department next began to exploit its work. And so it went.

**Audited by the A. B. C.**

The Audit Bureau of Circulations reports the auditing of the following newspapers: Binghamton (N. Y.) Press and Leader, Republican-Herald; Bloomington (Ill.) Pantagraph; Dubuque (Iowa) Telegraph-Herald, Times-Journal; Duluth (Minn.) Herald, News-Tribune; Elmira (N. Y.) Star-Gazette; Lawrence (Kan.) Journal-World; New Bedford (Mass.) Standard and the Morning Mercury; South Bend (Ind.) Tribune.

**Helm Seeks Second Place**

Members of the Southern Newspaper Publishers Association are booming George E. Helm of Knoxville, Tenn. for vice-president of the A. A. C. W. Mr. Helm is actively in the field, and his campaign committee is headed by Henry K. Milward of the Lexington (Ky.) Ad Club.

**Letters to Successful Publishers**

THE TELEGRAM, Worcester, Mass.

Gentlemen:

In strength and influence, The Telegram ranks high among the papers of New England.

You conduct a complete newspaper, carefully edited. You have an enviable position in the esteem of advertisers.

We take pride in calling the attention of publishers in New England, and in all other parts of the country as well, to the fact that you have found our illustrated service constantly useful to you for a period of several years.

Very many successful publishers have come to find that we give good value for comparatively little money. We are glad that you are in the list.

Your friends,

THE CENTRAL PRESS ASS'N.

New York and Cleveland.

The Best Known Slogan in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

Topeka

**Daily Capital**

Average net paid circulation for the six months ending Sept. 30, 1916, as sworn to in Government report.

**3 4, 2 3 8**

And as confirmed by report of The Audit Bureau of Circulations

Arthur Capper

Publisher TOPEKA, KANS.

**An Old Stand-By**

Among Western Papers The Northwestern at Oshkosh shows Signs of Reliability—Nearly Fifty Years Under One Management. If you Go into Wisconsin You must use it.

G. LOGAN PAYNE COMPANY, Representatives

TAKE IT TO

**POWERS**

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.



**CIRCULATION MANAGERS TO MEET IN WORCESTER**

New England Association Will Hold Its Third Session Next Wednesday—A. E. McKinnon, Guest of Honor, Will Speak—Interesting Topics for Discussion.

Next Wednesday, April 11, the New England Association of Circulation Managers will hold its third meeting at the Hotel Bancroft, Worcester, Mass. The meeting will open at 10 A. M., and continue until noon, when luncheon will be served. The session will be resumed at two o'clock and continue until finished. Messrs. Schofield, of the Worcester Gazette, and Cristy, of the Worcester Telegram, are the local committee in charge of the arrangements, and H. A. Wenige, of the Worcester Post, is arranging for what he terms "a big surprise" for the members.

The guest of the meeting will be A. E. McKinnon, director of circulation of the Philadelphia North American, and a former president of the I. C. M. A. He will have a message to deliver to the New England members that will be of great interest to all, and will speak also on the coming annual session of the I. C. M. A.

**MANY INTERESTING TOPICS.**

Among the topics that will be discussed are the following; "Why Is It.



GEO. H. REYNOLDS.

Just as Important for a Small Town Daily to Have a Circulation Manager as for a City of 100,000?" D. T. Williams; "Automobile Delivery Expenses," J. P. Barry; "Carrier Delivery—Relative Merits of Newsdealer Carrier, Independent Carrier or Office Controlled," A. Nolan; "How to Establish a Sunday Edition with 20,000 net Paid Circulation for Two Years," R. C. Webster; "Increasing the Dealers' Rate from 1 1-3c. to 1 1/4c. to Dealers Whose Orders Are Less than 25 Daily," E. J. McHugh; "How I Opened Up Virgin Territory and Added 1,000 to Our Subscription List" and "How I Secured Cooperation Between Our Paper and the Dealers and Increased News Stand Sales More than 100 Per Cent," H. E. Duncan. In addition to these there will be a number of round-table talks.

George H. Reynolds, vice-president of the Association, to whose energetic efforts so much of the success of the previous meetings has been due, will have an active part in the forthcoming session.

INVITED TO ATLANTA, GA.

The New England Association has been invited to take part in the programme of the I. C. M. A. at their con-

vention in Atlanta in June, and Secretary H. M. Wheeler, of the Hartford (Conn.) Times is making the necessary preparations.

The following is a list of the members of the Association: D. T. Williams, North Adams Transcript; H. M. Wheeler, Hartford Times; P. F. Vites, Hartford Courant; Roy C. Webster, Hart-



A. E. MACKINNON.

ford Courant; J. A. McNeil, Bridgeport Telegram; F. A. Nauftus and F. William Maenel, American News Venders Corporation; W. C. Smith, Meriden Record; W. S. Mitchell, Portland Express; E. V. Maxon, Westerly Sun; W. J. Sabtra, Lawrence American and Sun; T. J. Moore, Lewiston Journal; A. G. Staples, Lewiston Journal; Ray Beach, Springfield Republican; M. J. Julian, Springfield News; C. M. Schofield, Worcester Gazette; C. W. Palmer, Woonsocket Call; Sidney Sibley, Fitchburg Sentinel; H. E. Duncan, Fitchburg News; L. F. Merriman, Waterbury Republican; L. M. Hammond, jr., Boston Transcript; H. A. Wenige, Worcester Post; Roger Cristy, Worcester Telegram; George H. Reynolds, New Bedford Standard; Edward J. McHugh, New Bedford Times; F. E. Johnson, Taunton Gazette; Victor Baxter, Newport News; F. A. Chapman, Providence Tribune; J. P. Barry, Providence Journal; Samuel Utter, Westerly Sun.

**Raising The Price**

Effective April 1, the Dallas (Texas) Evening Journal, published by A. H. Belo & Co., ceased to be a penny paper, but is sold on the streets of Dallas at two cents. Delivery by carrier within the city limits will continue to be only twenty-five cents a month.

**Fashion Show for Newsies**

A fashion show extraordinary has been added to the list of novelties for the Newsboys' Benefit that will be given under the auspices of the New York newspapers on Sunday, April 15.

**Laird Made a Senator**

Lieut.-Col. H. W. Laird, of Regina, once a well-known figure in newspaper circles in eastern Canada, has been elevated to the Dominion Senate. The Hon. Mr. Laird started his newspaper career on the Toronto Press and for two years occupied a seat in the Press Gallery at Ottawa. Later he edited the Port Hope Times and the Cobourg Sentinel-Review. Then he went to Regina to become private secretary to the Premier of the Northwest Territories, resigning to enter business a year later.

**LAW AGAINST NEWSIES BRINGS OUT PROTEST**

Newsboys of Los Angeles Organize to Fight Legislation Aimed to Bar Them Off the Streets Unless They Are Fourteen Years of Age or More—Adopt Strong Resolutions.

Newsies of Los Angeles, Cal., intend to fight the proposed law, now before the Legislature of that State, which will refuse to give boys under fourteen years of age an opportunity of making a living. The boys have aroused the community with a series of meetings, one of which was addressed by well known citizens.

Hundreds of letters from mothers were read at the meeting, in which they told of the good effects appearing in their boys as a result of selling newspapers. Examples of newsies who had made good and become leading citizens of Los Angeles were cited. The gathering was addressed by Dr. Glen MacWilliams and former Mayor Owen McAleer.

Izzy Goldberg, a newsie, who has been active in his opposition to the measure to rule the boys off the streets, spoke, and stated that the proposed law would prevent boys from aiding their parents, or accumulating a savings bank account. The selling of papers, he said, trains the boy to be polite and to become good judges of human nature.

Harry Stubbs, another newsboy, told of the families that have been helped by the earnings of the boys who sold newspapers on the streets.

**RESOLUTIONS ADOPTED.**

At the conclusion of the speaking, resolutions were adopted protesting against the passage of the law, in that it interferes with parental authority, would add to the hardships of the poor boy by denying the boys an opportunity to contribute to the family, would be a legal barrier to a boy's pursuit of toil and encourage him to form habits of idleness. It would, the resolutions went on to recite, remove the chance for self training and development with money the boy might earn himself. The proposed law further, it is pointed out discriminates against cities having a population in excess of 23,000 and in favor of cities whose population is less than that number. It was urged in the resolutions that selling newspapers does not interfere with a boy's schooling or elementary education, for under the present laws boys may not sell papers during school hours, while the vending of newspapers on the streets is obviously healthful and not injurious to morals.

**FINE CLUB FOR NEWSBOYS**

Governor and Mayor Helped Providence Journal Open New Rooms.

The Providence (R. I.) Journal Newsboys and Carriers' Association club-rooms were officially opened Wednesday night. Gov. Beeckman, Mayor Gainer, and many other prominent men were there to give the housewarming party a rousing start. Movies were thrown on the screen and vaudeville artists appeared. Enthusiasm was furnished by the 212 members.

The main clubroom is large—4,000 square feet—with a stage in one end. There are big bathrooms with several showers, a library supplied with books, a piano, and all the other accessories that would be found in a club for older men.

It was announced last night that a baseball team and a band will be organized immediately, and a camera league will be started soon.

Howard Bourne, who has managed boys' clubs in Massachusetts, will be the superintendent of the club. Joseph P. Barry, circulation manager of the Journal, is the manager, and the board of governors include S. O. Metcalf, Gov. Beeckman, Mayor Gainer, Leon Samuels, and John R. Rathom.

Every newsboy or carrier who joins the association pays an initiation fee of ten cents and dues of ten cents per month. All of this money will go into a sick benefit fund for the members. Any member who is ill will be aided. The benefits will be given out by a committee of five.

