

THE EDITOR & PUBLISHER

CHICAGO
UNIVERSITY

APR 17 1917

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10 Cents a Copy



We All Eat

And most of us are quite interested in *what* we eat. The wife or mother may be the purchasing agent for the family, but the father, son, and daughter have considerable to say about what she purchases.

So the wise food manufacturer addresses his copy to the entire family, and places it in those mediums which reach and appeal to the entire family.

The Chicago Daily News is just such a medium.

It is an evening paper and is brought into the home at night instead of being taken out of the home in the morning. It is read at a time when the entire family have the leisure to read and be influenced by the advertisements. Moreover, its news and features ap-

peal to every member of the family. Proof of this is the fact that The Daily News is read by over 85,000 more families in Chicago and suburbs than any other newspaper, daily or Sunday.

Sellers of food products appreciate all these facts and therefore buy more space in The Daily News on its six publishing days a week than they buy in any other newspaper on the same days.

If you want to reach practically everybody who eats in Chicago, follow the example of the sellers of food products.

THE CHICAGO DAILY NEWS

Over 425,000 Daily

"It Covers Chicago"

A Master Salesman On Your Pay Roll

YOUR selling organization comprises two kinds of salesmen; if not two kinds, then two functions are performed by the individuals employed. There is the work of *telling* the customer about your goods and there is the work of *selling* him.

The *telling* consists in bringing to the attention of the prospect all those facts about your product which he wants to know and which you think he ought to know. There are questions to be asked and answered. There are comparisons to be made, objections to be overcome, cost figures to be presented, and possible savings to be pointed out. All this is preliminary to the final operation, the *selling*, when the prospect is brought face to face with the "Please-sign-here" line and does sign and so becomes your customer.

Think now what a large proportion of your salesman's time is consumed in the preliminary *telling*. Suppose you could do all the *telling* to a thousand, yes, ten thousand and more prospects within the next week and that your solicitors need only emphasize the points already made and close the deal. Their task is shortened. They would see more people in a day. One call would be equivalent to two under the system of letting one man perform both functions.

Put a printer on your pay-roll as your advance salesman. Pay him for the *telling* and your salesman for *selling* and you will find profit in this separation of functions. But the printer must be a master salesman, if the man who follows him is to reap a satisfactory harvest. The story of your goods must be in such form that it will be read. It must truly represent the character of the house about which it talks. It must leave an impression that will be remembered when the salesman calls later on.

THE NATION PRESS is a service organization that will take an interest in your own specific problem. It also has had an experience in such matters that puts it in the master-salesman class. Consult them today. If they cannot help you they will say so, but the chances are that they can.

NATION PRESS, Inc.

20 Vesey Street

Phone, Cortland 83

We Also Maintain a Highly Efficient Law Printing Plant

"OHIO FIRST"

OHIO is *First* in the Central Division of states in its number of municipalities.

It has 52 cities and towns of over 8,000 population, the *most important* of them being represented by the "OHIO FIRST" newspapers whose names appear on this page.

In these 52 cities and towns lie the energy, enterprise and wealth of Ohio's 5,150,356 people, who buy every day immense quantities of such staple articles and luxuries as are used by progressive American communities, where there is a plentiful supply of money.

These cities and towns throb with vitality.

They and their environments are thoroughly covered by these "OHIO FIRST" newspapers.

The system of communication and transportation in Ohio, is of the most modern character.

It reaches out like a giant hand with thousands of fingers, whose tips touch every important buying centre in the great state.

Thus, in Ohio, the question of delivery is definitely settled.

Because of their definite influence, "OHIO FIRST" newspapers stand **FIRST** in their ability to build reputation for National Advertisers and create sales!

| | Net paid Circulation | 2,500 lines | 10,000 lines |
|---|-------------------------|----------------|-----------------|
| Akron Beacon-Journal (E) | **29,360 | .04 | .04 |
| Canton News (E & S) | **12,613 | .0214 | .0214 |
| Chillicothe Scioto Gazette (E) | **2,380 | .0057 | .0057 |
| Chillicothe News Advertiser (E) | 2,451 | .0085 | .0072 |
| Cincinnati Commercial Tribune (M) | *60,723 | .11 | .09 |
| Cincinnati Commercial Tribune (S) | *26,339 | .14 | .12 |
| Cincinnati Morning Enquirer, 5c. (M & S) | 56,583 | .14 | .12 |
| Cleveland Leader (S) | *145,000 | .17 | .15 |
| Cleveland News (E) | *125,000 | .18 | .16 |
| Combination L. & N. | *270,000 | .30 | .26 |
| Cleveland Leader (M) | *85,000 | .15 | .13 |
| Cleveland News (E) | *125,000 | .18 | .16 |
| Combination L. & N. | *210,000 | .27 | .23 |
| Cleveland Plain Dealer (M) | **138,023 | .18 | .18 |
| Cleveland Plain Dealer (S) | **192,891 | .22 | .22 |
| Columbus Dispatch (E) | *75,302 | .11 | .10 |
| Columbus Dispatch (S) | **71,119 | .11 | .10 |
| Dayton Herald** (E) | †22,114 | .05 | .035 |
| Dayton Journal** (M & S) | †22,430 | .05 | .035 |
| **Combination (M & S) 6c. per line. | | | |
| Dayton Journal (S) | †22,000 | .07 | .045 |
| Dayton News (E) | 33,958 | .045 | .045 |
| Dayton News (S) | 20,388 | .03 | .03 |
| East Liverpool Tribune (M) | 4,392 | .0115 | .01 |
| Findlay Republican (M) | 5,989 | .0107 | .0107 |
| Lima News (E) | †9,322 | .02 | .0172 |
| Mansfield News (E) | †7,631 | .019 | .019 |
| Marion Daily Star (E) | **7,728 | .0129 | .0129 |
| Newark American- Tribune (E) | **6,287 | .0085 | .0085 |
| Piqua Daily Call (E) | 4,012 | .0072 | .0072 |
| Portsmouth Daily Times (E) | 9,411 | .015 | .015 |
| Sandusky Register (M) | **4,301 | .0093 | .0093 |
| Springfield News (E & S) | 12,453 | .02 | .02 |
| Steubenville Gazette (E) | 3,620 | .0143 | .0071 |
| Toledo Blade (E) | 51,971 | .12 | .10 |
| Youngstown Telegram (E) | **17,725 | .035 | .035 |
| Youngstown Vindicator (E) | 18,658 | .03 | .03 |
| Youngstown Vindicator (S) | 16,716 | .03 | .03 |
| Zanesville Signal (E) | **11,452 | .02 | .02 |
| Zanesville Times- Recorder (M) | **17,023 | .025 | .025 |
| Totals, | | | |

†April, 1916, Gov. statement.

*Publishers' statement.

Other ratings Gov. statement Oct. 1, 1916.

National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New York City.

April, 1917, Gov. Statement.

THE TABLES TURNED

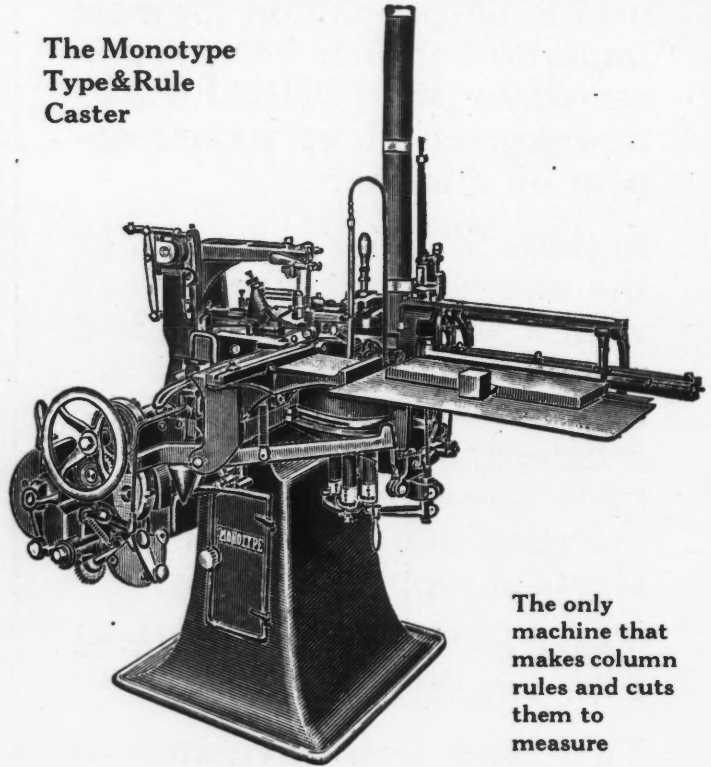
"A prophet is not without honor save in his own country and among his own people," saith the proverb; but we have reversed this, for now

SIX OUT OF EIGHT OF PHILADELPHIA'S DAILY PAPERS

Are using the
MONOTYPE
Type & Rule
Caster in their
Ad Rooms

*And the seventh is
using two Monotype
Type & Rule Casters
to make possible the
use of other machines
for display ads*

The Monotype
Type & Rule
Caster



The only
machine that
makes column
rules and cuts
them to
measure

NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type & Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all of the compositors all the time on constructive work.

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK, World Building
BOSTON, Wentworth Building

CHICAGO, Rand-McNally Building
TORONTO, Lumsden Building

THE EDITOR & PUBLISHER

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No. 44

NEWSPAPER MAN SHOULD DIRECT CENSORSHIP

United States May Avoid Repeating Disastrous Early Blunders of European Censorship By Placing Trained Journalist at Head of Bureau, with Full Co-operation of Efficient Army and Navy Officers—Patriotic Service of Newspapers Must Not Be Hampered Through Needless Restrictions.

By FREDERICK ROY MARTIN,
ASSISTANT GENERAL MANAGER OF
THE ASSOCIATED PRESS.

[Frederick Roy Martin spent the first nineteen months of the great war in European capitals, in contact with British, French, and German censorship. No American newspaper man is better qualified to speak from personal knowledge of the blunders and costly mistakes of policy committed by the Allied nations in their efforts to suppress news which might have had military value to enemies. That a sensible censorship may be made of incalculable value to the nation at war, without suppressing the publication of legitimate news, is clearly shown in Mr. Martin's article.—Editor.]

WITH all wireless stations, cables and mails under governmental control, a press censorship in the United States need not be particularly stringent to prevent military information reaching our enemy, more than three thousand miles away.

Fortunately, also, we have the troublesome experiences of European nations with their censorships to guide us, and we should be able to avoid most of the serious blunders they committed in their efforts to regulate the press. In time, England evolved from its plethora of mistakes a reasonably efficient Press Bureau, which is not only a deterrent of publication of military information, but also has become in many ways helpful to the newspaper profession, and is not, as a rule, offensively drastic. At times it irritates, of course, as in the recent action respecting the Nation, but in such instances, the interference of politicians speedily reacts.

The gradual construction of this reasonably efficient censorship in England, resulting from all the errors, groping, backing, and filling since August, 1914, seems to emphasize these basic principles:

BASIS OF USEFUL CENSORSHIP.

- (1) An efficient censorship has as its chief aim the prevention of publication of military or naval information which may be of value to the enemy.
- (2) It must not be so suppressive as to minimize public interest in military developments.
- (3) It can be best administered by trained newspaper men, and not by retired army and navy officers, who may suffer from physical or mental gout and antagonize the press at every turn.
- (4) It must penalize those publishers



FREDERICK ROY MARTIN.

who insist upon using "good stories" against the public interest, possibly with the fear that some other paper will score a "beat."

(5.) It can do more than suppress information; it should cooperate with the press and provide adequate facilities for procuring such information as it is wise to publish regarding military developments, thereby serving the entire nation through the press.

It need not be demonstrated that newspaper men as a class need no encouragement to render the country any possible patriotic service. That their judgment to what should be published may at times demand correction by the officials of the army and the navy, and less frequently, by the State Department, is equally incontrovertible. Those who have been conducting recent con-

ferences with Cabinet officers in Washington testify that the latter recognize the advantage of giving the largest possible supervision of the censorship to men who understand the newspaper business. Upon that principle the whole structure of an efficient, satisfactory, and even beneficent censorship will depend.

FREE SPEECH CANNOT BE SUPPRESSED.

That any wise Government will try to prevent press discussion of its policies, even of its military activities, seems unlikely. The Russian autoeracy has failed in this, leaving the field to the German bureaucrats.

The London newspapers have been so uniformly ahead of the Cabinet in foreseeing the dangers confronting Great Britain—the shortage of mun-

itions and the necessity for conscription, for example—that in England no censorship would be tolerated that attempted to control the most candid disclosures of the mistakes of office-holders.

Some newspaper men in this country have anticipated an attempt to check such criticism as grew out of the embalmed beef and typhoid-fever conditions in our war with Spain. My own experience as an active news-gatherer in that war, gained at our Southern military camps, aboard troopships, in Cuba, and in Porto Rico, was that nobody was more anxious than army and navy officers to have the breakdown of our supply system perfectly understood by the American people. It was the political circle that resented criticism. "If you criticize the Cabinet, you aid the Germans," was the feeble cry of many politicians in England early in the war," but the cry fooled nobody.

"The duty of the journalist is the same as that of the historian—to seek out truth above all things, and to present to his readers, not such things as statecraft would wish them to know, but the truth as near as he can attain it." And statecraft cannot in these democratic days hide its errors under the cloak of a state of war.

GEOGRAPHICAL DIFFICULTIES.

It may seem that, with more than two thousand daily newspapers in this country, an efficient press censorship would be practically impossible. While there are manifest difficulties in our geographical extensiveness, there are compensating advantages. A paper in Maine or California may publish a most indiscreet or even dangerous article, but it is a long way from Portland or San Francisco to Berlin, whereas the Germans are almost within gunshot of Paris, and English papers reach German agents in Holland on the day of publication. English censors have said, speaking carelessly, of course, but with considerable truth, "In war information a week old as a rule is not information of value to the enemy."

News regarding shipping will probably be the first kind of information to be suppressed. In passing, it may be of interest to note that the Associated Press discontinued publishing the ports of arrival and departure before the Government got around to omitting such data from its published Post Office circulars and even before the Government discontinued publishing the sailing dates of its own ships. (As late as April 9 the

War Department orders published in New York newspapers gave by name eight places where submarine mine material is being made.) An experienced newspaper man at the head of the voluntary censorship could have issued effective orders to discontinue the dissemination of all such information throughout the United States within twenty-four hours. Newspaper men cannot command battleships, and military staff officers cannot conduct newspapers.