**For Better Business in Baltimore Concentrate in THE BALTIMORE NEWS**

Net Daily Circulation, **93,013** March,  
Gain over March, **18,000**  
1916, OVER

Handsomely printed folder, describing Baltimore in its new era of prosperity, fresh from the press sent anyone interested on request—an interesting piece of business literature for busy advertisers.

Special Representatives  
DAN A. CARROLL  
Tribune Building, NEW YORK  
J. E. LUTZ  
First Nat'l Bank Bldg., CHICAGO

**INTERTYPE**

Model A  
Single Magazine  
\$2100

Model B  
Two Magazines  
\$2600

Model C  
Three Magazines  
\$3000



Don't you wish that your single-magazine machines of other than Intertype manufacture could now be converted into two- and three-magazine models?

If your single magazine machines were standardized Intertypes you could at any time convert them into two- and three-magazine models—at small expense and in your own composing room.

This is one of the advantages of Intertype Standardization.

**INTERTYPE CORPORATION**  
Terminal Bldg. BROOKLYN, N. Y.

## STANDARD OIL ADS FOR PACIFIC COAST DAILIES

Small-Town Newspapers and Weeklies in the Extreme West Will Be Used for an Advertising Campaign in About Two Weeks—New Business Going to the Newspapers.

THE H. K. McCANN Co.'s San Francisco office is getting out the Standard Oil Company's advertising, which will start in small-town dailies and weeklies published on the Pacific Coast. The campaign will commence in about two weeks. The McCann Company is also preparing copy for the California Packing Corporation, formed a few months ago by the amalgamation of a number of fruit, vegetable, and salmon concerns.

FRANK SEAMAN, 461 Eighth Avenue, New York city, is placing twenty-four-inch one-time orders with newspapers generally, for the American Ever-Ready Works, "flashlights," Thompson Avenue, Long Island City, N. Y., and 504-line eight-time orders for "Fatima" cigarettes, with newspapers generally, for the Liggett & Myers Tobacco Company, St. Louis, Mo.

THE ASSOCIATED ART PRESS, 1457 Broadway, New York city, will place an extensive advertising campaign for "X.L. Challenger," golf balls, made by the J. B. Cochrane Co.

THE BLACKMAN-ROSS Co., 95 Madison Avenue, New York city, is again placing orders for copy for "Tom Moore," "Owl," and "Tom Keene," cigars, made by the General Cigar Co., (formerly United Cigar Manufacturers) 119 West 40th Street, New York city.

DELMONICO, WALLACE & CUTLER, 299 Madison Avenue, New York, handles the advertising for "Why Not" golf balls, for Samuel Buckley & Co., 16 East 33d Street, New York city.

THE DUNLAP-WARD ADVERTISING Co., 58 East Washington Street, Chicago, Ill., is placing orders in the magazine sections of newspapers for the "Philo Burt Appliance," of the Philo Burt Co., Odd Fellows Building, Jamestown, N. Y.

THE JOS. ELLNER Co., 35 West 39th Street, New York city, is placing full-page one-time orders with a number of Western newspapers for the Emergency Peace Federation, 70 Fifth Avenue, New York city.

THE FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York city, is again placing copy with newspapers in selected sections for the "Ever Ready" Safety Razor, of the American Safety Razor Co., 596 Sixth Avenue, New York city.

HENRI, HUEST & McDONALD, People's Gas Building, Chicago, has the account of the Kroehler Manufacturing Co., "Bed Davenport," Chicago, Ill.

LORD & THOMAS, Mellers Building, Chicago, Ill., are placing orders with large city newspapers for "Ta-Bed," of the United Table-Bed Co., Chicago, and the Standard Varnish Works, 2606 Federal Avenue, Chicago, with a number of newspapers.

LYDDON & HANFORD, Cutler Building, Rochester, N. Y., and 200 Fifth Avenue, New York, are placing new contracts with newspapers for "Bon Opto," medical, for C. S. Clark, 205 Pearl Street, Rochester, N. Y.

C. W. PAGE, American National Bank Building, Richmond, Va., is placing 52-inch, one-time orders with Southern newspapers for "BattleAx," shoes, of the Stephen Putney Shoe Co., Richmond, Va.

THE POMEROY ADVERTISING Co., 225 Fifth Avenue, New York city, is again placing orders with newspapers in selected sections for "Redfern" and "Warner's" rustproof corsets, for Warner Bros., Bridgeport, Conn.

THE FRANK PRESBREY Co., 456 Fourth Avenue, New York city, is placing new schedules for "Bull Durham" and "Tuxedo" tobacco, for the American Tobacco Co., 111 Fifth Avenue, New York city.

THE SOUTHERN ADVERTISING Co., Candler Annex, Atlanta Ga., is placing four-inch, two-times-a-week orders with some Southern newspapers for La Creole Hair Dressing.

VANDERHOOF, CONDUCT & COMBIE, 140 South Dearborn Street, Chicago, are placing orders with some Middle West newspapers for the Paris Fashion Co.

MILTON F. WELCH, 35 Nassau Street, New York city, is placing orders with some large Western newspapers for the American Rights League, 2 West 45th Street, New York city.

THE RICHARD A. FOLEY ADVERTISING Co., of Philadelphia will place the advertising campaign for "Fels Naptha Soap," of Fels & Co., Philadelphia.

EWING & MILES, Times Building, New York city, handle the account of the Houk Wire Wheel Co., Buffalo, N. Y.

THE JONES' ADVERTISING AGENCY, Central State Bank Building, Jackson, Mich., handles the account of the American Oil Corporation and Steels, Day & Co., of Jackson, Mich.; the Lewis Spring & Axle Co., Chelsea, Mich., and the Benjamin Pulverizer, of Chicago.

THE ATLAS ADVERTISING AGENCY, Farmers' Trust Building, South Bend, Ind., handles the advertising of the Schmidt Color and Chemical Co., Porter, Ind.; the Liveraid Co., the Farmers' Trust Co., and the Millimore Corporation, of South Bend, Ind.

LORD & THOMAS, Mellers Building, Chicago, handle the advertising of the Marshall Ventilated Mattress Co., Chicago.

THE DORLAND ADVERTISING AGENCY, Preston Building, Atlantic City, N. J., is placing orders for "Camphorole."

THE WM. D. McJUNKIN ADVERTISING AGENCY, 35 South Dearborn Street, Chicago, is making contracts for the Barley Motor Co.

THE MORSE ADVERTISING AGENCY, 35 Milwaukee Avenue, West Detroit, Mich., is renewing contracts for "Newbro's Herpicide," of the Herpicide Co., Detroit, Mich.

POWER, ALEXANDER & JENKINS, Detroit, Mich., handle the advertising of the General Engineering Co., 120 Eighth Avenue, Detroit, Mich.

HOYT'S SERVICE, INC., handles the advertising account of the President Suspender Company, Shirley, Mass. A big space campaign is to be conducted. The Boston office of Hoyt's Service is handling the account. This agency also has the advertising of the Penn. Tobacco Company, Wilkes-Barre, Pa. A newspaper campaign on Honeymoon Smoking Tobacco will be started in various cities.

### Join Ohio Select List

The Xenia (O.) Daily Gazette and Morning Republican have been admitted to membership in the Select List of Ohio Dailies, and will hereafter be represented in the National Advertising Field by the manager of advertising for the list, Robert E. Ward, New York and Chicago.

## BOSTON VETERAN HONORED

Fellow Newspaper Men Celebrate 50th Year of Service by William Nightingale.

BOSTON, April 2.—To-night was a big night in the history of William Nightingale, better known, perhaps, as "Uncle Bill," for it was the occasion of the celebration of his fiftieth anniversary in the advertising and newspaper field.

Seated at the head table with "Uncle Billy" were Charles E. Ware, jr., toastmaster, of the Journal; A. H. Marchant, of the Post; Charles H. Taylor, of the Globe; George Richards, Charles R. Talbot, Albert Fox, George Young, Edward Dunbar, Charles Pierce, and W. D. Nugent.

Naturally enough it was first of all a Journal night, for Mr. Nightingale has been associated with the Journal in various capacities for a full half century. But there were men from all of the Boston newspapers present to do him honor, as well as representatives of many of Boston's leading business houses. Collier, the Journal cartoonist, was present with animated cartoons. The undercurrent of deep affection that was manifested for Uncle Billy was first shown when an engrossed set of resolutions signed by all present, was handed to the guests of honor.

Then came the big surprise of the evening. Two boys with stentorian voices rushed into the room bearing copies of the Journal, marked "Extra," the glaring headlines declaring:

"UNCLE BILL COMMITS

ATROCIOUS OVERT ACT.

"NIGHTINGALE SINKS COLLIER HALF CENTURY IN WAR ZONE."

The entire first page was devoted to Uncle Billy's career and a regular war map sketch showed his voyage through the troubled and uncharted seas of journalism to happy anchorage on the sea shore of the Island of Success.

Letters were read from Police Commissioner Stephen O'Meara, Edgar D. Shaw, Edwin A. Grozier, and others.

## CAN GET CANADIAN PAPER NOW

Threat to Bar Shipments to Hearst Papers Not Carried Out.

MONTREAL, April 3. — Much interest has been aroused in Canadian newspaper and news manufacturing circles over the Government's action in connection with the Hearst papers. Some time ago the Canadian Government banned the Hearst papers from the Canadian mails. Later an agitation was started about the inadvisability of allowing William Randolph Hearst to secure his news print paper from Canada. Under pressure, the Government finally forbade any news print manufacturer to supply Mr. Hearst with white paper. This induced Mr. Hearst to come to terms, and he is said to have promised the Government to "be good," with the result that he is now getting his supply of news print from the north side of the forty-ninth parallel.

### Dinner for New York Sun Staff

The editorial staff of the New York Sun enjoyed a dinner at Murray's in West 42d Street, New York, on Saturday evening, March 31. Keats Speed, managing editor of the Sun acted as toastmaster and kept the fun going fast and furious. Entertainment was furnished by the cabaret at Murray's. It was decided to make this dinner an annual affair.

## TAKING TIME BY FORELOCK

Syracuse Ad Men Preparing to Welcome Affiliation Next October.

Committees of the Syracuse Advertising Club are already hard at work making preparations for the October meeting of the Convention of the Advertising Affiliation, which is to meet in that city October 25 and 27. The last meeting was held in Cleveland in February, and was the most successful ever held by the organization.

Two round-table sessions will take place Friday afternoon and Saturday morning. Governor Whitman and Mayor Stone will be among the speakers on the first day. The crowning feature of the programme will be the banquet Saturday night, at which the souvenirs will be among the finest ever given at a banquet of advertising men. Prizes will be given for the largest delegation, greatest distance travelled, etc. The general convention committee is in charge of Walter B. Cherry, with Donald M. Dey, John Ayling, and Thorpe Hiscock assisting.

## Record-Breaking Bank Ad

The Lansing (Mich.) State Journal printed on Saturday, March 31, what is believed to be the largest bank advertisement ever published. The ad marked the opening of the new building of the Lansing State Savings Bank, and it occupied six pages in the Journal.

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1916

**36,660 Daily**

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

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

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

## Advertising Agents

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

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

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

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

## Publishers' Representatives

**CONE, LORENZEN & WOODMAN,**

Briswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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



**AD FIELD PERSONALS**

CARROLL J. SWAN, one of the best-known advertising men in Boston, was toastmaster Monday night at the annual dinner of the Boston Hotel Men's Association. As usual, he kept things moving at a lively pace.

ROBERT S. GARDEN, a well-known New York newspaper man, has been made advertising manager of the American Angler, of New York.

GAYLE AIKEN, JR., for three years advertising manager of Malson Blanche, in New Orleans, La., has severed his connection with that company to associate himself with the Chambers Advertising Agency, of the same city.

AL F. O'HERN has been appointed advertising manager of the Daily Times, at Davenport, Ia., to succeed Forrest K. Rambo, who resigned to embark in the advertising business for himself in Davenport. Forrest Frazier has been promoted to the position of assistant advertising manager of the Times, and Dean Fortman has been placed in charge of real estate and classified advertising.

E. C. RAINEY, a newspaper man of Morgantown, W. Va., has been added to the copy staff in the advertising department of Deere & Co., at Moline, Ill.

HERBERT R. SCHAEFFER, of the Martin V. Kelley Company, is recovering from an operation for appendicitis in St. Vincent's Hospital, Toledo, O.

A. S. PFNOCK, formerly with the Interstate Advertising Company, of Trenton, N. J., has joined the advertising forces of the A. B. Kirschbaum Company, of Philadelphia, Pa.

L. E. SWINEHART, formerly with the Carl M. Green Advertising Agency, in Detroit, Mich., has joined the forces of the Dunlap-Ward Agency, in the same city.

RUSSELL T. GRAY, former advertising manager of the Haynes Auto Company, has resigned to accept a position with the Shuman Advertising Company, of Chicago, Ill.

W. T. PICKERING, of Boston, has joined the staff of the Southwestern Advertising Company, of Dallas, Tex. Mr. Pickering was formerly connected with the Brown & Sharpe Company, of Providence, R. I., well-known manufacturers.

H. J. EIFER, formerly of Magill, Weinsheimer and Company, and L. F. Baker, formerly of the United States Printing Company, of Chicago, have joined the art department of the Western Advertising Agency, of Racine, Wis.

THE GEORGE B. DAVID COMPANY, New York, has been appointed national advertising representative of the Mt. Vernon (N. Y.) Argus.

THOMAS H. FLETCHER, formerly retail sales manager of the Aeolian Company, of New York, has been placed in charge of the company's advertising department.

RICHARD B. CONKHITE, formerly with the advertising department of the Western Electric Company, has joined the staff of the Taylor-Critchfield Clague Company, Chicago.

I. S. JONAS, formerly advertising manager of Macy's, New York, the Shepherd-Norwell Co., Boston; Chamberlain, Johnson & Du Boise, Atlanta, is now advertising manager of the Macy Co., Cleveland, succeeding Reed Moyer in that position.

Riches count for little, for after all is said and done a man works for his board and clothes.

**MISSING REPORTER IS HEIR**

**If Comer Can Be Found He Will Get \$5,000 from Estate.**

A newspaper reporter, heir to \$5,000, is being sought by the attorneys for the estate of a Boston man. The man sought is known as James Vance Hackett, who really is William P. Comer, jr., of Boston. As Hackett he was known as a reporter in St. Louis, Chicago, Memphis, New York, and New Orleans, that being the last place he was heard from.

Comer's father was a travelling agent for the Youth's Companion, and when he died, it was found that he had left \$5,000 to his son. E. S. Avery, a Boston lawyer, immediately took up the work of finding the young man so that he might secure his inheritance and permit the closing up of the estate.

The missing man became one of the best-known reporters in Chicago and in St. Louis, where his friends did not know he had another name than Hackett. Aside from his ability as a news reporter he was known as a big, handsome, good-natured fellow, willing to share his last penny with any one.

**Back From Treasure Island**

Mr. and Mrs. John T. McCutcheon have returned from their honeymoon on "Treasure Island," the romantic spot in the West Indies recently purchased by Mr. McCutcheon. The story of their adventures has found eager listeners. Tradition says Capt. Kidd and his fellow pirates buried some of their treasure on the island, but the McCutcheons were unable to find it. Enroute to the island, they spent some time in Cuba during the revolutionary outbreak. Mr. McCutcheon has resumed drawing cartoons for the Chicago Tribune. Carey Orr, who recently joined the Tribune staff and whose work appeared on the front page during Mr. McCutcheon's absence is now doing a daily "strip" under the title, "The Tiny Tribune."

**Seymour's New Responsibilities**

J. S. Seymour, formerly publisher of the Chicago Herald and New York Evening Post, and for several years past with the Crowell Publishing Company, New York, has been appointed vice-president in charge of finance for that company. George D. Buckley has been appointed vice-president and general manager, Lee W. Maxwell, manager of advertising sales for the Woman's Home Companion, American Magazine, and Farm and Fireside; Frank Braucher as manager of Eastern advertising for the Woman's Home Companion, and Kenneth F. Luthy as manager of Eastern advertising for the American Magazine.

**Jason Rogers to Talk**

"After upward of thirty-five years' experience in the newspaper business and investigations of newspaper conditions in nearly all the more important cities of the United States and Canada, I find myself almost a 'cost fan,'" writes Jason Rogers, publisher of the New York Globe, who is to give the principal address on May 13 at the Third State Conference on Printing and Newspaper Publishing, to be held at Madison, Wis., May 17, 18, and 19.

**Houston Post Has a Band**

The Houston (Texas) Post has a brass band among the employees of that paper. The band is uniformed and fully equipped and recently gave a public concert in one of the local theatres.

**The Following Newspapers are Members of**

**THE AUDIT BUREAU OF CIRCULATIONS**

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

<p><b>ALABAMA</b></p> <p>NEWS ..... Birmingham Average circulation for December, Daily 41,875; Sunday, 42,687, Printed 2,801,112 lines more advertising than its nearest competitor in 1916.</p>	<p><b>MONTANA</b></p> <p>MINER ..... Butte Average daily 12,470. Sunday, 20,371, for 6 months ending September 30, 1916.</p>
<p><b>CALIFORNIA</b></p> <p>EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>MERCURY-HERALD ..... San Jose Post Office Statement ..... 11,434 Member of A. B. C.</p>	<p><b>NEW JERSEY</b></p> <p>JOURNAL ..... Elizabeth</p> <p>PRESS-CHRONICLE ..... Paterson</p> <p>COURIER-NEWS ..... Plainfield</p>
<p><b>GEORGIA</b></p> <p>JOURNAL (Cir. 57,531) ..... Atlanta</p> <p>CHRONICLE ..... Augusta</p>	<p><b>NEW YORK</b></p> <p>COURIER &amp; ENQUIRER ..... Buffalo</p> <p>IL PROGRESSO ITALO-AMERICANO ..... New York</p> <p>DAY ..... New York The National Jewish Daily that no general advertiser should overlook.</p>
<p><b>ILLINOIS</b></p> <p>HERALD-NEWS (Circulation 15,190) ..... Joliet</p>	<p><b>OHIO</b></p> <p>VINDICATOR ..... Youngstown</p>
<p><b>IOWA</b></p> <p>THE REGISTER AND TRIBUNE ..... Des Moines Circulation, 85,000 Daily, 70,000 Sunday. Covers Des Moines in a complete manner.</p> <p>SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.</p>	<p><b>PENNSYLVANIA</b></p> <p>TIMES ..... Erie</p> <p>DAILY DEMOCRAT ..... Johnstown</p> <p>TIMES-LEADER ..... Wilkes-Barre</p>
<p><b>KENTUCKY</b></p> <p>MASONIC HOME JOURNAL ..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.</p>	<p><b>TENNESSEE</b></p> <p>BANNER ..... Nashville</p>
<p><b>LOUISIANA</b></p> <p>TIMES-PICAYUNE ..... New Orleans</p>	<p><b>TEXAS</b></p> <p>CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.</p>
<p><b>MICHIGAN</b></p> <p>PATRIOT (No Monday Issue) ..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ad. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.</p>	<p><b>UTAH</b></p> <p>HERALD-REPUBLICAN ..... Salt Lake City</p>
<p><b>MINNESOTA</b></p> <p>TRIBUNE, Morning and Evening ..... Minneapolis</p>	<p><b>VIRGINIA</b></p> <p>DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.</p>
<p><b>MISSOURI</b></p> <p>POST-DISPATCH ..... St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis every day in the year than there are homes in the city. Circulation entire year, 1916: Sunday average ..... 356,193 Daily average ..... 204,201</p>	<p><b>WASHINGTON</b></p> <p>POST-INTELLIGENCER ..... Seattle</p>