EFFICIENT OFFICERS, BUT POOR CENSORS.

Reverting to the "horrible example" of the British censorship, one incident may be illuminating. When the war started Sir Reginald Brade, of the War Office, and Col. Churchill, an able British officer, were struggling with the censorship. Both were capable gentlemen in their own lines of effort, but they were as helpless as Lord Northcliffe or Lord Lawson would have been in command of the Iron Duke or the Arethusa. Their censors, mostly superannuated officers, followed instructions so implicitly that when the Associated Press endeavored to cable the Admiralty's official report of the Heligoland fight—which the Government might appropriately have spent much money to circulate throughout the world—they threw it into the wastebasket. The explanation of this tragic achievement given to me by Sir William Tyrrell, of the Foreign Office, was that the censorship rules prescribed that the names of individual ships should not be mentioned and the Admiralty report had mentioned individual ships.

Before committing suicide, which seemed a more natural explanation to render to my superiors in New York, I told Sir Reginald and Col. Churchill that I could not credit the explanation. "You credit it or you reflect on the honesty of my associates," said Col. Churchill. I withdrew with assurances that I credited the honesty of his associates, but found it impossible to comment on their intelligence. (It is only fair to say that both these gentlemen were but victims of unpreparedness and both contributed materially to the later improvement of the Press Bureau.)

THE ADVENT OF COMMON-SENSE.

When it became apparent that the head censor must be in touch with all military and Cabinet secrets and must possess the confidence of the Government, the task was given to Sir Stanley Buckmaster, now Lord Buckmaster. He did not understand the newspaper business, but devoted himself assiduously to learning it, and is one of the most patient men who ever held a public office. Scores of us battled with him by written and spoken word, by day and night. He built up the present system with the assistance of Sir Edward T. Cook, who had been editor of the Pall Mall Gazette, the Westminster Gazette, and the Daily News, but is best known here as the biographer of Ruskin and of Delane, of the Times. Sir Frank A. Swettenham also assisted.

On the day when Lord Buckmaster became Lord High Chancellor I met him at the hospitable home of St. Loe Strachey, of the Spectator, the best friend American newspaper men have had during this war in London, and told him that newspaper men had probably been a more constant nuisance to him than to any man in Great Britain. With characteristic suavity he assured me that he had only the pleasantest recollection of all his relations with the press. An American probably would have admitted a part of the indictment. We do not produce that type of urbanity in this country; like the



PRESS GALLERY GIVES JAMES D. PRESTON AN AUTOMOBILE.

In recognition of his services of twenty years as superintendent of the Senate press gallery, present and past members of the gallery presented James D. Preston with a monogrammed automobile. Left to right in this group are William E. Brigham, of the Boston Transcript; Preston (in the car); Richard V. Oulihan, of the New York Times, and Leroy Vernon, of the Chicago Daily News. Leo R. Sack, of the San Antonio (Tex.) Light, being modest, is hiding behind the windshield.

color on the walls of St. Paul's and the Abbey, it comes only with the centuries.

But all the dreadful lapses of the British censorship and all its inequalities can be avoided by the United States. The mistakes which required months to correct are sign-posts for us. Its printed rules reveal its slow growth. Our censorship can develop equal efficiency in a month if it note the charted pitfalls in Whitehall.

LESS ZEAL FOR SUPPRESSION OF NEWS.

In England they do not try to suppress everything now, for they have learned the value of publicity for military news. They know in England now that it was foolish to endeavor to conceal the loss of the Audacious, and that its loss if it had been told to the British people would have stimulated recruiting, just as would the thrilling story of the retreat from Mons. Sir Edward Cook said the Admiralty resented the suggestion that we be permitted to cable that the Agamemnon had not been sunk at Gallipoli, as the Germans claimed, but with time the point of view so shifted that, after the Jutland fight, the captain of the Warspite invited an Associated Press correspondent aboard his ship to see for himself that the German claim of sinking her was not true. Similarly two years ago Mr. Asquith, who gave of his time freely to newspaper men, refused to be quoted in press statements; last week he gave the Associated Press a signed interview. They know in England now that it was shortsighted to overdo the "savagery" of using poison gas to such an extent that when the press was ordered to discontinue the elaboration of its horrors, everybody knew that the British supply of the first poison gas was ready. They know now that the story of the first Zeppelin raids over London might have been just as harmlessly told as they have learned to tell the stories of the lesser raids that followed. It is not blaming the British authorities to say these things, for they had no modern example to guide them.

The United States need commit none of these blunders with the press, blunders of feeding pap to the public that needs red meat. It can present its commitments to the Press Bureau in Whitehall, borrow its methods so far as adaptable to the American situation, and in a few weeks be conducting its cen-

sorship quite as effectively. It will need trained newspaper men in charge of its censorship, but it will also need the cooperation of the army and navy, who should on the day the censorship is established assign active, intelligent, and sympathetic officers who know everything that is going on, to assist the press, to help it serve the American people, and not to endeavor to choke it to death, for it cannot be choked.

P. S.—The head censor, however efficient he may be, can anticipate what will be said about him six months from now by editorial writers, paragraphers, cartoonists, and stage comedians, if he will look up "detestable" or "odious" in any book of synonyms.

Criticises British Censors

O. H. W. Massingham, editor of the London (Eng.) Nation, has written a stinging criticism of the British censorship to the Times, of that city. No copies of the recent issue of the paper were allowed to be sent abroad. No reason was given, he stated. The Nation circulates extensively in the United States. The Nation, he says, was one of the two or three newspapers in the United Kingdom that understood President Wilson's policy and sought to interpret it, "yet the American public is now to be debarred from reading one of the very few British journals that have stood consistently for a friendly understanding between British and American opinion."

"Army Luncheon" in Pittsburgh

The Pittsburgh Press Club gives an "Army Luncheon" to-day. The object is to instruct newspaper men how best to "do their bit" in the national crisis. Major E. L. Humes, United States Attorney for the Pittsburgh Federal District, was scheduled to discuss from a war-time viewpoint "How Newspaper Men May Cooperate with the Government."

Discontinues Daily Issue

Frank Anderson, who has published for twenty-one years the Daily Press-Argus at Van Buren, Ark., has discontinued the daily edition and will hereafter publish a weekly edition.

NEWSPAPERS WILL HELP PAY WAR INDEBTEDNESS

House Ways and Means Committee Considering Various Schemes of Imposing Taxes on Advertisements, Gross Receipts, and Other Revenues, Also Increasing Postage Rates.

WASHINGTON, April 12.—The formation of amendments to the general revenue bill which will raise the taxes for the payment of the war indebtedness, and the part that the newspaper industries of the country will play in the payment of these taxes, are now under consideration in the House of Representatives by the Ways and Means Committee.

One in a position to know stated to-day that several methods were being considered for the taxation of newspapers. First, it is being considered whether or not it will be feasible to increase the second-class postal rate under which newspapers are mailed.

Secondly, it has been suggested that the length of haul or zone rate may be placed in force to collect additional revenue.

Thirdly, some way of taxing the ad spaces of newspapers; in other words, a tax on all advertisements placed in newspapers or other publications.

Fourthly, a tax on the gross receipts of all newspapers.

As an attempt was made in the last session of Congress to increase the rate on second-class postal rates, it is probable that this form of taxation or raising revenue from newspapers will be the first attempted. In the last Congress the attempt was made to increase the rate from a cent to a cent and a half and two cents per pound. Of course, the war rate would have to be more than that. It is estimated by those in a position to know that \$150,000,000 in revenue will be expected to be raised from postal sources. This would necessarily involve the increased rate on drop letters from two cents to three cents or possibly four cents a letter, and an increase on all classes of mail, including second-class.

It has always been the general plan of Congress to hold public hearings in which the public generally are invited to attend, or at least that part of the public directly interested or affected by the proposed legislation before the revenue legislation or taxation legislation is finally drafted. Of course, proposed bills are temporarily drawn, and then those interested are invited to appear if they have any grievances as to why and how the proposed legislation should be changed.

AFTER ALIEN ENEMIES

New York Evening Telegram Organizes Readers to Aid Government.

The New York Evening Telegram last Sunday afternoon printed in a box the telephone numbers of police headquarters, the United States secret service, the United States Marshal's office, the office of the United States Department of Justice, the Sheriff's office, and the Fire Department, under the caption of "Paste This in Your Hat." Around the box was a story advising Americans to listen for plots, and to report anything suspicious to the proper department, taking care not to report trivial things which would hamper the agencies of Government. All persons who are known to be enemies of the Government, it was urged, should be reported at once.

SEVEN NEWS PRINT MANUFACTURERS INDICTED

Federal Grand Jury, Sitting in New York, Returns Bills Against George H. Mead, Philip T. Dodge, Edward W. Backus, George Chahoon, jr., G. H. Gould, Alexander Smith and Frank J. Sensenbrenner, Charging Violations of the Sherman Anti-Trust Law—Allegations of Restraint of Trade—Bail Fixed at \$5,000 by Judge Cushman.

CRIMINAL indictments were returned against seven news print manufacturers by the United States grand jury, sitting in New York, Thursday afternoon, on a charge of engaging in a conspiracy in restraint of trade and commerce, in violation of the Sherman law.

The manufacturers against whom the indictments were found are:

George H. Mead, of the Spanish River Pulp and Paper Mills, Ltd.

Philip T. Dodge, of the International Paper Co.

Edward W. Backus, of the Minnesota & Ontario Power Co.

George Chahoon, jr., of the Laurentide Paper Co., Ltd.

Gordias H. Gould, of the Gould Paper Co.

Alexander Smith, of the Abitibi Paper Co.

Frank J. Sensenbrenner, of the Kimberly Clark Co.

George F. Steele, secretary of the News Print Manufacturers' Association, was not a defendant, having testified before the Federal grand jury in response to a subpoena.

When the indictments were accepted by Judge Cushman, Special Prosecutor Bainbridge Colby asked that bench warrants be issued, and that the bail of the defendants be fixed at \$5,000 each. The motion was granted.

CHARGES ON WHICH THEY WERE INDICTED.

The seven men are charged, as managing officers of the companies with which they are connected, and their subsidiaries, and through the News Print Manufacturers' Association, of which they are members, of entering into a conspiracy in restraint of trade and commerce.

It is alleged in the indictment that they planned together not to compete with each other, to restrict production, that they would keep each other posted as to the grade and quality of news print they manufactured, and simultaneously circulate reports as to the alleged increasing cost of materials that enter into the manufacture of paper. They agreed, the indictment alleges, to discourage the erection of new mills, and were in a position to induce and coerce others not to compete with them by unfair methods. Production of news print, the indictment states, could have been increased, except for the policy of these men in keeping machines on other grades of paper.

The News Print Manufacturers' Association is described as an organization without constitution and by-laws, which kept no minutes of its meeting, and was in effect a clearing house through which the concerns with which the indicted men were connected, sent information to one another, and by means of which they were enabled to increase prices, reduce consumption, and compel newspapers to accept an inferior grade of paper.

The grand jury went into the matter of subsidiary companies and the selling concern of the Canadian mills, for all

paper disposed of through it to newspapers in the United States, and laid bare the plan by which, it charges, they agreed, among other things, not to allow claims for damaged or waste paper, and not to compete with each other in matters affecting credit.

PRODUCTION CURTAILED.

According to the figures shown, it was possible for the concerns named to have increased the production of news print paper by at least 564 tons a day, had machines or parts of the plants been kept on news print, instead of being diverted to the manufacture of other grades.

P. T. Dodge, of the International Paper Company; Alexander Smith, of the Abitibi Power & Paper Company, Ltd.; George H. Mead, of the Spanish River Pulp & Paper Mills, Ltd.; George Chahoon, jr., of the Laurentide Company, Ltd., are four of the seven men who signed the request to the Federal Trade Commission that that body set the price of news print for six months from March 1.

The indictment explains that, since December, 1914, back to which time the inquiry extends, that news print paper has been manufactured in large quantities in the different sections of the United States and in Canada. The paper has been sold in this country largely, though some of it has been shipped to Europe, South America, and Australia. The daily output of this grade of paper, in the United States and Canada, the indictment states, approximates 6,300 tons, worth in the neighborhood of \$250,000. Of the total amount, 5,600 tons a day, valued at something like \$225,000, was manufactured and shipped by the corporations with which the indicted men were connected.

The corporations the indictment names as news print manufacturers, follow:

The Abitibi Power & Paper Company, Belgo-Canadian Pulp & Paper Company, Ltd., Berlin Mills Company, J. R. Booth, Brompton Pulp & Paper Company, Crown-Willamette Paper Company, Canada Paper Company, Cliff Paper Company, Edward Crabtree & Sons, Ltd., Champion Paper Company, Cleveland Paper Company, Cheyboygan Paper Company, Consolidated Water Power & Paper Company, Donnacona Paper Company, Ltd., Deils Paper & Pulp Company, E. B. Eddy Company, Ltd., Finch & Pruyne & Co., Flambeau Paper Company, Gould Paper Company, Grandfather Falls Company, Hennepin Paper Company, Itasca Paper Company, Kimberly, Clark Company, Laurentide Paper Company, Ltd., Minnesota & Ontario Power Company, Nekoosa-Edwards Paper Company, Northwest Paper Company, Oswego Falls Pulp & Paper Company, W. H. Parsons Company, Pettibone-Cataract Paper Company, Powell River Company, Ltd., Remington Paper & Power Company, St. Maurice Paper Company, Ltd., St. Regis Paper Company, Spanish River Pulp & Paper Mills, Ltd., Taggarts Paper Company, West End Paper Company, Watab Pulp &

Paper Company, and the Wisconsin River Pulp & Paper Company.

Approximately 1,000 tons of news print manufactured daily were shipped by the paper-making concerns to New York city.

All of the defendants named in it, except George F. Steele, who is not a defendant, have during the last three years engaged in an unlawful conspiracy in restraint of trade and commerce, the indictment alleges.

George H. Mead, it is stated, as president, is the directing and managing officer of the Spanish River Pulp & Paper Mills, Ltd., and of its subsidiary, the Lake Superior Paper Company, Ltd., and also president of the George H. Mead Company, of Dayton, O., which concern acted as an exchange sales agent in the United States for the corporations, and also for the Abitibi Power & Paper Company, Ltd., which controls the sale in interstate trade and commerce the indictment charges.

CHARGES AGAINST MR. DODGE.

Philip T. Dodge, president, is also directing and managing officer of the International Paper Company, which company, in addition to its regular output, the indictment charges, could produce 500 tons of news print daily by utilizing certain portions of its plants appropriate for the making of news print of that grade, but which had been used in the manufacture of other grades of paper. Mr. Dodge, the indictment goes on to say, controlled the sale of approximately 1,289 tons of paper a day.

Edward W. Backus, the indictment says, is president, directing and managing officer of the Minnesota & Ontario Power Company and its subsidiary, the Fort France Pulp & Paper Company, and controlled the sales of about 350 tons of paper a day.

George Chahoon, jr., is president, sales and managing officer of the Laurentide Company, Ltd., the indictment alleges, and an officer and sales manager of the Canada Export Paper Company, which acted as sales agent in the United States of the Laurentide Company, Pirie Brothers, Ltd., Belgo-Canadian Paper Company, Ltd., Brompton Pulp & Paper Company, Canada Paper Company, Ltd., and the St. Maurice Paper Company, all of which controlled the sale of approximately 700 tons of news print a day.

G. H. Gould, as president of the Gould Paper Company, the indictment says, was also managing officer of that corporation, the Donnacona Paper Company, Ltd., and the St. Regis Paper Company, all of which corporations controlled the sales of about 330 tons of paper daily.

Alexander Smith is described as a leading banker who is engaged in the flotation and sale of securities in paper manufacturing corporations. Mr. Smith, and the investors he represents, it is alleged, were largely interested in the Minnesota and Ontario Power Co., the Spanish River Power and Paper Mills, Ltd., and its subsidiaries, the Lake Superior Pulp and Paper Co., and the Abitibi Power and Paper Co. He was

also vice-president of the Minnesota and Ontario Power Co., and the Abitibi Power Co.

Frank J. Sensenbrenner, as vice-president and managing officer of the Kimberly Clark Co., the indictment says, controlled the sale of 81 tons of news print daily. The indictment says that the Kimberly Clark mill could produce 145 tons of news print a day if necessary. Mr. Sensenbrenner, the indictment goes on to state was largely interested in the manufacture and sale of sulphite, so necessary to the manufacturer of news print paper.

MR. STEELE NOT INDICTED

The News Print Manufacturers' Association is described as a voluntary organization comprising all of the firms mentioned. It has no constitution or by-laws and no minutes are kept of its meetings. By reason of the fact that Mr. Steele testified before the grand jury in obedience to a subpoena, he is not named as a defendant.

The defendants and Steele, the indictment continues, by reason of their different interests with the companies with which they were connected have through the period of time under investigation, had the active management and control of the affairs and business of those concerns and because of this the defendants and Steele were in possession of knowledge of the affairs business of all the companies named and it enabled them to carry on, through these conditions, 55 per cent of the trade and commerce, and they had the facilities for carrying on a still greater part thereof, or 65 per cent. Mr. Steele the indictment says, was able to dominate the listed concerns as to the manner in which they should carry on trade and commerce, and the defendants and Steele were able through their knowledge to submit to the regulations, rules and decisions hereinafter mentioned. The seven indicted men, with Steele, it is charged have continuously, through the period of time under inquiry, constituted themselves a body for regulating the trade and commerce of all the companies named, with the object of requiring, inducing, coercing each of them to carry on its trade and commerce subject to the rules, regulations and decisions of the defendants. Further the indictment says that Steele could prescribe and announce from time to time regulations, rules and decisions to regulate trade and commerce, as follows:

(a) To refrain from competing with each other or the Great Northern Paper Co., of Millinocket, Me., in the matter of securing new customers for their paper.

(b) To refrain from competing with each other as to the quality of the paper to be sold.

(c) To refrain from competing with each other as to delivery of and furnishing storage for paper sold, but not delivered.

(d) To refrain from competing with each other as to terms of credit, rate of interest on open accounts, dates of beginning and ending of contracts, of

(Continued on page 44)

ADVERTISING AGENTS MUST STUDY CLIENTS

Solicitors Who Do Not Understand the Problems of the Concerns They Approach Are the Ones Who Lose Contracts—What They Must Know in Order to Succeed.

Many advertising agents who fail, may attribute their fall to the fact that they are not acquainted with the problems of the concerns whose business they seek. Not only that, but they are not always posted on their own medium, space in which they are trying to sell, said F. W. Nash, advertising manager of the General Chemical Co., in an address to the advertising staff of the New York Evening Post at the Hotel Majestic, Friday evening, April 6. After discussing the method by which the agency takes up an advertising campaign and the situation is analyzed, Mr. Nash said in part:

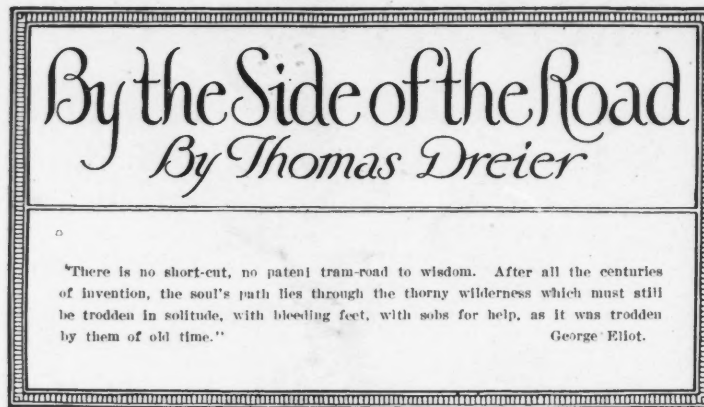
THE SOLICITOR'S GREATEST HANDICAP.

"As a solicitor you should sell the agent who is the schedule-maker," said Mr. Nash, "if you can sell him you have overcome an enormous handicap. Too often the solicitor does not understand the business of the man whose business he solicits. The manufacturer with goods to place on the market has intricate problems. The class of the article and the class of people who would consume it are factors to be considered. For a solicitor to seek a certain class of business for his medium with no knowledge whatever of the product, or of the copy that will tell the story, is a waste of time, both for the solicitor and for the advertising manager whom he interviews. The sad part of it is that there are a great many who do not even know their own medium, the class of people who read it, and their geographical distribution. There are only three things I want to know about a medium," said Mr. Nash. "Will the character of that publication make it a good sales medium for me? Is it one in which I, as the manufacturer of a certain product, should advertise? I want to see several consecutive copies. It will be useless to tell me of its good features. I want to see them for myself. I always insist on seeing a circulation statement that is really informing as to the kind of people who read it. The third question concerns the rate. I wish to know whether I can buy space just as cheaply as anybody else in proportion to the space used.

"The advertising solicitor of the future, as I hope to see him, will be a man who can give me definite information on how to solve my advertising problems, who can give me a definite, acceptable reason why I can increase my sales at a minimum expense by using his medium. I will welcome him with open arms. To be able to do that he must know his own medium and he must know my product."

Many solicitors, Mr. Nash said, never approach him until his advertisements have appeared in other papers and they are unable to give him any reason why he should use their medium, except the fact that he is using other papers. Often a solicitor fails to put up as strong an argument for his paper as the advertising agent did when he analyzed its strong points and its weak ones before the final rejection.

The salesman of advertising, like the salesman of other products, said Mr. Nash, must approach the subject from the "prospect's" point of view. He must appear in the rôle of one who can be of genuine service.



IN SPITE OF THE FACT that Arthur Potter is a life insurance man to whom I have paid much good money (with gratitude, too, I confess) we are still friends.

He dropped in upon me this afternoon, gave me a big pencil, a calendar, and a note book, told me something about what he had been doing, listened to my own story, and then started to go.

Just before he left he turned around and said, "Here is a story you can write. It may help some of those fellows who refuse to give any service without getting paid for it immediately.

"One of our men down in Hartford did some special work for a New York bank three years ago. They had asked for some information and he spent a month of his time getting it for them.

"When he turned in his report they were so pleased that they sent him a check for \$500. He returned it with a note to the effect that he performed that work in the regular line of his duty and did not want any extra compensation for it.

"Last month they sent him some business upon which his commissions were \$33,000.

"That shows that it pays to do good work, even when you don't expect to get paid for it."

THERE ISN'T ANYTHING MORE POWERFUL than an example. And it is interesting, as a friend of ours pointed out the other day, how the example of those at the top of a business set the standards of the employees below them.

Two business houses recently engaged in a bowling contest. When the members of one team appeared their breaths smelled of liquor. They were boisterous and indulged in a great deal of rough-horse playing.

A man who knows this business house said that these young fellows drank because the men at the head of the business drank. The executives not only indulge in intoxicants at night, but have their cocktails at luncheon, so, naturally, their employees should be effected by their example.

The executives at the head of the business of the other team, however, have little time for intoxicating liquors, knowing that intoxicants and efficiency do not go together.

The result is that, although nothing has ever been said to the men against drinking, they do not drink. This is probably due to the fact that they have discovered that the men at the top whom they respect are teetotallers.

If you want to reform your employees, reform yourself. And until you have reformed yourself you better leave your employees alone. You

will only afflict them with your own bad habits.

It is easy to judge the quality of the men at the head of a business by the quality of its employees.

A NEW DEPARTMENT WAS CREATED in a big corporation, and the man in charge was authorized to order the equipment he needed.

"You certainly are buying good stuff," said an associate who accompanied him on a buying expedition. "You don't care what money you spend, do you?"

The department head admitted that he was spending what looked like a great deal of money. But when he analyzed his purchases for his companion, the latter saw that the money had been invested wisely.

"Equipment that will save my time and energy, even if it does cost money now, will more than pay for itself the first year. Cheap equipment, inefficient and insufficient equipment cost too much no matter what price you pay.

"Experience has shown me that it is foolishly expensive for a man to do what a machine will do for him. It is easier to manage a machine than a person, and good mechanical devices cut down the number of employees needed.

"You will also note that I bought desks, chairs, bookcases, and other furniture that looks good. I paid more for it than I would have had to pay for furniture of a cheaper grade.

"It happens that I have to live with that furniture for eight hours or so every working day of the year. I want pleasant surroundings. I want to be satisfied with the appearance of my office. The result of this satisfaction will be more and better work.

"You can see that my apparent extravagance is not what it seems to be. It is really efficient buying."

The manager who does not pay some attention to the appearance of his surroundings, who works in a dirty, disorderly, unorganized office, need not be surprised if he finds that his employees are dirty, disorderly, inefficient.

Physical surroundings affect the minds of people. An orderly office advertises an orderly mind. And if the head of a department demands cleanliness and order and beauty, his associates will give him what he demands and will then demand the same thing for themselves.

SATISFACTORY SERVICE must exist inside a business institution before it can be sent outside.

PLANS FOR CONVENTION DOINGS OF PUBLISHERS

Gathering of Newspaper Men in New York During the Week of April 23 Promises to Be One of the Most Important Assemblages in the History of the A. N. P. A.

Plans for the American Newspaper Publishers convention, to be held at the Waldorf-Astoria Hotel during the week of April 23, are maturing rapidly. The committee having the matter in charge has not yet announced the list of speakers who will address the publishers at the conclusion of the banquet to be held Thursday evening, April 26, and will not, until the complete programme has been arranged.

The publishers' convention will open at ten o'clock Wednesday morning, April 26. On the first date, reports will be presented, the most important of which will be that of the paper committee. The subject of paper will attract more attention than anything else, and will draw a larger number of publishers to New York to attend the convention than has been the case on the occasion of any other similar gathering in the past. The election of officers will be held Thursday, and the annual dinner will take place that evening. The final session will be held Friday.

The directors of the A. N. P. A. whose terms expire are, Jason Rogers, of the New York Globe; Hilton U. Brown, of the Indianapolis News and D. D. Moore, of the New Orleans Times-Picayune.

The Bureau of Advertising luncheon will be held Wednesday noon, when the annual report will be read, the progress made by the Bureau in increasing the volume of national advertising for the newspapers during the past year will be announced.

MEN WHO WILL SPEAK AT LUNCHEON.

Among those who will address the publishers at the luncheon will be Henry V. Brown, assistant general manager of the Victor Talking Machine Company; Percival S. Hill, president of the American Tobacco Company; George W. Perkins, formerly of the firm of J. P. Morgan & Co., and Pomeroy Burton, editorial chief for Lord Northcliffe. There will be present, also, as guests, prominent officials from Washington, who will have a great deal to do with the matter of advertising, as well as the heads of the prominent advertising organizations of the United States. National advertisers of prominence who have been invited have generally accepted the invitation.

The Associated Press directors will meet in the Chambers Street office Monday, April 23. The annual luncheon will be held at the Waldorf-Astoria Tuesday noon, April 24, and the election of directors will take place in the Chambers Street office April 25.

Following the annual dinner of the A. N. P. A. Thursday night, the Evening Mail will entertain 700 publishers at the Ziegfeld-Dillingham Frolics, atop the Century Theatre, at midnight.

Ralph Pulitzer Enrolls

Ralph Pulitzer, head of the New York World, has enrolled at the naval training station at Newport, R. I., as a lieutenant in the Coast Defence Naval Reserve. He will be assigned to scout patrol work in the Second Naval District.

Plant Destroyed By Fire

The plant of the Arapaho (Okla.) Bee, owned by J. W. Lawton, was burned to the ground last week. The loss was covered by insurance.

NEWSPAPER MEN ENTER RESERVE ARMY CORPS

Writers on New York Dailies Train for Course, and a Number Have Been Commissioned as Reserve Officers for the War with Germany—Some Debarred Owing to Imperfect Teeth.

A number of New York newspaper men have been commissioned as officers in the Reserve Officers' Corps, and are ready to serve in the army which Uncle Sam will raise for the purpose of carrying on the war with Germany. Some have been notified that they have been accepted, and others are in training, or have finished the course, and are awaiting word as to whether or not they have passed. Phillip Hoyt, of the Times, has been notified that he has passed his examination and has been commissioned first lieutenant; H. G. Telford, of the Sun, as second lieutenant; Sidney Richardson, of the Herald, as captain, and Bozeman Bulger, of the Evening World, as major.

There are two classes, one for the morning and the other for the evening newspaper men, at the Sixty-ninth Regiment Armory, at East 26th Street and Lexington Avenue. The attendance for each class is about 100.

The first classes were organized in the fall of 1915, a number of the newspaper men of New York taking the matter up with Gen. Leonard Wood, who appointed two officers, Major Harrison Hall and Capt. Phillip Matthews, to take charge of the course of intensive training. Drills were held once a week, lectures were given and trips were made to one of the near-by forts, where they were given the kind of instruction required. Last summer about thirty of the writers went to Plattsburgh, and after their return, continued their studies at the Sixty-ninth Regiment Armory. There is a class for morning newspaper men held every Monday and Friday morning, from 11 to 1. The classes for the evening men are held at night, on Wednesdays.