**ROLL OF HONOR**

<p>The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.</p> <p><b>ILLINOIS</b></p> <p>SKANDINAVEN ..... Chicago</p>	<p><b>NEBRASKA</b></p> <p>FREIE PRESSE (Cir. 128,384) ..... Lincoln</p> <p><b>NEW YORK</b></p> <p>BOELETTO DELLA SERA ..... New York</p>
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## ADVERTISING POLICY CHANGED

## Great Concern Will Use Newspapers Instead of Circulars.

The Acme Tea Company, which was the first important concern to abandon the use of trading stamps, is one of the leading figures in the \$24,000,000 merger which was incorporated as the American Stores Company, in Delaware, last week. The other members of the combine are the Bell Company, Robinson and Crawford, Childs Grocery Company, and George M. Dunlap Company. Samuel Robinson, senior partner of Robinson and Crawford, and dean of the local chain stores since the death of Thomas P. Hunter, is president of the new organization. The American Stores Company owns a controlling interest in the common stock of the Acme Company, and will acquire outright the four other Philadelphia chains, operating en bloc 1,223 retail stores in Eastern Pennsylvania, Southern New Jersey, Northern Delaware, and Northern Maryland, with a clientele of more than a million customers and an aggregate annual business of nearly \$50,000,000. The stock in five warehouses is turned over once a month.

There will be issued at once \$3,000,000 shares of first preferred stock, which will be sold to the public below par; \$1,500,000 of second preferred, which will be taken largely by the organizers of the company, and 126,000 shares of common.

Chandler and Company, Inc., of Philadelphia, who handled the financing state that in place of the old method of house-to-house circular advertising there will be largely displays in the newspapers. The new chief has announced that none of the old employees will lose their positions through the merger, since it will be the policy of the company to extend the territory and open more stores in cities already occupied.

## Buffalo's Soldier-Journalists

Lieutenant Frank H. Bloomer, of the staff of the Buffalo Evening News, who recently returned from the Mexican border, again is with his regiment. Paul Townsend, also of the News's staff, has enlisted in the regiment. Richard J. Murray, a private in the same regiment, who is a member of the Buffalo Times staff, also is back with the regiment. Lieutenant Harry L. Gilchrist of Battery A, Third New York Field Artillery, who is a son of Frank L. Gilchrist, of the Buffalo Commercial, has enlisted for service in the American Ambulance Corps, in France. He plans to sail for Paris soon unless his regiment is called out.

## Daily Gives Recruiting Office

The Providence (R. I.) Evening Tribune has donated a section of its office for use by the Rhode Island Naval Militia officers as a recruiting office. Official headquarters of the militia were cramped, and when the officer in charge appealed for more room, the superintendent of the building set aside a prominent place in the business office on the first floor for the enlisting of soldiers.

## Metal Prices Still Advance

Reports from the Southern States are to the effect that linotype, monotype, and stereotype metals are still advancing, due to the fact that antimony has doubled in price and tin advanced from 46 to 55 cents per pound.

## 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 cooperation of our readers.—En.]*

## U. S. Needs Ad Manager

W. H. RANKIN COMPANY,  
CHICAGO, ILL., MARCH 24, 1917.

## THE EDITOR AND PUBLISHER:

The United States needs an advertising manager to-day. One of the biggest and best elements of preparedness this country has is advertising.

Over on West Madison Street, across from the Northwestern station, this morning I saw a couple of members of the recruiting corps. These men are really selling the idea of enlisting in the army.

And when this country contents itself with this method it is going about its problem of merchandising membership in its military forces under as great a handicap as a national manufacturer would be if he sent men rto door to door instead of telling his story to a whole city at a time by printing it in the newspapers.

There is some advertising being done to encourage enlistment. But what is needed is the touch of the professional planner and writer of advertising.

Advertising is the greatest force in national life in America to-day. The Government will no doubt take advantage of the experience of Great Britain. The British army was built by advertising. Sir Hedley Le Bus, the London publisher, showed Lord Kitchener that the printed page would reach its thousands where the recruiting sergeant was reaching his tens.

If we get into war the Government will find ready for its service the big advertising organizations, composed of experienced men, skilled in the business of reaching and convincing the public. There will be opportunities for the handling of news and other publicity—a softer method of describing the censorship. In England Paul Derrick, formerly a well-known advertising man of Chicago, has been appointed Controller of Publicity for the Office of Enrolling Department.

This is what will be needed here—and such a position is important enough to command the services of the best advertising man in the country, whoever he may be, and he should also be made a member of the President's Cabinet.

This country to-day is realizing the difference between the business of patriotism and the patriotism of business. Those who follow the first idea are the men who in time of peace are the biggest war-talkers—the ones who capitalize enthusiasm and patriotism for their own benefit. The others are the business men of this country—the manufacturers, producers, distributors, and merchandisers, who have created organized units of efficiency which are the strength of this country.

The quiet way in which great business organizations all over the country have offered their industrial resources to the national defence demonstrates this.

These great business organizations are nil advertisers. A successful nation has to be a successful organization. The success of this country in creating an army and navy will be hastened a thousand-fold when the Government utilizes the appeal of the printed word—when it has its own Department of Advertising.

Full pages in the newspapers and magazines, with a coupon to be detached, signed, and sent to the proper officials, will recruit our forces literally by the tens of thousands. If a mail-order army and navy is the solution of our present difficulties, the mail-order facilities are ready to hand and can be mobilized over night.

WILBUR D. NESBIT, Vice-President.

The Evening Mail  
New York

Last year GAINED  
178,965 lines

of  
Dry Goods Advertising

Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

## Mr. Pettibone Refutes Charge

THE DETROIT FREE PRESS,  
March 28, 1917.

## THE EDITOR AND PUBLISHER:

The statement made in your published report of the recent conference in New York between the publishers and the representatives of the Federal Trade Commission that "through the abuse of the return privilege more than 10,000 tons of news print are wasted annually in Detroit" reflects on the intelligence of the Detroit publishers as a whole and should not pass unchallenged. The assertion is too ridiculous on the face of it to require contradiction or refutation, and the fact that Detroit publishers have worked harmoniously in a quiet, unostentatious manner to correct existing evils and to conserve white paper supply, without "playing to the gallery" has very evidently resulted in the impression in certain quarters that we have been remiss in our duty to our fellow publishers.

The total consumption of news print in 1916 by the four Detroit dailies and two Sunday papers was in round figures 41,319 tons. Is it reasonable to suppose that even if the managers of these splendid properties were so criminally inefficient or indifferent to the interests of these papers as to permit the wanton waste of nearly 25 per cent. of the raw material used in their business, that these properties could survive and remain solvent?

The Free Press has always operated on a limited return basis. The total weight of returns for the year 1916 was 257 tons, as compared with its total consumption of white paper for the same period of 12,000 tons. I feel safe in the assertion, moreover, that the "operation of the return privilege in Detroit" did not in 1916 very much exceed 1,000 tons, or one-tenth of the amount claimed.

Through the mutual cooperation of the Detroit publishers during the latter half of 1916 various economies were put into effect with the idea of cutting down the consumption of white paper by the elimination of returns, free copies, the cutting down of waste, etc., etc., and by mutual agreement all the Detroit newspapers have adopted a strictly non-returnable basis, effective April 2.

Aside from dropping the magazine supplements various economies in space have enabled us to otherwise reduce the size of the Sunday newspapers here in the face of increased volume of advertising. This with the Free Press amounts to an average of 11% folio pages per issue for the first quarter of 1917 and has been accomplished by dropping two pages of "comic" and substituting therefor our "Boys and Girls" section previously run as an 8-page quarto-fold; reduction in the size of our Feature Magazine; the voluntary reduction in the volume of our classified advertising by a rule prohibiting the breaking of column rules and the use of type larger than 12-point; the number and size of

Magazine  
Feature Pages

supplied in mat form, 20-inch or 21-inch size, and in selections of any number. Every page a complete and timely feature on subjects, such as

WAR,  
SPORT,  
CHILDREN,  
MOVIE

and many general subjects of great interest—all well selected. Line and half-tone cuts.

World Color Printing Company

R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.

We can increase your business—you want it increased.

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

BURRELLE

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

illustrations in certain departments, the percentage of advertising per page, etc.

We were already on a 2-cent basis, but have increased our rate to carriers, wholesalers, and rural delivery.

I feel that Detroit is doing its share and know of no city where more has been done, and few that can meet our record.

W. H. PETTIBONE,  
Business Manager.

## What the Journal Has Done

THE DETROIT JOURNAL,  
April 2, 1917.

## THE EDITOR AND PUBLISHER:

While H. S. Scott, of the Detroit News, pretty thoroughly covered the matter of returns, so far as the Detroit papers are concerned, in his letter which appeared in your last issue, it may not be out of place for me to say that the actual returns on the Detroit Journal for the year 1916 amounted to a fraction less than 306 tons.

To the best of my knowledge and belief, the total returns of all the Detroit papers amounted to less than 1,000 tons for the year; and so if I am right, the chsp who gave the figures as something like 10,000 tons evidently did not live in dry territory.

That the Journal has been doing its part towards the conservation of news print is evidenced by the fact that during the past six months we have cut out one edition, raised our subscription rates through carriers outside of the city ten cents a week, increased our R. F. D. price to \$3, and have now gone to an absolutely non-returnable basis.

Yours very truly,  
R. S. WEISS, Business Manager.

Don't retail your troubles to others. If a man asks you how you feel, smile and tell him how bright the world seems to you. It requires only a little practice along this line to discover that this old earth is a tolerably habitable place after all.

The Boston  
Evening Record

Independent, optimistic,  
published in the interest  
of its 41,000 readers, and  
growing every week because  
people believe in it.

Rate, r. o. p. 12 cents a line, flat

I. A. KLEIN

Metropolitan Tower, New York

## R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY  
NEWSPAPERS

SAN FRANCISCO OFFICE  
of the

Editor and Publisher

742 Market Street  
SAN FRANCISCO



TIPS FOR DEALERS

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

NEW YORK—Robert Hamilton Corporation; advertising agency; \$5,000. Directors, F. W. Lawson, F. B. and R. B. Hamilton, 237 Fifth Avenue, New York.

NEW YORK—Scrobner Printing Company; publishers; capital \$10,000. Directors, P. Kunemund, F. E. Griswold, L. L. Drake, 118 East 17th Street.

NEW YORK—The American Authors' Publishing Company; general publishing business; capital \$40,000. Directors, Maxmilian Kahn, W. J. Harrison, and S. M. Zerze.

NEW YORK—E. D. Gibbs Company, Inc.; general advertising; capital \$10,000. Directors, J. F. Gibbs, S. Moffitt, E. D. Gibbs, 219 West 81st Street.

NEW YORK—News Print Engraving Company; engravers, etc.; capital \$25,000. Directors, D. C. Broderick, New York; J. A. Corballs, Yonkers; J. T. Stack, Brooklyn.

NEW YORK—Loyal Press; printers and publishers; capital \$5,000. Directors, B. H. Mautner, Frederick H. Cowden, and Charles S. Butler.

NEW YORK—All Slavonic-American Advertising Association; capital \$50,000. Directors, T. P. McCormack, A. Anderiet, J. Homolka, 598 West 177th Street.

NEW YORK—The Yorkville Home Printing and Publishing Company; publishers; capital \$5,000. Directors, J. A. Sullivan, J. and J. O'Sullivan, 410 Riverside Drive. The Harlem Home News Printing and Publishing Company has the same objects, capital, and directors.

NEW YORK—American Bankers, Inc.; publishers; capital \$50,000. Directors, C. D. Steurer, C. D. Steurer, jr., W. S. Cousins, Williamsbridge, N. Y.

BROOKLYN, N. Y.—The Gabryel-Dattner Company; advertising agency; capital \$20,000. Directors A. Chianese, A. Gabryel, A. Kiedrowski.

BROOKLYN, N. Y.—The National Church Press, Inc.; publishers; capital \$20,000. Directors H. H. Heyson, J. F. Clameey, O. M. McMillan, jr.

DOVER, Del.—United Dealers Coöperative Association; general advertising; capital \$3,000,000. Directors, Frank A. Selan, Blanchard P. Atkinson, of Brooklyn, N. Y., and Frank A. Clarke of New York.

UTICA, N. Y.—Clinton Publishing Company; publishers; capital \$500. Directors Francis P. Eddy, C. T. Wlenke, C. W. Bushinger.

GREENVILLE, O.—Greenville Tribune Publishing Company; capital \$80,000. Directors, James Sharkey, Roy Honnes, W. H. Sanders, G. L. Sharkey, B. B. Honness.

WILMINGTON, Del.—The Charles M. Smith Company; general printing and publishing; capital \$50,000. Directors, Charles M. Smith, Harvey E. Booker, Leon Wall, Donald P. Smith.

CLEVELAND—Foster Company; general advertising; capital \$10,000. Directors, E. A. Foster, C. F. McConnell, H. H. Krause, W. H. Radthe, G. C. Hafley.

PHENIXVILLE, Pa.—Fraternal Publishing and Supply Company; general publishing; capital \$60,000. Directors, R. G. Shaeffer, Alfred Stover, Addison R. May, Pottstown, Pa.

LITTLE FALLS, N. Y.—Kingston Paper Company; capital \$30,000. Directors, P. Kowalsky, H. Horwitz, P. Kingston.

FORT WORTH, Tex.—The Lowdon Company; capital stock \$10,000; printing,

publishing, and stationery business. Directors, R. R. Lowdon, E. K. Lowdon, G. D. Babcock, and others.

BUSINESS CHANGES

FORNFELT, Mo.—H. E. Bartlett has sold the Tribune to M. C. Harty, formerly editor of the Puxico Index.

MARSHALL, Mo.—Edward Brandecker, who has been connected with the local Saline Citizen for the past few years as foreman, has purchased the half-interest in that paper formerly owned by the late John G. Miller.

STEINAUER, Neb.—T. W. Shaunessey, who has been connected with a newspaper at Albion, Wash., has leased the Star from C. W. Peekham.

OCHILTREE, Tex.—M. B. Hereley has bought the News from R. W. Jones.

AURORA, Mo.—The publishers of the Advertiser have purchased the Daily World, which paper will be called in the future the Aurora Daily Light. A new typesetting machine has been ordered for the paper.

CALDWELL, Kan.—C. M. Hunt, of Garnett, and J. R. Bennett, of Topeka, have purchased the Advance from Mrs. Clarice McIntyre.

LEOTI, Kan.—Edward Case and Lee Oldham have purchased the Leoti Standard from C. K. Gerard, and have taken charge.

NEW ORLEANS, La.—William E. Krebs, until recently editor and publisher of the Lake Charles American-Press, and J. G. Debaroneelli, editor of La Guêpe, a local French and English weekly, have purchased a controlling interest in the New Orleans Abeille, a French daily.

SMITH CENTER, Kan.—The Gaylord Sentinel, the second oldest paper in the county, has been sold by George Leary to Rev. D. D. McSkimming, the new pastor of the Congregational church at Gaylord.

CHANGES IN INTEREST

JEANNETTE, Pa.—The Dispatch has been leased by James W. P. Hart, formerly of Washington, Pa., and the name changed to the Westmoreland Patriot. The policy of the paper has been changed from Republican to Democrat. Mr. Treseher, since 1888 publisher of the Dispatch, has moved to Washington, Pa.

MCGREGOR, Tex.—C. B. Hall and H. C. Connally have purchased the Mirror from E. E. Talmage. Messrs. Hall and Connally were employees of the Mirror office. Mr. Talmage has accepted the position of managing editor of the Bryan (Tex.) Daily and Weekly Eagle, and will take active charge of the plant at Bryan on April 15.

NEW PAPERS

DODGE CITY, Kan.—The Daily Journal is a new daily being issued, with Howard E. Kershner as editor and J. W. Kelse as managing editor.

**PHILADELPHIA**  
*America's Greatest Industrial City.*

**The PRESS**  
*Philadelphia's Great Industrial Paper.*

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

KENESAW, Neb.—John A. Barker, former owner of the Franklin Progress, has started a newspaper here, called the Kenesaw Progress.

ORANGE, Tex.—The Leader Printing Company, closed on March 14, has resumed operation under the management of Wilmer A. Steidly, and a daily paper is now issued by the same company.

EQUIPMENT

KANSAS CITY, Mo.—The Beck Printing Company has taken a five-year lease on the south half of the fifth floor of the Coca-Cola Building, 21st Street and Grand Avenue.

LÜLING, Tex.—L. H. Bridges, editor of the Signal, has purchased a new model 5 Mergenthaler linotype. The machine, installed and fully equipped, will cost about \$3,000.

LIBERAL, Kan.—Through its traveling representative, Bruce O'Connell, the Liberal News has purchased a new Intertype, to be installed about May 1.

FIRES

ST. LOUIS, Mo.—A loss of \$3,200 was suffered by the Modern View Printing Company, the Bowman Printing Company, and the Shelly Printing Company in a recent fire at 208-212 Olive Street.

RAGAN, Neb.—The printing plant and building of the Ragan Journal were badly damaged by a recent fire. William Howell is the editor and publisher of the paper.

COLUMBUS, N. M.—The building and plant of the Columbus Courier have been completely destroyed by fire. Editor G. E. Parks estimates his loss at \$5,000, one-half of which was covered by insurance.

NEW ENTERPRISES

THE WARREN, Pa., Publishing Company has been formed by former Postmaster E. R. Allen and others and expects to begin the publication of a new daily about May 1. Machinery worth \$40,000 has been installed, including a new sixteen-page perfecting press. The name will probably be the Morning Republican. Mr. Allen will be at the head of the management.

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

Colorado Springs  
and  
**THE TELEGRAPH**  
An A. B. C. Paper  
J. P. McKINNEY & SON  
New York Detroit Chicago

**The New Orleans Item**  
Largest Circulation of any Louisiana Newspaper  
Largest afternoon Circulation in the entire South  
(October Post Office Statement)  
Sunday 68,942  
Daily 55,365

NEWSPAPER ACTIVITIES

The newspapers of Washington, D. C., are advocating the growing of vegetables in the back yards and vacant lots as a practical way of reducing the high cost of living. The Washington Times, as an inducement and encouragement to those who will attempt gardening in their back yards, offers a prize of \$100 in gold for the best gardens—a first prize of \$50, a second of \$25, the third \$15, and the fourth \$10.

One of the most successful promotion stunts that has ever been worked by any newspaper has been the series of weekly "Talks on Current Topics" of the Brooklyn (N. Y.) Eagle. Every Tuesday morning, from one to four large auditoriums are filled with the crowds of Eagle readers, who come to spend one hour listening to discussions on various current themes by well-known speakers. Usually there are three speakers on three subjects, the European war having furnished the topic for one of the speakers for a number of weeks past. The talks are all free to the public, no charge or fee being exacted in any way. They are advertised regularly in the columns of the Eagle, and every one, reader of the paper or not, is welcomed.

Read a good book. It makes no difference whether you like it or not. Read it. Some of the thoughts will stick.