SUBJECTS STUDIED.

The men are required to take up seven subjects—administration, tables or organization, infantry-drill regulations, field-service regulations, military law, topography, and small-arms firing. Men up to forty-five years of age are wanted, but those who are beyond forty-five are not denied admittance to the course. A number who cannot be accepted as officers of the Reserve Corps may find service in the Quartermaster's Department, others as censors. Some, who have had experience on the frontier of Mexico and in Alaska, in packing animals for transportation, find niches. Men who have special knowledge along any particular line are needed.

William C. Muschenheim, proprietor of the Hotel Astor, has offered, without charge, the use of a meeting-room in the hotel for lectures on Tuesdays, Wednesdays, and Thursdays, from 11 A. M. to 12:30 P. M. Uniforms are not necessary for the lectures.

A number of the newspaper men who have passed all the necessary requirements have been debarred from service because of some physical conditions—such as imperfect teeth or vision.

Press Club Dues Raised

The by-laws of the Boston Press Club have been so amended that the dues of active members are now \$16 a year, instead of \$12, as formerly. Associate members now pay \$20 a year, with an initiation fee of \$5.

NEWSPAPER MAKERS AT WORK



ARTHUR BRISBANE.

By E. J. S.

"ARTHUR BRISBANE!"

"Oh, yes, you mean the fellow who writes editorials for the Hearst newspapers. Do you know he is paid more for his work than the President of the United States?"

"I wonder who that fellow is who writes the editorials for the Hearst newspapers. I wish that I could write as simply and as directly as he does."

So it goes every day.

Here is an "inside" story of ARTHUR BRISBANE, a man who has made more people think—THROUGH THE NEWSPAPER—than any one man in America.

Arthur Brisbane is fifty-two years old. He was born in Buffalo, N. Y., December 12, 1864, the son of Sarah White Brisbane and Albert Brisbane, the great disciple of Charles Fourier, French teacher of Socialistic doctrines.

With only a country school education—most of it acquired in Fanwood, N. J., and finishing it with a short time abroad—this man commenced his work as a humble "legger" (legger in newspaper parlance means small-salaried reporter) with the New York Sun in 1883 at the age of nineteen, and at this writing is drawing the princely salary of \$82,000 a year, and is the editor of the newspaper having the largest circulation in the United States—the New York Evening Journal.

When he began his work under Charles Dana, then proprietor of the Sun, he was told that his success depended upon himself and not upon the fact that he was the son of Albert Brisbane, one of Mr. Dana's best friends.

Three years after beginning his work with the Sun, he was editor of the Sun—and this at the age of twenty-two.

The secret of his success lay in the fact that he wrote what he saw—made the reader see and feel what he had written.

One instance described by him to-day runs as follows:

"I was sent on an assignment—a fire in an orphan asylum. The police report said, nobody hurt, nobody missing. I saw a small boy standing on the corner looking at the ruins of the fire. He was crying. I asked him what his trouble was. He told me that his little sister and brother, at the time the fire broke out, were in the sore-eye ward, and that he could not find them. I knew that the sore-eye ward was directly above the boiler room. The firemen went there, and surely enough, far down in the cellar, were the charred bodies of ALL the children who happened to be in the sore-eye ward. The floor had caved in, and they were all trapped."

His small assignments did not last long. He was sent to London as correspondent. His weekly letters instantly became famous.

His career with the Sun was short-lived—seven years in all. He was editor of the Evening Sun when Joseph Pulitzer, of the World, held out an attractive offer, which was accepted by the young man Brisbane.

His stay with the World lasted seven years. Under his editorship the World became the paper with the largest circulation, due to Brisbane's methods.

Then William Randolph Hearst, son of Senator George Hearst, of California, came to New York with dollars to invest.

Many newspapers were for sale, but one, the Morning Journal, tempted him. This was in 1896. When the evening edition, the New York Evening Jour-

(Concluded on page 45)

PROVIDENCE JOURNAL WARNS PROPAGANDISTS

Long Object of Hatred by German Sympathizers, Newspaper Gives Sound Counsel to Those Who Have Made Threats of Violence Against It—No Further Temporizing with Disloyalty.

PROVIDENCE, R. I., April 12.—In an editorial published in both the columns of the Providence Journal and Evening Bulletin, the Journal for the first time since the European war started commented on incidents connected with its publication of news relating to the war situation abroad and the German propaganda here.

The editorial in part is as follows:

"Of the many thousands of threatening letters that the Journal has received since the beginning of the war—and to which it has never before this time made any public reference—the most rabid and indefensible have reached us during the past week. A number of these, we are sorry to say, have been traced to German, 'German-American,' and Fenian propagandists who live in our own State. The language and the subject matter of these communications prove conclusively that they are not the vaporings of detached individuals, but part of a general and concerted scheme, operated from a single headquarters and in obedience to specific instructions.

NOT WORRIED BY THREATS.

"The Journal is amply able to take care of itself, but this proof of collusion opens up a subject of grave importance to all Rhode Islanders. While the great majority of our people of Irish and German birth are patriotic Americans, and, we are confident, are entering into the war which confronts us with sentiments of loyalty and affection for their adopted country no less sincere than the emotions of our native-born population, there are in this State a number of traitorous propagandists, some of them occupying more or less well-known positions in the commercial and social life of the community, who must decide, and at once, whether they propose to further outrage public sentiment or to keep their mouths closed and their hands and minds from plotting treason against this republic and its citizens.

"Every man to-day must stand up and be counted, and first of all the forces of order and safety in the State must see to it that the mad dog of disloyalty cannot any longer bark its treachery or disgorge its venom in Rhode Island.

"Mayor Gainer's proclamation of yesterday is put forth in sane language, and at the right moment. Most of the suspects referred to are known to the Journal, and their names are now in the possession of the authorities. It may be well for them to heed the warning of the Mayor."

"The Story of the Sun"

"The Story of the Sun" is to be printed, and Frank M. O'Brien, a Sun man, is to write it. Of course, it is the New York Sun, the paper of Dana, that is to be written about. For nearly a century the Sun has shone in journalistic circles and the "Story of the Sun" will practically be a condensed biography of journalists of New York. It will appear in the Munsey Magazine, published by the present owner of the Sun, Frank A. Munsey.

"Confidence is the basis of stable business," James J. Hill said. "If you do not trust yourself, who will? But be sure of your ground for confidence."

JOURNALISM TEACHERS' ANNUAL CONFERENCE

Dr. Fred Newton Scott, of the University of Michigan, Is Named President of the American Association of Teachers of Journalism—Organization to Meet at Milwaukee During Xmas Holidays.

Seventy-five teachers of journalism, teachers of advertising, teachers of agricultural journalism, and college news editors, attended the seventh annual conference of the American Association of Teachers of Journalism, held in Chicago Thursday, Friday, and Saturday of last week. Despite the tenseness of the hour occasioned by the war situation, which made it impossible for many of the speakers to keep their appointments, a splendid programme was given, and all who attended the different sessions agreed that their visit to Chicago was indeed a profitable one.

The first session of the conference was held Thursday evening at the La Salle Hotel. James Melvin Lee, director of the department of journalism at New York University and president of the Association, called the meeting to order, and after the usual business had been disposed of, gave his annual address in which he outlined the history of the teaching of journalism in the colleges and universities. Mr. Lee was followed by Carl H. Getz, of the Ohio State University, secretary of the Association, who presented his annual statistical report. Following the routine business, Dr. Fred Newton Scott, of the University of Michigan discussed the censorship. Dr. Scott said he disliked the term censor. He explained that it conveyed a negative idea. It is understood that the work of the censor is to keep out of the newspapers certain information. Dr. Scott said that this Government should adopt a positive policy, that it should establish a department of publicity, whose duty it was to see that certain information was made available to the press as well as see that certain news was withheld for military reasons. Dr. Scott said also that only a trained newspaper man, known nationally in his profession, rather than a military man, was the man who should be appointed censor.

The second session was held Thursday morning, also at the La Salle Hotel. W. J. Merrill, manager of the merchandising service department of the Chicago Tribune, was the first speaker. Mr. Merrill explained the methods employed by his department in analyzing marketing conditions in Chicago. Mr. Merrill also discussed the Tribune's retail merchants' service bureau, and in the course of his remarks said that in opening up a new market, 60 per cent. of the responsibility for the success of a campaign rested upon the salesman and 40 per cent. upon the advertising. Mr. Merrill emphasized the importance of the part played by the retail salesman in marketing a new product.

THE DAY OF EDITORIAL INFLUENCE.

Tiffany Blake, chief editorial writer on the Tribune, who spoke on "The Editorial," declared that the art of editorial writing was to-day in a state of revival because these are days when men and women are thinking seriously. Mr. Blake said that the strength of an editorial page increased and decreased as the people's interest in life arose and fell.

"This is a creative period," said Mr. Blake. "People to-day are thinking. People are reading. The editorial pages of our newspapers are exerting a real influence."

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.

Mr. Blake insisted that a good editorial page must be human. He said that the New York World had one of the most effective editorial pages in the world, but quickly added that the writers never said anything about squash pie.

"The World's editorial page lacks that human element which I think is essential to a good editorial page," said Mr. Blake. "The reader must be made to feel that the men who write the editorials are human."

Dr. Robert E. Hieronymous, community adviser of the University of Illinois, was the last speaker.

A. H. Messing, publisher of the Chicago Examiner, was the first speaker at the afternoon session. Mr. Messing pointed out that years ago the problem of the publisher was to get the news. To-day it is a problem of what news to eliminate. Mr. Messing said in the course of his remarks that he believed the newspapers of Chicago as a group represented the best products of journalistic effort in the world.

Russell Whitman, managing director of the Audit Bureau of Circulations, explained the work of his bureau.

Wright Patterson, editor-in-chief of the Western Newspaper Union, talked for a few minutes about publicity methods.

APPRAISING THE REPORTER.

Charles N. Wheeler, political editor of the Chicago Tribune, took time to burn up all newspaper men who were not reporters and followed with the remark that after all there were but two jobs on a newspaper: police reporter and political reporter. Mr. Wheeler said there was no greater man on a newspaper than the reporter. He said that the trouble with so many reporters is that they wish to be editors when they should realize that to be a reporter is the greatest of all newspaper accomplishments.

Paul T. Gilbert, managing editor of the Cartoons Magazine, read a scholarly paper on what he called "Wordless Journalism." Mr. Gilbert was very critical of American cartoonists, and said that many Americans could not appreciate the better European cartoons because they did not know enough about history and literature.

The first session Saturday was held in the Harper Memorial Library on the campus of the University of Chicago. Frank B. White, managing editor of the Agricultural Publishers' Association, talked about the importance of agricultural preparedness, and discussed the importance of rural journalism in the community life of the American people.

Miss Josephine L. Peabody, managing editor of the Popular Mechanics Magazine, said that the purpose of Popular Mechanics was to translate and visualize the world's progress in science for the great mass of people. Miss Peabody described photography as the universal language.

Martin Johnson, publisher of The Dial, outlined what he regarded as the necessary education for a critic, and then ad-

ded that the field of criticism in America was very limited.

Hiram Moe Green, editor of the Woman's World, was the last speaker. Mr. Green described himself as a manufacturer, and said that he was turning out the kind of magazine that his readers wanted, not the kind he necessarily would like to edit.

Saturday noon members of the Association had luncheon together at the Quadrangle Club, the University of Chicago faculty club. The final session was held also at the Quadrangle Club.

URGES NEWSPAPER MAN FOR CENSOR.

The question of censorship was again taken up at the last session, and a committee consisting of Dr. Talcott Williams, director of the School of Journalism at Columbia University; Walter Williams, dean of the Missouri School of Journalism, and Dr. Scott, of the University of Michigan, introduced resolutions addressed to President Wilson, Secretary of the War Baker, and Secretary of the Navy Daniels, asking that a newspaper man of national reputation, rather than a military censor, be appointed censor. The resolutions were adopted.

The following officers were elected for the coming year: President, Dr. Fred Newton Scott, of the University of Michigan; vice-president, J. S. Smith, of Marquette University, Milwaukee; secretary-treasurer, Carl H. Getz, of the Ohio State University, Columbus; members of the executive committee, Grant Milnor Hyde, of the University of Wisconsin, and H. F. Harrington, of the University of Illinois.

The Association will hold its next meeting during the Christmas holidays this year at Milwaukee.

Friday night members of the Association inspected the Chicago Tribune plant.

During the conference men and women engaged in college publicity work organized the American Association of College News Editors. T. T. Frankenberg, of Columbus, O., who is publicity counsellor for the Western College for Women, Oxford, O., president; E. W. Smith, of Leland Stanford Junior University, vice-president, and Bernard Sobel, of Purdue University, secretary-treasurer. This new organization, which is essentially a division of the American Association of Teachers of Journalism, will meet again in Milwaukee.

The Association of American Schools and Departments of Journalism, which was organized during the conference, will hold its annual meeting during the Christmas holidays this year at the University of Wisconsin.

Journalism Week In Missouri

The 1917 Journalism Week of the School of Journalism of the University of Missouri, is to be held at Columbia, Mo. May 7 to 11. During the week, meetings of the Missouri Press Association, the Intercollegiate Press Association, the Association of Afternoon Dailies and of other press associations will be held.

SCHOOLS OF JOURNALISM FORM NEW ORGANIZATION

First Steps Toward Preliminary Standardization of Instruction in Journalism Taken When Representatives of Ten Universities Organize Separate Organization.

Schools and departments of journalism in colleges and universities which wish to become members of the Association of American Schools and Departments of Journalism, which was organized in Chicago Thursday, must meet certain definite requirements according to the constitution adopted by the organization.

First of all, journalism must be organized as a school or department, and there must be at least two men with the rank of at least an instructor, giving full time to journalism. The education in preparation for journalism must consist of at least a four-year course, of which at least two years must be spent in residence. The majority of the students enrolled in the school or department must be regular candidates for the bachelor's or master's degree.

The constitution of the new Association also provides that each school or department before becoming a member of the organization, must offer at least twenty-four hours of journalism, of which six must be devoted to reporting four to copy-editing, two to the history and principles of journalism, and two to either editorial writing or feature writing. It is also required that the instruction in the professional courses include laboratory work of a practical kind, done under the immediate direction of instructors in journalism. The Association adopted a resolution that this laboratory work include publication of assigned work. This was not made a part of the basic law of the organization, but was adopted merely in the form of a resolution.

The charter members of the Association were represented as follows: University of Missouri by Dean Walter Williams and Frank L. Martin; the Universities of Washington, Oregon, and Montana, by Ralph Casey, of the University of Montana; the University of Texas by Walter Williams; Columbia University by Dr. Talcott Williams; Indiana University by J. W. Piercy; University of Kansas by L. N. Flint and W. B. Brown; University of Wisconsin by Willard G. Bleyer and G. M. Hyde, and the Ohio State University by Carl H. Getz.

Praises Country Field

In an address delivered before the women of Louisiana State University at the time of a recent vocational-guidance week, Hugh Mercer Blain, professor of English and director of the Louisiana department of journalism, declared that the real opportunity for women who contemplated a newspaper career was in the country field. Professor Blain said that the opportunities for women in city newspaper work were limited, but that there was no limit to the genuine opportunities in country newspaper work for the woman of ability who was willing to work.

Walter Mattison, assistant city attorney of Milwaukee and for eleven years a newspaper man, recently addressed the students of journalism at Marquette University, Milwaukee, on "The Law of Libel."

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

The evening paper is the NEWS paper. Eighty-five per cent. of the day's news breaks for evening papers. There is but one news service in America that is 100% interested in covering 100% of the day's news for evening papers and that has no interest in morning editions. It is

THE UNITED PRESS

A press association cannot serve two masters—one day and one night—and serve both well. Through serving one, and that one well, the United Press has become the world's largest and greatest evening news service with a clientele today of

728
Newspapers

All the news in time to print—TO-DAY



DINNER OF SPHINX CLUB MARKS END OF SEASON OF BRILLIANT ENTERTAINMENTS

Banquet in Grand Ball Room of Waldorf-Astoria Featured by Notable Addresses by Hon. Job Hedges and A.C. Reiley—President Preston P. Lynn and Other Officers Unanimously Re-elected—Treasurer Huntsman Presented with Mystic Ring.

A PRETTY little incident of the one hundred and fifty-second dinner of the Sphinx Club, on Wednesday evening, in the Grand Ball Room of the Waldorf-Astoria, aside from the minstrel show, the gift to R. F. R. Huntsman, the singing of Mr. Gilroy, the reelection of the officers and executive committee, and the chorus singing of E. D. Gibbs's composition "Our Own Land—the U. S. A.," was the fine spirit of appreciation manifest by the diners for the many qualities and sterling worth of President Preston P. Lynn, and Oscar Tschirky; and of what is still more important, appreciation of their MOTHERS.

Mrs. Tschirky was present in one of the first tier boxes, and when Job Hedges told the diners that she had reached the age of 82, she was given an ovation.

Preston P. Lynn, general manager of the John Wanamaker store, and mentioned prominently as the prospective mayoralty candidate of the Business Men's League; who, for the past two years has guided the club through the most successful years in its history, was reelected President for a third term. This is the first time in fifteen years that such an honor has been conferred upon a Sphinx Club President.

Edmund D. Gibbs was reelected secretary and R. F. R. Huntsman was reelected treasurer for the eighth consecutive year. The secretary's report showed an increase in membership of

about thirty during the year. The treasurer's report showed a cash balance of about \$1,000 with all bills paid.

The executive committee includes W. R. Hotchkin, James O'Flaherty, Clarkson Cowl, Samuel Moffitt, George Ethridge, Corbett McCarthy, and Ludwig Nissen.

SPHINX RING FOR HUNTSMAN.

One of the big surprises of the feast of good things provided by the committee on arrangements was the presentation to Robert F. R. Huntsman, advertising manager of the Brooklyn Standard-Union, treasurer of the club, of a special hand-carved Sphinx ring, carved in 18-karat green gold, a sphinx mounted on a platform of platinum, with a background of three carved pyramids, on each side, also of platinum, in the centre of which was a green tourmaline in which were cut the initials, R. F. R. H. The presentation was made by H. H. Good, of Carter's.

Mr. Gibbs was interlocutor of the minstrel show, the finale being his own copyrighted composition, for which he had written words and music. It was sung by the chorus of sixty voices, and the words were thrown upon a screen alternately with the American flag, so that the diners had the impulse to sing and to cheer.

The words are:

OUR OWN LAND—THE U. S. A.

Copyright, E. D. Gibbs.

There's a land where the torch of truth is burning.

There's a land that's the home of liberty,

There's a land where our thoughts are ever turning.

It's the land of the brave and free.

There's a land that true hearts are ever craving.

There's a land that grows fairer every day. There's a land where the Stars and Stripes are waving.

It's our own land—the U. S. A.!

The guests of honor were the Presidents of these constructive agencies in advertising: Association of National Advertisers, Association of Advertising Agents of New York City, Six Point League, Pilgrim Publicity Association of Boston, New York Advertising Club, Poor Richard Club of Philadelphia, and THE EDITOR AND PUBLISHER, Messrs. Alan C. Reiley, Collin Armstrong, J. P. McKinney, Roy Atkinson, Harry Tipper, Rowe Stewart, and James W. Brown.

The speakers were Alan C. Reiley and Joh E. Hedges. Mr. Lynn was toastmaster.

MR. REILEY'S ADDRESS.

Mr. Reiley's theme was "Public Opinion on the Relation of Advertising to Prices." He said in part:

"The old saying that 'shoemakers' children always go barefoot' has a special application to advertising men. While we have labored to develop advertising as an institution until it has become one of the greatest sales and marketing forces of modern times, we have done little to educate the public on the 'reason why' of this institution. While we have made hundreds and even thousands of commodities favorably known to the public through advertising, we have done little to make favorably known to the public the institution of advertising itself.

"I confess that until a few months ago, I was just as somnolent on this subject as the average advertising man was and is—and for the same reason. I continued to see all around me the unfulfilled success of advertising campaigns, and it was hard to realize that the erroneous beliefs on this subject, widespread as they are, would ever assume a phase which might constitute a real menace to advertising and advertising interests.

MENACING LEGISLATION.

"The thing which finally awoke me from my

contented slumbers was a mere symptom of the cause. It was recent legislation, State and national, present and proposed, affecting advertising interests. Do we appreciate as we should, the significance of the fact that during the last Congress it was seriously proposed to revise the second-class postal rates on a basis which would discriminate against those publications carrying a major quantity of advertising? It was even proposed to tax advertising. Such a measure would not only be vicious, but stupid. It would not be a revenue producer, but a revenue reducer. It would be as sensible to tax the seed with which the farmer plants his soil as it would be to tax any means whatever by which and through which taxable values are created.

"But it is not the possibility of the passage of such laws that need trouble us. Before such absurd propositions ever reached the lawmaking stage, the lawmakers will be certain to zigzag back to sanity and common-sense. It is not these propositions in themselves; it is public opinion which may lurk behind them, which is for us to consider.

"Why is it that these erroneous ideas on the subject of advertising, long chronic, have suddenly become acute? The reason, as I see it, is the recent enormous rise in the cost of living. The public feels this increased cost, feels it acutely. And naturally, holding the views they do, their tendency is to hold advertising responsible as one of the causes of it. And the job of educating them out of these erroneous views, the job of making them understand the real function of advertising, and how it operates in relation to selling cost and prices, is the task which we advertising men must assume.

"This, gentlemen, explains the purpose of the Advertising Promotion Bureau recently established by the Association of National Advertisers.

"The records of the 260 prominent national advertisers who constitute the membership of the A. N. A. afford a mine of information on this subject which is not available from any other source.

"I would like to say a few words in closing as to what the data already collected by the Association of National Advertisers has proved and demonstrated. It has proved that the almost universal rise in prices has had only one notable exception—that of the prominent nationally advertised products. It has proved that among all the examples of economic waste which surround us to-day, there is one conspicuous exception—

(Continued on page 24)

"OLD GLORY LOAN" IS PROPOSED BY AD MEN

National Advertising Advisory Board Suggests Plan for Selling Five Billion Bond Issue Through Spending a Million for Advertising During "Old Glory Week"—Will Stimulate Patriotism.

With a proposition to the national Government to save it \$25,000,000 on the proposed \$5,000,000,000 loan flotation, through an expenditure of \$1,000,000 through the newspapers, the National Advertising Advisory Board started its work for the Government at a two-day session held in Chicago this week. In addition to the saving in money to be effected, the Board also suggests the floating of the big loan in one week's time, designating that week as "Old Glory Week" and "thus stimulating patriotism as it never was stimulated before."

The members of the Board, and those who acted in an advisory capacity at the meeting, were: Herbert S. Houston, William H. Rankin, Major E. E. Critchfield, Harry W. Ford, MacMartin and Louis Bruch, S. DeWitt Clough, Hopewell L. Rogers, James Keeley, C. H. Stoddart, R. T. Stanton, A. F. Connelly, Earl E. Rowe, Charles Daniel Frey, James O'Shaughnessy, D. E. Towne, Thomas M. Ball, Wilbur D. Nesbit, and M. W. Cresap. This body met for two days and went into the matter of floating the loan thoroughly. As a result of their consultation they decided to recommend to the authorities that the loan be put out at 3 per cent., instead of 3½, as at first proposed; that it be floated during one week to be known as "Old Glory Week," and that the loan be known as an "Old Glory Loan." The saving of the ½ per cent. per year on the loan would result in a saving to the Government of a total of \$25,000,000 in interest, and the proper enthusiasm could be worked up through the "Old Glory Week," by means of advertisements in the newspapers, at a cost not to exceed \$1,000,000.

A MERCHANDISING PROPOSITION.

Wilbur D. Nesbit, one of those in attendance at the conference, speaking of it to a representative of THE EDITOR AND PUBLISHER, says: "This is a merchandising proposition pure and simple, wherein we propose, by the expenditure of \$1,000,000, to save to the Government \$25,000,000, through one continuous week of patriotic meetings all over the country. This would stimulate patriotism as nothing else would. We are in a position now to differentiate between the business of patriotism and the patriotism of business. It is the duty of the Government to help every business man to be successful, as Harry Ford, of the Saxon Company, says; because, through the successful business man comes the sinews of the country. America to-day is the kitchen and the workshop of the world. It is supplying everything to the entire world, and 'everything' means money, munitions, food, clothing, etc. We are the producing centre of the world, and, as a result, our markets are in a very healthy condition. Conferences will be held in New York this week and will be continued with the national authorities at Washington next week.

"Of the \$1,000,000 we propose to be spent in advertising," Mr. Nesbit concluded, "over 56 per cent. will go to the newspapers."

At the conclusion of the session, a telegram was sent to Secretary McAdoo at Washington, stating the proposition

for "Old Glory Week," and saying, in support of the plan, that "the National Board, after thorough conference, is fully convinced that this loan can be floated on a 3 per cent. basis through the use of advertising along the same lines as those followed in the Bonar Law victory loan, which saved Great Britain 1 per cent., or \$50,000,000 per year. This was accomplished through the economic use of advertising. The people will subscribe through banks and other agencies to Old Glory loan at 3 per cent. instead of 3½ per cent., and thus save the nation \$25,000,000 per year for term of loan.

SEE SUCCESS OF PLAN.

"The members of the National Advertising Advisory Board invest millions annually in advertising to secure economic distribution of merchandise, and they unite in giving it as their deliberate judgment that a cost of not to exceed \$1,000,000 for paid advertising this loan can be fully subscribed; in fact, oversubscribed. This should be done in connection with "Old Glory Week," which can be made the greatest patriotic demonstration ever seen in the United States, and stir the nation to such sacrifices as you so forcibly described when we were in conference with you at Washington. Every advertising club, every other club, every church, every lodge, every labor organization, every manufacturers' and agricultural association, as well as chambers of commerce, will be called upon to make this our greatest patriotic demonstration for the support of the President and the United States Government.

"In 1862 Jay Cooke used advertising extensively to place \$500,000,000 of bonds at 5 per cent., and he did it successfully. The efficiency and economy of advertising has again been confirmed by the recent 'victory loan.' This proved conclusively, in our judgment, that your \$5,000,000,000 loan can be floated to millions of people through advertising at from one-half to 1 per cent. less interest than without advertising. At five days' notice from you we will deliver advertisements and complete plan for the successful handling of this 'Old Glory Loan' in connection with 'Old Glory Week.'

WILL EDUCATE COUNTRY.

"In addition to successfully floating the loan, this tremendous national patriotic week will educate the country as to why we are at war, thus mobilizing enthusiasm for national defence and aggressive action abroad. This will at once result in increasing enlistment for army and navy and strengthening the nation in every way. We confidently promise vigorous support of the press and of every organization listed above in making success of 'Old Glory Loan' and 'Old Glory Week.'

Boston Papers on Guard

BOSTON, April 10.—The various Boston newspaper offices are carefully guarded against attack by people hostile to the United States. At the Herald office, especially elaborate precautions have been taken, as the presses in the basement are exposed to the view of passers-by on Avery Street. Steel nets protect the windows, and to gain admission to the building a pass is necessary, signed by Editor Robert Lincoln O'Brien. The doors of the Post Building are kept locked, and various precautions are being taken by other newspapers of the city.

"A laugh is worth a hundred groans in any market."

Up-to-Date Facts About the Newly Awakened South

PEOPLE think about the South as a big, bountiful farm. And it is. Its farm products in 1916 amounted to the stupendous and unprecedented sum of \$4,650,000,000. But, besides—

The South is a vast storehouse of precious minerals—a mammoth stretch of valuable forests—a maze of interlocking bays, lakes, rivers and gulfs swarming with millions of fish, oysters and clams. The South is an empire of live, thriving towns, full of big factories and mills, working full time and overtime manufacturing products valued at over \$3,690,000,000 annually; with important ports that exported \$1,137,891,807 worth of merchandise in 1916—nearly half the entire export output from New York, one of the great ports of the world. The South is the home of 35,000,000 happy people, a large portion of whom are classed as well-to-do, if not wealthy, and rolling in prosperity to an extent they have never enjoyed before.

Conservative estimates based on accurate statistics show that the South is adding annually OVER TEN BILLION DOLLARS to the wealth of the Nation in its production of lumber, coal, iron and other minerals, marble, granite, fertilizers, petroleum, sulphur, diamonds, and the output of its factories, streams, farms, market gardens and fruit orchards and groves.

Five years ago cotton was the Southern man's bread and meat, his necessities. Today cotton is his automobile, his luxuries. Cotton is still an all-

important crop, but the South's cotton for 1916 was only about one-third the value of Southern crops. The Southern planter is rapidly learning that it pays him to diversify his crops.