**National Advertisers**  
select mediums that bring results. That is why they choose the *Free Press* in Detroit.

**The Detroit Free Press**  
"Michigan's Greatest Newspaper."  
VERREE & CONKLIN Foreign Representative New York Chicago Detroit

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

**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

**The PITTSBURG PRESS**  
Has the **LARGEST**  
Daily and Sunday  
**CIRCULATION**  
IN PITTSBURG  
I. A. KLEIN, Metropolitan Tower, N. Y.  
John Glass, Peoples Gas Bldg., Chicago  
Foreign Advertising Representatives

## FLAGS-MAPS-ATLASES TIMELY SUGGESTIVE PREMIUMS

Patriotic, Educational, Historic  
Write today for Samples and Quantity  
Prices—ACT PROMPTLY

DELIVERY GUARANTEED  
**S. BLAKE WILLSDEN**  
Premium and Advertising Specialties.  
1606 Heyworth Bldg., Chicago

**NEWSPAPER**  
prosperity is based on circulation.  
**FEATURE**  
elements of the right kind make and hold circulation.  
**SERVICE**  
by experts means material and methods that have been PROVED.  
*Let us send you samples of our colored comics, daily and Sunday pages in black and colors.*  
**Newspaper Feature Service**  
M. KOENIGSBERG, Manager  
87 WEST 39TH ST., NEW YORK

**FEATURE PAGE**  
Two well-written miscellaneous articles weekly. Half-tone illustrations. Timely as regards holidays. May be used in half-page form.  
*An Excellent Filler Page*  
**The International Syndicate**  
*Features and Newspapers*  
Established 1889 Baltimore, Md.

**The True News**  
**—FIRST—**  
**Always—Accurately**  
**International News Service**  
38 William St., New York City

**The McClure Method**  
Our features are sold on individual merit. Any service may be ordered singly.  
**THIS MEANS:**  
The greatest possible variety from which to choose.  
The submitting of each feature to your own editorial judgment.  
The opportunity to order a budget consisting only of what you want.  
A material reduction from individual prices on budgets.  
*Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.*  
**The McClure Newspaper Syndicate**  
120 West 32nd Street, New York City



## DOMINATES

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

### CITY JOB FOR SHEVLIN

**Newspaper Man Made Chief of Bureau of Efficiency Standards.**

Peter P. Shevlin, a well-known newspaper man of Pittsburgh, Pa., has been appointed chief of the Bureau of Efficiency Standards of that city. He succeeds George A. Levy, a former newspaper writer, who has been called to Denver, Col., in a similar capacity. The Pittsburgh position pays \$3,000 a year and aids in the preparation of the \$12,000,000 budget for the city, besides cooperating with the council on the engagement of men and the buying of city supplies.

Mr. Shevlin is specifically known because of his services on the Manchurian front in the Russian-Japanese war, in which his fidelity to the truth earned him a jail sentence following the siege of Port Arthur.

As an investigator, Shevlin cleaned up the opium scandal of West Street section of New York, and was District Attorney Jerome's aid in the prosecution of Nan Patterson. He was the London correspondent of the New York American and was collaborator in "The Runaways," and various musical productions. He was recently employed as editor of the National Labor Journal.

### Postponed Until April, 1919

Announcement has been made by the executive committee of the Press Congress of the World that the Congress, has, because of war conditions, been postponed for one year. Postponement was made by the executive committee after conference with Niel Nielsen, representative of the New South Wales Government, and with the Government's full approval. The Congress was to have been held at Sydney, upon invitation of the New South Wales Government, in 1918. It will now assemble in Sydney, New South Wales, Australia, in April, 1919, as the guest of the Government of New South Wales.

### Montreal Le Bulletin Sued

Le Bulletin, a French weekly newspaper of Montreal, has been sued for \$25,000 by Mayor Martin, of the same city, for alleged libel. The action has been taken because Le Bulletin persisted in handling the business which pertained to the Mayor, as that gentleman states, "without gloves, much to his personal injury." A. P. Pigeon is the publisher and does much of the municipal printing. Despite this, the Mayor signed contracts for the continuance of much of the city of Montreal printing by Mr. Pigeon.

### Ad Men on Patriotic Duty

A patriotic publicity committee has been appointed by the Adercraft Club of Detroit, consisting of the following members: Richard C. Fowler, Detroit City Gas Company, chairman; Frank W. Farnsworth, Detroit manager, J. Walter Thompson Company; David A. Brown, Otis Morse and Charles M. Voelker to handle the publicity problems of the Citizens' Defence Committee. Their first work will be publicity to stimulate recruiting for the navy.

### INCONSISTENCY OF PUBLISHERS

**Buffalo Newspapers Place Seal of Approval on Car Cards.**

A rather peculiar situation has been created by the efforts of three Buffalo newspapers to boost their circulations. The Times, Express, and Commercial now are using street-car advertising for this purpose. The Times, for a period

of years, has persistently made use of this form of advertising. At present it is laying stress upon the new rotogravure section, which it issues as part of its Sunday edition. The Express, about two months ago, announced, through the medium of street-car ads, that it would give "graphic accounts of the Billy Sunday meetings." Lastly, the Commercial, which always has been a two-cent paper, has resorted to street-car advertising, its first ads appearing a few days ago. Advertisers naturally inquire: "What is the matter with newspaper space?"

### News Writers' Yearly Roastfest

The Rochester (N.Y.) Newswriters' Club will hold its annual roastfest on the night of April 14th, at the Powers Hotel. The evening will have no serious aspects; no dry, formal speeches. The hours will be full of excitement and fun from the beginning until the end. George Snell, of the Union and Advertiser, will be roastmaster. Among his assistants as chairman of the general committee will be: Democrat and Chronicle, Albert H. Longbotham, William C. Richards, Harry V. Roff; Herald, William J. Kirby, Cray Remington, H. M. Smeltzer; Times, Roy C. Kates, Ralph Webster, Emil Kastner; Union and Advertiser, Arthur P. Kelly, Clarence Little, Arthur Ray Tucker; Post Express, Frank S. Ellsworth, Thereon Knapp, Chas. Brooks; Abendpost, Herman Ferno, Herman Stoll, Richard Haferkorn; *ex-officio*, Harold W. Sanford, president; Charles E. Welch, vice-president; Richard J. Atkins, secretary; Albert M. Flannery, treasurer.

### They Like Goldberg

Readers of the San Francisco Call are showing great interest in the announcement that, in the future, the cartoons drawn by Rube L. Goldberg will appear exclusively in that paper, in San Francisco territory. The fact that Goldberg is a San Francisco boy, who made his start as a cartoonist on the local papers, adds to the interest there. After his graduation at the University of California, Rube secured a position in the city engineer's office, but his work at the drawing-board was disturbed by dreams of cartooning, when he found free-hand drawing more to his taste than the constant use of T-square and triangle.

### To Feed Employees at Cost

A. H. Belo & Co., publishers of the Dallas (Texas) Morning News, Dallas Evening Journal and other publications, have established a lunch room in the News building for the exclusive use of their employees. The lunch room will be operated on a service-at-cost basis and the best food that can be bought will be provided for the employees near their work at all hours of the day or night.

### Enlarges Its Plant

The Los Angeles Evening Herald has found it necessary for the third time in five years to enlarge its quarters. Leases have been signed and workmen are now busy making alterations that will give the plant of the Evening Herald Publishing Company practically the entire Broadway frontage and basement space of the big Chamber of Commerce Building. The Herald's circulation department has overflowed into the two floors of 217 West Second Street. The display and classified advertising departments and the credit department will occupy the space recently acquired.



## BIDDY BYE

knows what men like to eat, and she also knows how to tell the women the best recipes for these likable eatables. Her recipes are sent out regularly in our service.

## THE NEWSPAPER ENTERPRISE ASSOCIATION

1279 West 3rd St. Cleveland, Ohio

There is always room for the best feature

## Goldberg's Cartoons

for example

The Evening Mail Syndicate  
203 Broadway, New York

USE  
**UNITED PRESS**  
FOR  
Afternoon Papers

General Offices, World Bldg., New York

## QUALITY CIRCULATION BUILDER

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

### Canadian Press Clippings

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

### The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

## Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street  
New York



**PRINT PRESIDENT'S MESSAGE**

**Montreal Papers Publish Special Editions and Speech is Read in Theatres.**

Montreal's newspapers printed extra editions giving the full speech of President Wilson when he asked Congress to declare a state of war with Germany. A special wire from the office of the Star to Washington enabled that paper to appear on the streets twenty minutes after President Wilson had ceased speaking.

A. G. McIntyre, representative of the Paper Committee of the American Newspaper Publishers Association, was in the Orpheum theatre. When the news came, the orchestra struck up the American national anthem, and the audience, understanding, arose and commenced to cheer. American flags were waved on the stage, amid scenes of wildest enthusiasm. Telling points in the president's speech were read by an actor, the people hanging on every word. This continued until the speech had been concluded, when there was another outburst.

**TRADE PAPERS WITH WILSON**

**Loyalty Expressed in Telegram Sent to President from New York.**

F. M. Feiker, secretary to the editorial conference held in New York on April 3 by editors of the trade and technical press of New York, sent to President Wilson the following telegram:

"Have honor to transmit following resolution passed this noon by editors of Trade and Technical Press of New York, assembled:

"Resolved, That the editors of the New York Business Publishers' Association, Inc., representing class journals of America, at this time of national crisis, are glad to pledge to the President of the United States their loyal support in his action for national defence. They will exert the influence of their journals in every possible way to promote unity of patriotic sentiment in the nation and effective action by every possible agency to aid the Government's military and naval forces."

**Merger in Wilmington, O.**

With the formation of a \$75,000 corporation, the Wilmington (Ohio) Daily News and the Journal-Republican of the same city are now under one management. The Journal-Republican Company successfully merged the two papers and are now publishing the News daily evenings, and the Journal-Republican weekly on Wednesdays. Thurman Miller, who is secretary-treasurer of the corporation, is managing editor, W. J. Gaivin, vice-president, is editor, and Col. C. R. Fisher, a well known Ohio financier, is president.