The South today is America's best publicity field for exploiting special brand or trademarked merchandise for personal or domestic use—foods, household goods, farming implements, garden tools, hardware, motor boats, motor cars, motor trucks, musical instruments, heating systems, paints, proprietary preparations, etc. The Southerner needs all these things and buys them liberally in response to a well-directed advertising effort.

The most effective way to reach the Southern people is thru their daily newspapers, which circulate almost exclusively among the buying element and which enjoy the Southerner's confidence to an extent that cannot be claimed by any other class of periodicals published. Being strictly local in their respective fields, there is no waste or duplication of circulation. News stand sales are meagre. Nearly every copy goes right into the home of some family that may be listed as a purchasing possibility. It is certainly the gilt-edged circulation of Dixieland.

If you are interested, Mr. Manufacturer, in knowing how your proposition would "take" in the Southern field, write to some of the newspapers listed below. All of them are members of the Southern Newspaper Publishers' Association. Any of them will give you suggestions as to sales possibilities in their respective sections.

| | | |
|--|---|--|
| ALABAMA Birmingham Age Herald Birmingham Ledger Birmingham News Gadsden Journal Mobile Register Montgomery Advertiser Montgomery Journal | GEORGIA (Cont.) Macon News Macon Telegraph Savannah Morning News Waycross Journal-Herald | SOUTH CAROLINA Anderson Daily Mail Charleston Evening Post Columbia Record Columbia State Greenville News Spartanburg Herald |
| ARKANSAS Little Rock Arkansas Democrat | KENTUCKY Louisville Courier-Journal Louisville Herald Louisville Times | TENNESSEE Chattanooga News Chattanooga Times Knoxville Journal & Tribune Knoxville Sentinel Memphis Commercial Appeal Nashville Banner Nashville Tennessean & American |
| FLORIDA Jacksonville Florida Times Union | NORTH CAROLINA Asheville Citizen Charlotte News & Evening Chronicle Charlotte Observer Greensboro Daily News Raleigh Times Wilmington Dispatch Winston-Salem Twin City Sentinel | TEXAS Galveston News VIRGINIA Lynchburg News |

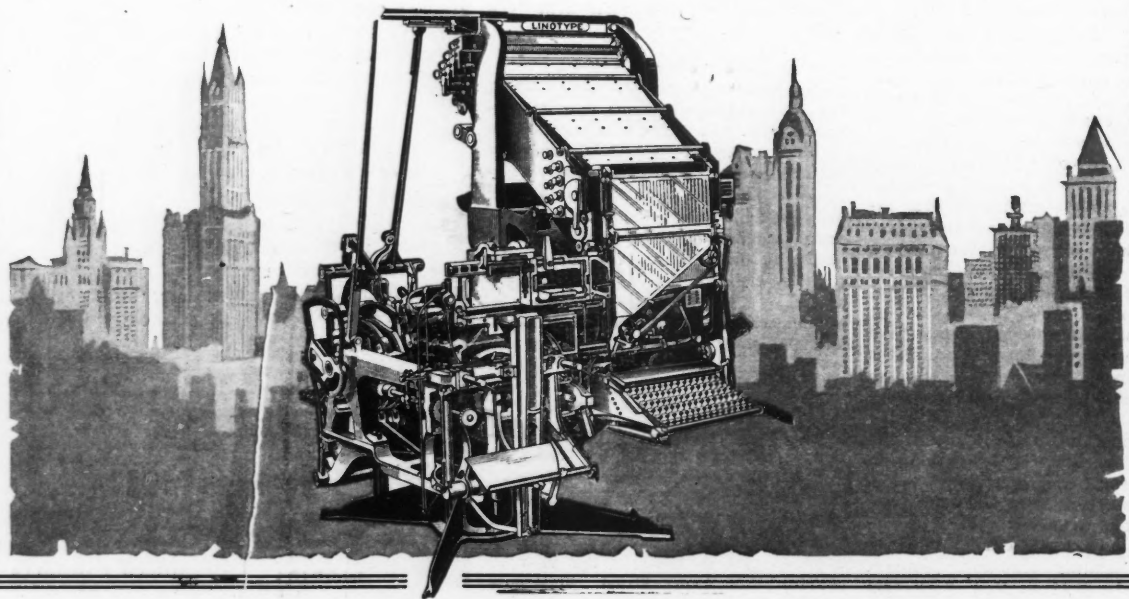
A. N. P. A.

An Exhibit demonstrating the principles, advantages, and economies of the All-Slug System of Composition, including a showing of Multiple-Magazine Linotypes and the Ludlow Typograph, and the latest labor-saving Linotype accessories, will be made in the East Room of the Waldorf-Astoria Hotel during the Convention of the American Newspaper Publishers Association

April 23 to 27, 1917

Publishers and their representatives attending the Convention will find in this exhibit a valuable means of measurement and comparison with which to estimate their present or future needs

A CORDIAL WELCOME AWAITS YOU





THE MACHINE THAT LASTS

We want to acquaint all who attend the A. N. P. A. Convention with the skill and accuracy employed to make the Linotype "the machine that lasts."

An invitation is therefore extended to any group or individual who will honor us by accepting it, to visit the works of the Mergenthaler Linotype Company in Brooklyn.

Register at Linotype Headquarters in the East Room, and arrange for conveyance to the plant and for proper guidance through it.

COME AND SEE THE **LINOTYPE** IN THE MAKING

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK



PUBLISHER LAFAYETTE YOUNG, JR., TELLS HOW HE FIGHTS FREE PUBLICITY

Says That Elimination of Press Agent Stuff from the Columns of His Paper Has Not Been an Easy Task and Has Cost Some Good Advertising, Mostly from Automobile Concerns—To Offset This the Capital Has Gained In Standing and In Self-Respect.

By LAFAYETTE YOUNG, JR.,
General Manager, Des Moines Capital.

The advertising manager of the largest life insurance company in Des Moines recently sent the Des Moines Capital a half-page advertisement of their annual statement, and with it a request for a half-column free reading notice. The half-page advertisement was not to be run unless the free reading notice was also run. The Des Moines Capital refused the free reading notice, and the half-page advertisement was withheld.

In August, 1916, the Des Moines Capital cut out the press agent forever. The above experience is typical of the experiences which the Capital has had since that time, and that any other newspaper will have which eliminates the press agent. The above experience is the biggest reason for the elimination of free publicity. I cannot conceive how any publisher can maintain his self-respect, or how he can have the respect of readers and the public, when advertisers can dictate what shall go into the newspaper in conjunction with advertising campaigns.

Previous to last August, the Des Moines Capital was giving away thousands of dollars' worth of free publicity annually. Practically all advertisers who sought free publicity were receiving it in a greater or less degree. Those who sent their advertising in with the threat, "Print this or don't run the paid advertising," received the greater quantity of free publicity.

The reasons why the Capital eliminated the press agent may be summarized as follows: It is absolutely unfair to run press agent matter for one advertiser and not run it for another. The great mass of press agent material has little value to the advertiser or to the reader. It has little value to the advertiser because it is usually carelessly written on uninteresting topics. It has little value to the reader because in most cases he does not read it. Of course, the press agent uses up good white paper, and crowds out legitimate news.

Every one recognizes the greed with which the automobile industry has sought free space, and yet the largest local retail advertiser of the Des Moines Capital, in 1916, bought more space in the Capital than all of the automobile dealers and accessory dealers combined bought in the Capital during the same period. And yet this large retailer received not one line of free publicity; nor did he seek it.

LOST SOME AUTOMOBILE ADS.

But, what have been the results of the Capital's policy? The Capital has lost a few pieces of isolated copy, as indicated by the insurance incident related above, but in the main the loss of copy has been entirely from the local automobile dealers. In justice to the automobile dealers it perhaps must be said that the Capital was partly to blame for this loss of business. Our friends in the automobile business tell us they objected to the way we announced our policy, and the way we reiterated our policy to our readers, and not to the policy itself; and that we so persistently named the automobile dealers as offenders and seekers of free publicity as to make

them the goat. There is some justice in their claim. Nevertheless, if they should buy newspaper space on its advertising productivity, they have no grounds for complaint. If any newspaper eliminates the press agent, that newspaper must inform its subscribers of the fact, and keep informing them. A newspaper must let the reader know he is receiving a better newspaper than those competitors which regularly fall for press agent material. With relation to local automobile copy our competitors were very assiduous in fanning the breezes of prejudice against our efforts, and turned on unusual streams of free stuff on their own part.

Outside of the automobile field the Capital has suffered little loss of business, has gained a tremendous amount of space for news, and certainly must have received increased respect from the reader. Also, the Capital has attained a greater self-respect, and feels that this newspaper is owned and conducted by its publisher, and not by its advertisers. The Capital has received innumerable compliments on its policy, and the biggest regular advertisers in Des Moines have endorsed the policy unqualifiedly.

ELIMINATION BRINGS TROUBLES.

From an editorial standpoint, the elimination of the press agent brings considerable difficulty. Every one recognizes that there is a tremendous interest in moving-picture shows and theatricals. How far shall a newspaper go in giving notice to these attractions? The Capital does not accept press agent material from movies, nor from theatrical managers, but does assign its own staff members to the handling of these amusement enterprises, and gives such material as we believe will be of interest to readers. And there will be quite a few incidents in a year's time presented to the managing editor in which it will be difficult to decide as to what shall be done. The Capital attempts to decide all of these cases on their merits, has no intention of leaving out the legitimate news of the theatre or the news of the automobile world. The Capital handled the news of the recent auto show in the same news way that it regularly handles the State fair.

Those who are acquainted with the advertising and the newspaper businesses, of course, understand generally what constitutes press agent matter, and it is this that the Capital has attempted to eliminate. We do believe that readers when once educated to the fact that the newspaper places a high value upon its space and its material, and does not give it away, will have a very much higher respect for such publications. We do not believe a newspaper can buy advertising with the bait of free publicity in those quarters where the advertisers are sound students of publications. Giving away space is destructive of newspaper value, without very much gained in the way of increased business. Strong newspapers in every field will win on their merits. The great fear possesses the average newspaper man that to eliminate the press agent means a loss of business. We believe it means a temporary loss of business, but a very big permanent gain in advertising value and advertising patronage.

FOUND PUBLIC SERVICE FOR INVESTMENT NEWS

Trumbull White and Frank Parker Stockbridge, With Corps of Trained Assistants, Establish Syndicate to Meet Demand for Certain Kinds of Financial Information.

Trumbull White, formerly managing editor of Everybody's Magazine, and Frank Parker Stockbridge, formerly managing editor of the New York Evening Mail, have established Investors Public Service, Inc., with headquarters at 149 Broadway, New York. Associated with them is a staff of experienced writers and collectors of financial news and information.

The service has been created especially to fit the broadened interest on the part of the lay public in financial affairs and to make it readily possible for any newspaper, small or large, in any section of the country, to furnish, at a cost commensurate with the value of the service to itself, special features on business subjects and prompt responses to any inquiries relating to financial and commercial matters. As the public has been turning more and more to the newspapers as sources and mediums for such information, it is felt that the new service will definitely solve a modern newspaper problem.

The fact that this service will be available to newspapers even of the most moderate resources, plus the experience and record of its heads and general staff, is considered as a virtual guarantee of its popularity.

Mr. Stockbridge, vice-president and general manager of Investors Public Service, points out that the service will enable newspapers not only to take advantage of an unquestioned medium for increasing circulation and advertising, but also to assist effectively in guarding the public against the army of those who, through crooked specu-

If the press agent was a producer of business and a producer of readers, the Curtis Publishing Company, and publications like Successful Farming and the Philadelphia Farm Journal, would make room for him. There is no more reason for newspapers giving away free space than there is for Mr. Curtis giving a reader for every double-page spread in the Saturday Evening Post. And the ridiculousness of the press agent matter is readily seen when that suggestion is made.

While the elimination of the press agent is definitely an individual problem for each publication, it is most important to newspapers in the aggregate, and Mr. W. A. Thomson, director of the Bureau of Advertising of the A. N. P. A., gives it as his definite conclusion, after several years of service as manager of the Bureau, that free publicity is the one thing that stands between newspapers and more advertising.

The Des Moines Capital does not attach any specific blame to advertising agents and advertisers who seek free publicity. Most newspapers give it. Advertising agents are compelled to seek it in self-defence. The party that is to blame is the newspaper that is sucker enough to give it.

We very much hope that the forthcoming convention of the A. N. P. A. will have a full debate and an "experience" meeting that will bring converts to the cause of the elimination of the press agent. This is certainly the reformation period in newspaper offices, and the biggest advance that could be made in the year 1917 would be a successful offensive against the press agent.

lative ventures, are preying upon thousands at a time when funds seeking investment are in larger amount than ever before.

WILL PROTECT THE PUBLIC

"Investors Public Service," said Mr. Stockbridge, "has only one end to serve, and that is the education of the public along wise and intelligent investment lines, and the protection of the unwary against fraud and reckless speculation."

Not an inconsiderable part of the duty of newspapers during the period of the war, Mr. Stockbridge feels, will lie in providing their readers with information and advice as to the new bond issues, taxes, etc., involved in the war financing. Investors' Public Service will present these matters in a way which newspapers will find popular among their readers and useful in serving the purposes of the Government. Of investment conditions which will make the service of special value, Mr. Stockbridge said:

"There is no cause for apprehension of hard times as a result of the war. The heaviest financial burden we can be called upon to assume is far lighter, proportionately, than that of any of the Allies. Canada and Japan are enjoying the highest period of prosperity in their history, just as the United States did in and after the Civil War. Commodity prices will go up probably in many instances above present high levels, but wages will also go up, factory outputs and profits will be increased, as will railroad earnings, and there will be even larger surpluses, looking for investment, than at present in the hands of every one, from wage-earner to capitalist."

MEN OF EXPERIENCE.

Trumbull White is a native of Iowa, a graduate of Amherst College, and was for a number of years on the staff of the Chicago Record, most of the time as a private correspondent in Europe, Asia, Africa, and Latin America. He was largely responsible for building up the Record's foreign news service. When the Red Book was established in Chicago Mr. White became its first editor, and left there to come to New York as editor of Appleton's Magazine, from which he went to the Ridgway Company, founding the Adventure Magazine, and later becoming managing editor of Everybody's. Mr. White is the president and principal owner of the Bay View Reading Club, of Detroit, publishers of educational magazines and books.

Kingsley Moses, well known as a writer of special articles for various magazines and newspapers, has joined the staff of Investors' Public Service, as has also Kirtland Wilson, who has resigned from the position of managing editor of Daily Financial America.

Ad Agency Changes

The Corning Advertising Agency of St. Paul has been succeeded by the Corning-Firestone Advertising Agency, Inc. Leavitt Corning is president and treasurer, Allan L. Firestone vice-president, and George H. Moeller secretary. J. W. G. Curtiss, C. F. Ryan, and Louis Melamed are associated with the new agency, and S. R. Thompson has charge of the movie department.

Roastfest Night in Rochester

Rochester, N. Y., newspaper men will enjoy their annual banquet this evening in the Powers Hotel, when the Newswriters' Club will hold its roastfest. This is an event to which prominent men from all parts of the State look forward. Modern Arabian Nights will be presented for the edification and entertainment of the guests.

IMPORTANT ANNOUNCEMENT

THE undersigned are pleased to announce to Publishers and the trade in general, that the matter of conflicting patents relating to the so-called Scott "Multi-Unit" and the Duplex "Low-Down" construction of Rotary Printing Presses, which has been pending for some years in the United States Patent Office and the Courts, has now been adjusted to their mutual satisfaction, and licenses under their several patents referred to below have been exchanged.

This arrangement enables both the Duplex Printing Press Company and Walter Scott & Company to furnish publishers with these modern types of newspaper presses.

Warning

The patents above referred to are:

Scott Patents

No. 819,813, May 8, 1906
No. 1,074,699, Oct. 7, 1913

Duplex Patents

No. 814,510, March 6, 1906
No. 1,139,154, May 11, 1915

The above patents absolutely control certain styles of newspaper press construction, which can only be lawfully obtained from either the Duplex Printing Press Co. or Walter Scott & Co., and notice is hereby given that all rights under these patents will be fully protected by the undersigned.

Walter Scott & Company

DAVID J. SCOTT, General Manager
PLAINFIELD, N. J.

Duplex Printing Press Co.

I. L. STONE, Chairman of the Board
BATTLE CREEK, MICH.

TELLS HOW ADVERTISING REDUCES SELLING COST

Association of National Advertisers, Inc., Shows That Prices Have Been Lowered or Quality of Goods Improved Through Publicity Campaign Which Created Demand.

The Association of National Advertisers, Inc., with headquarters in New York city, is circulating some interesting facts to show that advertising lowers selling cost. The arguments advanced by the Association are these:

"The rising cost of living is the great universal hardship of the present day. So great and so many have these rises been that few people stop to realize that there have been any exceptions to the general rule. But the fact is that there have been numerous exceptions, and all of these exceptions belong to the same great class—that of nationally advertised goods.

"The old idea that the cost of advertising raises prices dies hard. But the business man knows better. He knows that selling goods is costly business—no matter what the goods or what the selling methods. And he knows that anything which creates demand on a large scale, and thus makes selling easier, is bound to reduce selling costs and thus helps to reduce prices.

THE PROOF OF THE PUDDING.

"But evidence is better than argument; facts are better than theories. The Association of National Advertisers, an organization of 260 of the leading advertisers of the country, has been at great pains to collect the facts. It has secured an immense body of data from its members which proves that advertising does reduce selling costs and thus tends to reduce the selling price of advertised goods. 'The proof of the pudding' is the argument that settles everything.

"To present all the evidence, instance by instance, is impossible within these limits. A few representative cases will suffice.

"The makers of a famous photographic camera, when they began advertising twenty-eight years ago, made one camera which took a 2½-inch picture and which sold at \$25. To-day they make a far better camera, which sells for \$10. Another, which took a 4x5 picture, sold for \$60. To-day they sell a far better one for \$20. And so on through the line.

"A prominent hat manufacturer has, by means of advertising, reduced his selling cost seven cents per hat. Result: the buyer gets a hat of better quality at no increase in price; this despite increased cost of raw material and workmanship.

"When the manufacturer of a famous breakfast food specialty began advertising, his goods sold at 15 cents a package. To-day the package is 50 per cent. larger and the price has been reduced to 10 cents. Again advertising did it, the same causes producing the same results.

"The producer of another well-known food specialty is selling his goods at 25 per cent. less to the wholesale grocery trade than four years ago.

WHAT ADVERTISING HAS DONE.

"Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette-covered box. To-day a stick containing 20 per cent. more soap is sold in a handsome nickel box at the same price.

"Then take the most conspicuous example of them all—the automobile business; and compare the \$5,000 or \$10,000

cars of ten years ago with the equally good cars of to-day, selling for a fraction of the money.

"And so on through a long list. In every case, the manufacturer either has been able to lower the price or improve the quality at no increase in price.

"How has he done it? By means of advertising, which has created demand on a larger scale and thus permitted production and distribution on a large scale. Result—improved manufacturing efficiency and reduced selling costs. And all of this in the face of a steady increase in the cost of labor and raw materials which, with advertising eliminated, might in many cases have fairly doubled the price of goods.

"'A triumph of economical marketing' is the only possible verdict for advertising in the face of these facts."

POSTMASTER GENERAL STRIKES AT PREMIUMS

Premiums or Commissions Paid to Obtain New Subscriptions Must Not Be in Excess of 50 Per Cent., to Be Entitled to the Cent-a-Pound Postal Rate.

The methods of a publisher in fixing the price of his paper or in soliciting new subscriptions by the giving of premiums, prizes, or other considerations as an inducement, or by commissions paid to agents, is to be carefully scrutinized by the Post Office Department in the future. Persons whose subscriptions are obtained at a nominal rate cannot be included as a part of the legitimate list of subscribers required by law, according to order No. 189, issued by Postmaster-General Burleson, on March 30. Subscriptions, the order says, are regarded as at a nominal rate when obtained in connection with the methods or offers affecting a reduction of the regular advertised annual subscription price, when it is more than 50 per cent. of the regularly advertised annual price for a single subscription, whether the reduction by a direct discount, or effected through a rebate, premium offer, clubbing arrangement with other publications, or otherwise, and whether the full premium is paid at one time or in instalments. The actual cost of a premium given with the subscription, together with the premium-subscription offer, must be filed by the publisher with the Third Assistant Postmaster-General, division of classification, and in determining the value of a premium, not only the cost, but the retail value and worth, or value represented to the subscriber, will be considered.

Commissions paid to agents or agencies must not be for more than 50 per cent. of the advertised price.

Publishers who have outstanding subscription offers or other arrangements effecting a reduction in the regularly advertised price, are notified to revise such offers at once. No copies of publication sent in fulfillment of subscriptions obtained under such arrangements made in the future will be accepted at the cent-a-pound rate for postage. They will be chargeable with the transient second-class rate of one cent for each four ounces or fraction. Postmasters are required to report all subscription offers which contravene the provisions of the postal laws and regulations.

"What we think or what we do, or what we believe, is in the end of little consequence. The only thing of consequence is what we do."

When a man quits smoking and then slips back, he tries to catch up again.

CONVENTION OF TEXAS EDITORS

Many Vital Topics to Be Discussed at Galveston Meeting in June.

Sam P. Harben, of the Richardson (Tex.) Echo, secretary of the Texas Press Association, is making arrangements for the annual convention of the Texas editors to be held in Galveston June 14, 15, and 16.

Features of the programme, as arranged by the special committee and announced by Secretary Harben, are:

"The Publisher, the Advertising Agent and the Advertiser," W. C. D'Arcy, president D'Arcy Advertising Agency, St. Louis.

"Is It Good Policy to Give Free Readers in Order to Secure Display Advertising?" Henry Ellis, Herald, Denison.

"Are Special Trade Editions Real Trade Boosters?" C. C. Watson, Reporter, Midland; James Howerton, Herald, Hallettsville.

"Editorial Fearlessness," Will H. Mayes, dean, School of Journalism, Austin; Lloyd P. Lochridge, Austin.

"Does the Typesetting Machine Pay in a Small Office," Harry Koch, Tribune-Chief, Quanah; H. F. Schwenker, Standard, Brady.

"Should the Country Newspaper Withhold Deplorable Local News?" B. F. Harigel, Journal, La Grange.

"Does the High Price of Paper Justify the Severance of Exchange Courtesies?" Joe J. Taylor, News, Dallas; Col. Frank P. Holland, Holland's Magazine, Dallas.

"Facts About the Paper Situation," Lee J. Rountree, Commercial, Georgetown.

TURN-OVERS NOW TABOO.

Toronto Star Makes New Rule Regarding First-Page Articles.

The Toronto Star has recently put into effect a rule that there shall be no turn-overs of front-page articles, except in special emergencies, when one article may be continued over to the second page. The change has been made in the interests of readers of the paper. Discussing the matter with a representative of THE EDITOR AND PUBLISHER, John R. Bone, managing editor of the Star, stated that he had had the idea in mind for some time, but had been impelled to carry it into effect after reading an article on Canadian journalism written by C. F. Hamilton, once a well-known newspaper man, but now in the civil service.

Mr. Hamilton had attacked the custom of indiscriminate continuation of articles most vigorously, on the ground that it was exasperating to readers of newspapers to have to turn back and forth chasing up the tag-ends of articles. He saw no valid reason for the custom. Mr. Bone thought he would see if the matter could not be remedied so far as the Star was concerned. The new rule was put into effect, and so far it has worked successfully.

Poppendeick Succeeds Park

John Poppendeick, jr., managing editor and business manager of the Milwaukee Sentinel, has been elected president of the Milwaukee Daily Newspaper Publishers' Association, to succeed William Park, who has held the office for many years. Michael Krutzka, of the Kuryer Polski, was elected vice-president, and V. J. Zaiser, business manager of the Milwaukee Free Press, was named as secretary-treasurer. Mr. Park resigned as president following his retirement as half-owner and business manager of the Milwaukee Daily News.

Women and Newspaper Work

Addressing 500 young women attending the vocational conference at the University of Minnesota, Miss Helen M. Bennett, of the Chicago Intercollegiate Breaux of Occupations, said: "Girls, do you want to be newspaper reporters or journalists? Then study the art of judicious flattery, especially when dealing with the male sex, if they won't 'kick in' with the material for a news story."

Miss Bennett advised aspirants for the newspaper profession to begin in a small town. She impressed the fact that the girl reporter's salary is small and the work arduous.

The World's Biggest Flag

At noon on April 4, while all San Francisco was awaiting the formal declaration of war by Congress, the Examiner added the most spectacular feature of the enlistment campaign by unfurling across the junction of Market and Third Streets, the largest American flag in the world. Participating in the ceremony were a company, each of the regular army, the navy, the marine corps, and the National Guard. The immense flag is suspended from a cable, stretched between the twelfth floor of the Hearst Building and the roof of the Mutual Savings Bank Building.

A. McKim, Ltd., Reorganized

The new executive of A. McKim, Limited, advertising agency of Montreal, Toronto, Winnipeg, and London, Eng., has been announced. The staff, comprising 140 employees in four offices in different cities, remains the same. The personnel of the executive as now organized is J. N. McKim, president and treasurer; Mrs. Anson McKim, vice-president; W. B. Somerset, general manager; H. E. Stephenson, secretary; C. T. Pearce, manager at Toronto; Thomas Bell, manager at Winnipeg; W. Keeble, manager at London, Eng.

Old Time Printers Elect

The Old Time Printers' Association, of Chicago, last Sunday elected Peter M. Balkan, president, and William A. Cahill, vice-president. The following directors were chosen: Nels Johnson, S. K. Parker, Michael Colbert, Prosper D. Finn, William Sleepeck, and William C. Hollister. Charles S. Peterson has been appointed chairman of a committee to represent the Association at exercises to be held May 11 in the Shepard School, Chicago, in commemoration of the sixty-third anniversary of the birth of Ottmar Mergenthaler, inventor of the linotype.

Hope Ads Will Find Heirs

From Atlanta, Ga., in the hope of finding relatives of Gen. D. C. McCallum, Civil War hero on the Union side, a nation-wide campaign of advertising is now being conducted, in order that railroad securities and other stock worth more than \$100,000 and papers of historical value may be turned over to the proper owners.

To Help Red Cross Work

The Buffalo Ad Club has adopted resolutions, pledging the support of its members to President Wilson. At the last meeting President William P. Goodspeed announced that the directors of the organization have decided to provide two beds for the base hospital being organized by the Buffalo chapter of the American Red Cross Society.

A Newspaper Problem Definitely Solved

Trumbull White, formerly Managing Editor of Everybody's Magazine, and Frank Parker Stockbridge, formerly Managing Editor of the New York Evening Mail, announce Investors' Public Service, Inc., formed for the purpose of supplying accurate, unbiased financial news and information to newspapers throughout the country.

The position of newspapers as servants of the public has been strikingly emphasized in recent years by the increasing demand upon them for specific and expert information and advice on investment topics.

INVESTORS' PUBLIC SERVICE, Inc., offers a daily and Sunday feature service that combines interest, reader service and advertising stimulus. One paper in each city can obtain this service at a cost based upon actual value to the paper.

A plan has been worked out whereby the newspapers, at practically no cost to themselves, can provide information service demanded of them and thus take prompt advantage of the business-getting opportunities before them.

There is today more surplus money, among all classes of people, looking for investment than ever before. One result of this is that a larger and more ferocious horde of financial wolves is on the trail of the unwary public than at any time in recent history.

INVESTORS' PUBLIC SERVICE is not connected with any stock brokerage house or other market interest. It has no interest to serve except that of the investing public, but is working in close co-operation with banking and business interests that realize the growing tendency to reckless speculation and the dangers that confront the investing public.

Don't let the fact of war frighten you into thinking about "Hard Times." We are entering on a new era of prosperity, in which the demand for financial advice and information will be greater than ever. Canada and Japan are now enjoying the highest prosperity in their history, just as the United States did in the Civil War.

Newspapers using this service will be in a position to give patriotic service in laying before the people the facts in regard to the new bond issues, taxes and other means of war financing.

Prompt inquiries from publishers are invited

INVESTORS' PUBLIC SERVICE, INC.

149 BROADWAY, NEW YORK

TRUMBULL WHITE,
President

FRANK PARKER STOCKBRIDGE,
Vice-Pres. and Gen. Mgr.

PROPOSED CENSORSHIP BILL READY TO SUBMIT

Final Draft Said to Meet with Approval of Sub-Committee Representing the A. N. P. A.—Will Probably Be Introduced in Congress at an Early Date—Details of the Bill.