**Changes on Venango Herald**

David B. McCalmont, the retiring general manager of the Franklin (Pa.) Venango Daily Herald, was tendered a banquet by the editorial staff and other employees of the Herald as a testimonial, upon his severing his connection with the Herald. James B. Borland, who purchased the interests of Mc. McCalmont, has assumed the position of general manager and managing editor. William P. F. Ferguson will continue as editor, while James Albert Morris is the new city editor. Orrin H. Graham will have charge of the sporting page and F. M. Bowser will be the circulation manager. The change took place Monday, April 2.

The Herald was the first newspaper in Venango County to install a lease-wire telegraphic service. It is also a member of the International News Service. Mr. Borland was formerly interested in the Franklin Evening News.

**Dinner in Col. Henry's Honor**

About seventy-five members of the Duluth (Minn.) Herald family attended a banquet recently at the Iroquois Club in honor of Col. W. F. Henry, business and advertising manager of the Herald, in celebration of his birthday anniversary. The trip to the clubhouse was made in autos and sleighs. Charles McDonnell filled the rôle of toastmaster and speeches were made by various members of the different departments of the Herald. Among the out-of-town guests present were: W. J. Hayes, of Minneapolis, former Herald employee. Telegrams of regret were received from James A. Stuart, legislative correspondent, and Robert B. Liggett, of St. Paul, former sporting editor.

**To Continue Family Control**

The Mechanicsburg, (Pa.) Daily Journal will be run by Estele Thomas Steele as secretary and treasurer, with Edward Thomas as manager and E. C. Gardner as editor. Mrs. Steele is the daughter of R. H. Thomas, the founder of the Journal. She is a member of the League of American Women and several other organizations of women writers. The Journal was published by Robert H. Thomas, Jr., up to the time of his death, and plans have been made to continue the paper in the family.

**Norman Mack's Magazine Sold**

The National Monthly, which has been published by Norman E. Mack, its founder, since 1909, at Buffalo, New York, has been transferred to Washington, D. C., and in the future will be edited by Frank B. Lord, and be published by the Bryan Press of Washington. Mr. Lord has long been the magazine's Washington correspondent, and is one of the most prominent newspaper men of the corps of correspondents stationed in Washington. He was, until recently, the president of the National Press Club. A feature of the first issue published in Washington is that of a sketch of Willard Saulsbury, the new President pro tempore of the United States Senate, Senator from Delaware, and owner of the Dover Delawarian.

**HELP WANTED**

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

PRESS AGENT who has shot his mental and physical bolt for country health resort. Exchange part services for board and treatment. Address P. 3262, care Editor and Publisher.

**MISCELLANEOUS**

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

PAPER CUTTER, power, for 36-inch or 52-inch widths; will also consider other sizes. State full particulars and advice if machine may be seen in operation. P. O. Box 48, Station G, Brooklyn, N. Y.

**Chance to Purchase**

High-grade monthly labor publication. Growing rapidly, now paying own way with unsolicited advertising and subscriptions. April issue carried nearly 200 inches of advertising. Excellent field for development with practically no competition. No indebtedness. Owner must sell on account of going into other business. Unusual inducements made to ready purchaser. The right man can make several thousand dollars per year and can buy magazine with good will, advertising contracts and subscriptions for \$2,000. Offer open for short time only. Write for full particulars. Mention No. 4619.

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

**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.

HIGH SCHOOL GRADUATE (18) desires to enter office of trade publication or advertising agency where advancement is possible. Lester Savadel, 246 W. 59th St., New York City.

WOMAN WRITER, (27), free-lance, wants position. Human interest, humorous and articles. Address P. 3256, care Editor and Publisher.

EDITORIAL—I have had many years' experience in editorial and composing rooms. My knowledge would be valuable to some publisher who can use my services for part time. This is a money saving and efficiency proposition for, say, a trade publisher. Address P. 3257, care Editor and Publisher.

NEWSPAPERMAN.—Young, energetic newspaperman, executive ability, knowing every branch of the business—live wire and producer, wants responsible position in newspaper office. Own ideas, original and logical thinker. Publisher doesn't have to worry when I am around. Able to build up business—advertising—editorial—circulation departments. New York and country experience. Address P. 3254, care Editor and Publisher.

EDITORIAL MAN, experienced as house organ editor or associated on some live business journal; strong, clean-cut writer, familiar with printing, engraving, make-up; five years' experience on several big papers; highest recommendations from well known editors; available now. Address P. 3259, care Editor and Publisher.

VERSATILE AD-WRITER, four years producer of original promotion copy on big New York morning paper, offers service, whole or part time. Samples and excellent references. Address P. 3258, care Editor and Publisher.

WOMAN REPORTER and feature writer (24) with six years' experience on Metropolitan daily, wants position. Will not do purely woman's stuff or social. Can handle any general assignment or run special features, dramatic and book reviews, and copy reading. Can also write shorthand. Address P. 3263, care Editor and Publisher.

**FOR SALE**

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

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

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

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

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

**AN ELEPHANT ON MY HANDS.**

For Sale.—A printer vacated my premises, and left for back rent two Cylinder Presses, one a Potter Two-Revolution Press, that will print four pages of a seven-column newspaper, the other a Campbell Two-Revolution Press of sufficient size to print four pages of a six-column newspaper.

A Printing Press Expert Machinist advises me that the presses are in excellent running order and complete in every particular. He states that the Potter is worth \$750.00 and the Campbell \$550.00, which is less than 25 per cent. of their original cost. Nevertheless I will take \$40.00 for the Potter and \$50.00 for the Campbell, f. o. b., cars at Rockville Centre, Long Island. For further particulars address Combs, care Editor and Publisher.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

**CHAS. M. PALMER**  
Newspaper Properties  
225 Fifth Ave., New York

**\$100,000 Cash**

We have available \$100,000 in cash as first payment on a desirable Evening newspaper property. Eastern or Middle Atlantic States preferred. Customer may be met in our office by appointment.

**HARWELL & CANNON**  
Newspaper and Magazine Properties  
Times Building, New York

**EASTERN PAPER**

City of 30,000, evening paper established nearly 100 years; assets \$47,000, indebtedness \$13,000, circulation 5700. Earnings in 1916, \$32,989.92, expenses \$27,038.91, profit \$5,951.01. Expenses include owner's salary of \$3,400. Price,  $\frac{3}{8}$  interest for \$18,000. Proposition 433x.

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

**PUBLISHERS' NOTICE**

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

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

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

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

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

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

The Editor and Publisher sells regularly at 10c. a copy, \$3.00 per year in the United States and Colonial Possessions, \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 149 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

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

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

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

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

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

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

For sale by  
**WALTER SCOTT & COMPANY, Plainfield, New Jersey**

## LLOYD BRYCE DEAD

Distinguished Editor of North American Review Led Busy Life.

General Lloyd Bryce, former Minister to the Netherlands and for many years editor of the North American Review, died on April 1 in his home No. 1025 Fifth avenue, New York, of pneumonia. Funeral services were held Thursday morning from Grace Church.

The death of General Lloyd Bryce removed from New York one of its most picturesque figures. He has left his impress on letters and diplomacy. He served as minister to the Netherlands. His public life was as a member in Congress and as Paymaster-General on the staff of former Governor Hill. For years he was editor of the North American Review.

He was born at Flushing, L. I., on September 20, 1851. He was the eldest son of Major J. Smith Bryce. His early years were spent in Georgetown, D. C. He attended school at the Jesuit College of Georgetown. When the Civil War ended his parents took up their home in New York and he became one of the pupils of Professor Anthon.

In 1869 he entered Christ Church, Oxford, from which he was graduated after he had gained a B. A., and an M. A. When he returned to his own country he studied law in Columbia College Law School.

Despite his political activities he found time to engage in literature. He wrote a number of essays and several novels.

His wife was Edith Cooper, daughter of Mayor Edward Cooper and granddaughter of Peter Cooper. She died a year ago. The General is survived by his daughters, Mrs. J. Sergeant Cram and Mrs. Gifford Pinchot, and his son, Peter Cooper Bryce.

## PHOTOGRAPHER'S TRAGIC DEATH

Irving W. Smith, of N. Y. Evening Post, Killed in Elevator.

Irving W. Smith, a photographer for the New York Evening Post, who was on an assignment in Buffalo, was crushed to death Tuesday evening, March 27, while riding in an elevator in the Hotel Statler, Buffalo. Mrs. Smith, who was a passenger with her husband, collapsed and had to be placed in a doctor's care.

Mr. Smith was twenty-five years old. He lived at 83 Nevins Street, Brooklyn. He had been in Buffalo about a week. He and Mrs. Smith got in the elevator on the ninth floor. The lift stopped at the third floor to let passengers aboard. As it dropped away from the third floor, witnesses say, Mr. Smith was jolted forward and was caught between the wall and the moving elevator.

Death was practically instantaneous. Deputy Medical Examiner Cook issued a certificate of accidental death. The body was brought to New York for burial.

## Edmund Mitchell Dead

Edmund Mitchell, author and journalist, was found dead in his room in a New York boarding-house a few days ago. He was fifty-six years old. While still young he engaged in journalism, becoming an editorial writer on the staff of the Glasgow Herald, the Times of India; The Melbourne (Australia) Age, and the Los Angeles (Cal.) Times. He was also engaged as correspondent in Europe, Africa, Asia, and the East Indies. Mr. Mitchell reported the va-

rious international expositions in Europe and America, and was a constant contributor to English and American magazines and newspapers. Mr. Mitchell left a wife and child living in Los Angeles, Cal.

## Cartoon Character Dead

Esther Starring, original of "Mamma's Angel Child," the childhood character known to thousands through "Penny" Ross's comics, died March 31. Mr. Ross conceived the idea of the series seven years ago, when he was asked to create a character that children would enjoy. There was no time for invention, and Mr. Ross adopted the caprices of Esther, who was his niece, for his drawings. The idea was a success and became one of the popular features of the Chicago Sunday Tribune. Miss Starring was married four years ago to George P. Riehartz. Besides her husband, she leaves a daughter, Eleanor, three years old.

## OBITUARY NOTES

DEAN B. KIRKHAM, aged thirty-five, former city editor of the Milwaukee (Wis.) Daily News, and later with the Free Press and the Sentinel, drowned himself in the Milwaukee River this week. His body was recovered and sent to Juneau, Wis., his birthplace, for burial. He was a brother of Burdette Kirkham, sporting editor of the Milwaukee Free Press.

MRS. ALICE HARVEY, mother of the late John Harvey, for many years business manager of the Milwaukee Free Press, and grandmother of Alfred Harvey, night editor of the Free Press, is dead at her home in Milwaukee.

COLONEL WILLIAM A. MORGAN died in Hutchinson, Kans., March 24. He went to that city in 1871, and published the Chase County Leader for thirty years.

F. D. COPPING, an Oklahoma newspaper man, died in Miami, Okla., recently.

DAVID K. SIMONDS, aged seventy-seven, for more than thirty years editor and proprietor of the Manchester (Vt.) Journal, died at his home, in Manchester, on March 29, in his seventy-eighth year.

WILLIAM ARTHUR ROSE, for many years in charge of the circulation of the San Francisco (Cal.) Recorder, died recently, at his home, in San Francisco. He was a native of Memphis, Tenn.

WILLIAM J. MASTERSON, for twenty years connected with the advertising and circulation departments of the New York World, died March 31, at the Long Island College Hospital, in Brooklyn, where he had been for two weeks.

JOHN JOHNSON, aged sixty-six, for many years managing editor of the Troy Press, and former owner of the Saratoga Eagle, died March 30 at his home in Lake Pleasant, Mass.

PHIN M. MILLER, aged seventy-seven, at one time editor of the Lockport edition of the Buffalo Express, died at his home in Buffalo, March 27.

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

## WEDDING BELLS

Miss Florence Meredith Burgoyne, daughter of the late Arthur G. Burgoyne, the well-known paragrapher of Pittsburgh, Pa., and Charles J. Murray, a newspaper man of Cleveland, O., were married at the home of the bride's brother, Arthur G. Burgoyne, of the Pittsburgh Gazette-Times Staff, on March 27. They will reside in Cleveland.

Lester Markel, night city editor of the New York Tribune, and Miss Meta Edman, of New York, were married April 3rd at the Hotel Astor by Rev. Dr. H. Pereira Mendes. Arnold Markel, a brother of the groom, was best man and Mrs. A. J. Markel was matron of honor. Miss Miriam Sessler was the bridesmaid. About 200 guests were present. Mr. and Mrs. Markel are enjoying a wedding trip to the South.

Miss Susan Wilbur and Llewellyn Jones, literary editor of the Chicago Evening Post, were married last Saturday at the home of the bride's mother, Mrs. George W. Wilbur, of Oak Park. The marriage was the culmination of a poetical friendship. After graduating from Wellesley College, Miss Wilbur attended the graduate school of literature of the University of Chicago where Mr. Jones obtained his diploma. At the time of his graduation he was acknowledged the best poet in his class. Later he published the "Chicago Anthology" which contains some of Miss Wilbur's work.

Charles G. Mullen, business manager of the Tampa (Fla.) Daily Times, is to be married on April 12 to Miss Virginia Louise Hopkins, at Lincolnton, N. C.

## Will Discuss Power of Press

"The Power of the Press" will be discussed at the next meeting of the Humanitarian Club at Carnegie Hall, next Tuesday evening. The following well known newspaper men will speak: Abraham Cahan, of the Daily Forward; Royal J. Davis, of the Evening Post; Hans Van Keltborn, of the Brooklyn Eagle; Isaac Russell, of the Evening Mail; Robert Bayard Swope, of the New York World, and Jason Rogers, of the Globe.

Don't air your opinions. Maybe they are best treated with silence.

## 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 Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



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

## DRY MATS ECONOMICAL

San Antonio Light Effects Saving Since Introduction in that Office.

The experience of the San Antonio (Tex.) Light with dry mats is told by Charles S. Diehl, in the Bulletin of the Southern Newspaper Publishers' Association, as follows:

"The net results in use of dry mats in our case may be summarized as follows:

"We are able to go to press from fifteen minutes minimum to forty minutes maximum earlier, under exactly the same conditions as prevailed before we installed dry mats.

"We are able to save 1-73 of our white paper cost, and may be able to save 1-40.

"We are saving a gas cost of approximately \$500 a year.

"We are saving 1-73 of our postage account on outside circulation.

"We are able to have cold forms returned for immediate distribution without waiting for the forms to cool.

"We are obviating the destruction of type metal through expansion and contraction of the metal through going under the steam tables.

"We are saving 66 per cent. of that portion of our stereotyping room which was occupied before by the molding machine, steam tables and apron.

"It is, in short, the greatest saver of time and money which we have been able to arrange within the last five years, and with it all we are enabled to print a paper greatly improved in typographical appearance."

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

MANHATTAN  
PHOTO-  
ENGRAVING CO.

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



# Building New Homes

THE vital values of advertising in any community, lies in its HOMES. Home-folks are constant buyers.

They are close readers of advertisements in the HOME NEWS-PAPERS.

Where HOMES flourish, business grows in a thousand ways.

In 1916, the assets of the New England Building and Loan Associations increased over the previous year.

## \$11,929,654.00

*That's a big sum!*

Yet it is but a single spoke in New England's gigantic financial wheel which is ever revolving and covering more ground.

*It signifies that the working people are building new homes.*

New homes bring inspiration and aspiration.

Both call for larger expenditures in everything that has to do with the homes, the comforts and the conveniences of the people.

*The clear-visioned National Advertisers will see the point without glasses!*

### MASSACHUSETTS.

	Net Paid Circulation	2,500 lines	10,000 lines
Boston American (E)	380,281	.40	.40
(S)	321,625	.35	.35
Boston Globe (ME)	242,457	.30	.30
(S)	296,523	.30	.30
Boston Herald-Traveler (ME)	196,794	.28	.25
Boston Journal (M)	58,921	.16	.125
Boston Post (M)	483,573	.45	.45
(S)	329,276	.35	.35
Boston Record (E)	35,123	.12	.12
Boston Transcript (E)	30,277	.18	.18
Fall River Herald (E)	7,585	.02	.02
Fitchburg Sentinel (E)	5,085	.02	.0157
Lynn Item (E)	13,227	.054	.0357
Lowell Courier-Citizen (ME)	17,048	.035	.035
New Bedford Standard & Mercury (ME)	20,774	.04	.04
Pittsfield Eagle (E)	12,422	.0207	.0157
Salem News (E)	18,732	.05	.04
Springfield Republican (M)	15,215	.34,682	.09
Springfield News (E)	19,417		
Springfield Republican (S)	17,542	.065	.04
Springfield Union (MES)	30,444	.07	.06
Worcester Gazette (E)	25,863	.06	.045
Mass. totals,	2,578,204	3.3562	3.2521
Population,	3,605,522.		

### RHODE ISLAND.

Providence Bulletin (E)	49,455	.09	.09
Providence Journal (M*S)	25,759	.07*08	.07*08
Providence Tribune (E)	21,654	.05	.05
Woonsocket Call-Reporter (E)	11,542	.0428	.0285
Rhode Island totals,	108,410	.2528	.2385
Population,	591,215.		

### MAINE.

Portland Express (E)	21,247	.0535	.0375
Population,	762,787.		

### VERMONT.

Burlington Free Press (M)	9,892	.025	.0179
Population,	361,205.		

### CONNECTICUT.

Hridgeport Post-Telegram (ME)	32,019	.075	.055
Danbury News (E)	6,099	.0118	.0118
Hartford Courant (MS)	18,976	.06	.04
Hartford Times (E)	25,691	.06	.05
Meriden Journal (E)	4,897	.025	.0143
New Haven Times-Leader (E)	115,295	.04	.03
New London Day (E)	9,140	.0285	.02
New London Telegraph (M)	3,750	.0086	.0071
Norwich Bulletin (M)	9,265	.04	.018
Connecticut totals,	125,132	.3389	.2462
Population,	1,114,756.		

# The New York Globe

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*In keeping with its policy of fair play to all—advertisers, readers and other newspapers—announces a program effective from date, which, if followed in principle by other newspapers, will help solve the print paper problem.*

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1. Under no circumstances will the Globe print more than 210,000 papers per day.
  2. The Globe will limit size of its issues to an average of 16 pages or less per day.
  3. The Globe will limit volume of space from any advertiser to keep newspaper inside this limit and still care for some representation for all advertisers.
  4. The Globe has cut off all returns and stands ready to go to two cents per copy if necessary to effect further conservation of paper supply for use of newspapers unable to obtain supply.
  5. The Globe will publish no baseball extras or seek to serve any but present regular daily subscribers.
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This policy means a saving of 10 tons per day below 1916 use or nearly 30 per cent. saving, and yet the average sale of the Globe is from 20,000 to 35,000 per day over 1916.

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*The average net sale for the year will probably average over 200,000 a day. The Globe's advertising rate would be low for 150,000 of the class it represents. With present demand it could be upwards of 250,000 if we supplied all the newspapers ordered by newsdealers.*

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CHICAGO  
Tribune Bldg.

O'MARA & ORMSBEE, Inc.  
Special Representatives

NEW YORK  
Brunswick Bldg.