WASHINGTON, April 12.—The proposed Censorship bill as finally drafted by the several departments interested, and which is said to meet with the approval of the sub-committee representing the American Newspaper Publishers' Association, and which, in all probability, will be introduced in Congress at an early date, reads as follows:

"Section 1. That when a state of war exists, the President may prohibit the publication or dissemination of any and all information, facts, rumors, or speculations referring to the armed forces of the Government, materials, or implements of war, or the means and measures that may be contemplated for the defence of the country, except when such publication or dissemination shall have been duly authorized, and he may issue such regulations as may be necessary to render such prohibition effective.

"Sec. 2. That after the President shall have issued such regulations as authorized by Section 1 of this act, it shall be unlawful for any person or corporation in his capacity or as such within the jurisdiction of the United States, to publish or disseminate or cause or procure, or willingly or through negligence permit to be published or disseminated, or to assist in the publication or dissemination of any information, facts, rumors, or speculations prohibited by the terms of the regulations issued un-

der this act, except when such publication or dissemination shall have been duly authorized under such regulations, and any person who so offends may be punished by a fine of not more than ten thousand dollars, or by a term of imprisonment of not more than three years or both. Any corporation which so offends shall be punished by a fine of not more than twenty thousand dollars, and any officer or director or agent of any corporation who shall consent to, connive at, or through negligence permit any violation of the provisions of this act by such corporation or by any of its agents or agencies, shall be punished by a fine of not more than ten thousand dollars, or by a term of imprisonment of not more than three years, or both.

NO RESTRICTION OF OPINION.

"Sec. 3. That nothing in this act shall be construed to limit or restrict, nor shall any regulation herein provided for to limit or restrict, any publication of discussion, comment, or criticism of the acts of policies of the Government or its representatives, provided no discussion, comment, or criticism shall convey information prohibited under the provisions of section 1.

"Sec. 4. That the regulations and the pains and penalties authorized by this act shall continue only during the existence of a state of war, and shall cease to be operative with the cessation of military operations, except for pains and penalties for violation of committed prior to the cessation of military operations."

It is thought that the enactment of such a bill as here outlined would give general satisfaction to all concerned.

All cats look gray—in the dark.

PEACE AD MONEY, TO SOLDIERS Spokane Daily Refuses to Profit by Space Sold to Pacifists.

In its issue of March 31, the Spokane (Wash.) Spokesman-Review carried a full-page advertisement of the Emergency Peace Federation, urging the Americans of the West to keep the country out of war. The advertisement was printed in spite of the fact that its appeal is out of harmony with the stand the Spokesman-Review has taken.

The points made in the ad were answered, one by one, in a long editorial in the Sunday Spokesman-Review, this being reinforced with interviews of similar temper from prominent citizens, and the money secured from the advertising was turned over to the National Guard of Spokane or for the use of their dependents.

W. H. Cowles, publisher of the Spokesman-Review, is a member of a committee of Spokane citizens who are backing a movement to guarantee each man who enlists in the United States army the same or a better position upon his being mustered out of service, and during his absence to care for his dependents.

ASKS FOR ADVERTISING SPACE

A. A. C. W. Copy Submitted to Publishers for Use on Last Year's Plan.

William C. D'Arcy, of the D'Arcy Advertising Agency, St. Louis, will have charge of the coming convention advertising campaign of the A. A. C. W. Newspapers and magazines and other publications are to be asked, as formerly, to carry this copy free. The first piece of copy is headed, "Advertising Lower Costs of Distribution," while

other pieces of copy are entitled: "Bring Your Facts and Figures to St. Louis June 3d to 7th," "Advertising Visualizes the World's Work," "Advertising Is Americanism," "St. Louis—Grand Headquarters of the Advertising Armies of the World, June 3d to 7th."

Founder Pulitzer Honored

Following a custom inaugurated two years ago, the third year class of the Pulitzer School of Journalism at Columbia University on April 10 marked the anniversary of Joseph Pulitzer's birthday by placing a wreath on Rodin's bust of the founder of the school which stands in the lobby of the Journalism Building. The annual dinner of the school, at which Mr. and Mrs. Ralph Pulitzer are expected to be present, was planned for Tuesday night, but the fourth year men are working every night this week on their newspaper, the News, and the dinner will be held April 19.

Entertained Fellow Scribes

J. Wilson Gibbs, clerk of the South Carolina House of Representatives, himself a newspaper man, entertained a dozen newspaper staff men at dinner, in compliment to two men of the craft who have recently taken up new work, John Elliott Puckette, of the State, becoming private secretary to Gov. Manning and William J. Cormack, of the Record, being promoted to managing editor of that paper.

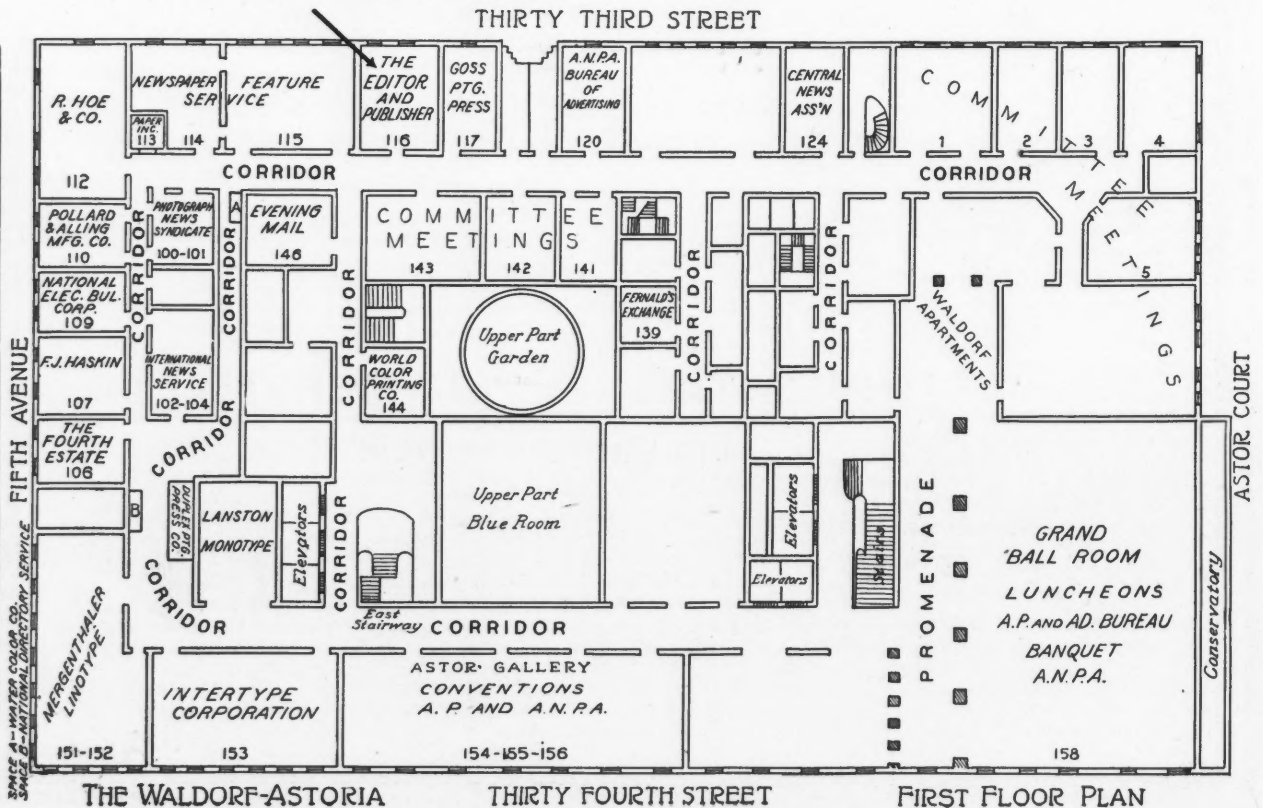
Agency Offers Aid to Baker

The E. P. Remington Advertising Agency, of Buffalo, through Carl J. Balliett, managing partner, has offered to Secretary of War Newton D. Baker to give the Government any kind of service it may be called upon for to help win the war.

CONVENTION FLOOR PLAN FOR WEEK OF APRIL 23

A. P. and A. N. P. A. Convention Arrangements for Waldorf-Astoria with Diagram Showing Location of Exhibits.

PROGRAMME FOR THE WEEK. Monday, April 23—Meeting of the Directors of the Associated Press in the board-room of the Chambers Street office. Meeting of the Directors of A. N. P. A. in the office of the Boston Globe, World Bldg., 63 Park Row. Also meeting Board of Directors A. N. P. A. Bureau of Advertising, World Bldg. Tuesday, April 24—Annual Luncheon of the Associated Press, at the Waldorf-Astoria, at noon. Wednesday, April 25—Opening session of the American Newspaper Publishers Association, at the Waldorf-Astoria Hotel. Luncheon of the Bureau of Advertising, at noon. Election of directors of the Associated Press, at the Chambers Street office. Thursday, April 26—Election of officers of the American Newspaper Publishers Association, followed by the annual dinner at 7 P. M. Evening Mail's Midnight Frolic atop Century Theatre. Friday, April 27—Final session of the American Newspaper Publishers Association.



THE WALDORF-ASTORIA THIRTY FOURTH STREET FIRST FLOOR PLAN



E. S. CONE,
New York



A. F. LORENZEN,
Chicago



J. E. WOODMAN,
Chicago

CONDITIONS TODAY NOW IN PITTSBURGH

Surely prove The People prefer
The Evening Sun at two cents per copy;
The Morning Post at two cents and
The Sunday Post at six cents.

Note the following circulation figures, sworn net paid averages:

| | | |
|---|-------------------|-------------------------|
| For March, 1917. | The Evening Sun, | 60,409 |
| | The Morning Post, | 54,862 (week days) |
| | The Sunday Post, | 95,623 |
| April 3, 1917. | The Evening Sun, | 74,282 Paid |
| | The Morning Post, | 68,195 Paid (week days) |
| April 1, 1917. | The Sunday Post, | 95,726 Paid |
| April 1st, Government Report, for six months preceding. | | |
| | The Evening Sun, | 61,695 |
| | The Morning Post, | 51,079 (week days) |
| | The Sunday Post, | 94,558 |



A. H. YOUNG,
New York



CHAS. MAY,
Chicago



A. C. BUNN,
New York



H. I. SHAW,
Chicago



E. E. PATTON,
New York



H. G. SOMMERMAN
Chicago



W. E. HASKELL,
New York



HENRY C. JANN,
Chicago

LOCAL DISPLAY

Advertising in The Post and The Sun increased 50% for the month of March, 1917, over March, 1916. WHY? Because the advertising managers of the local stores found on investigation that the increase in subscription price helped the circulation of The Post and The Sun: because they are the best newspapers published in Pittsburgh: the cleanest and most complete in news, features and advertising and the greatest value for the money to the reader.

At the new increased price *Quality counts with the reader.* Big type, "Bull" and "Bunk" don't go at two cents per, Daily and six cents Sunday.

Remember, any information you want about The Post and The Sun any time is yours on demand and it is guaranteed to be up to the minute and true.

Put The Post and Sun first on your list for your Pittsburgh advertising. It will pay you to do so.

The Foreign Advertising gain in The Post and Sun for March, 1917, was over 25%. It will be 100% each month hereafter if the foreign advertisers and agents will get the NOW circulation figures and conditions in Pittsburgh.

Note the circulation of The Post and Sun is paid for in cash. No "Tin Sign" circulation; no copies bought by small town papers and given away as premiums.

Cone, Lorenzen & Woodman

New York Detroit Atlanta Kansas City Chicago



H. W. BEYEA,
New York



W. J. DELANEY,
New York



GEO. M. KOHN,
Atlanta



O. G. DAVIES
Kansas City



R. J. BUELL,
Detroit



H. C. SCHRYVER
Chicago

TRYING TO REGULATE POLITICAL ADVERTISING

Owen Corrupt Practices Act, with Objectionable Features Retained, Reintroduced in Congress—Seeks to Impose Mandatory Business Policies, Limiting Freedom of Action.

WASHINGTON, April 11.—The superior advantages of newspaper advertising are recognized by the Owen Corrupt Practices act, which has just been reintroduced at this session of Congress, and which specifically states that it will not be unlawful to advertise *ad lib* in newspapers or otherwise; and money spent for such purpose is one of the few exemptions made by the law for which there will have to be no accounting. Certain provisions of the Corrupt Practices act make new regulations governing newspapers that handle campaign news stories and advertisements. The provisions of the bill relating to the press are as follows:

"Any newspaper, magazine, periodical, bulletin, or other publication in which during a campaign shall be printed any information, specific or general, concerning any bet or wager or the sale of pools on any such election shall be nonmarketable, and shall be excluded from the mails by the Postmaster-General, but this shall not be construed to prohibit the publication of information regarding the violation of the law, or of legal proceedings on account of such violation.

HARDSHIP FOR "CONSTANT READER."

"During any campaign no newspaper or other periodical shall publish any letter or communication on any political subject, composed by any person not an officer, editor, or employee of such newspaper or other periodical, unless the real name of the author thereof be appended thereto and published with such communication.

"No publisher of any newspaper or other periodical shall insert, either in the advertising columns of such newspaper or other periodical or elsewhere therein, any matter paid for or to be paid for directly or indirectly, which is intended to or tends to influence, directly or indirectly, any voting at any election or primaries, unless at the head of said matter is printed in twelve-point caps the words 'Paid Advertisement,' and unless there is also a statement at the head of said matter of the name of the candidate or political committee in whose behalf the matter is inserted, and unless also the price paid or contracted to be paid for such advertisement is stated at the head of said matter.

"No such publisher shall charge for political advertising in excess of his usual and customary charges for commercial advertising. If such publisher shall accept any political advertisement he shall thereupon be bound to accept and publish upon equally favorable terms the political advertisements of all candidates and political committees, provided the advertisements tendered are not libelous, scurrilous, or indecent.

EDITORIAL INFLUENCE.

"No owner or publisher of any newspaper or other periodical, no agent or employee of such owner or publisher shall, directly or indirectly, solicit or receive or accept any payment, promise, or compensation, nor shall any person pay or promise to pay or in any manner compensate any such owner, publisher, agent, or employee, directly or indirectly, for the purpose of influencing or attempting to influence, through any printed matter in such newspaper or other periodical, any voting at any primary or other election through any means whatsoever, except through the matter inserted in such newspaper or other periodical as 'paid advertisement' and so designated as provided by this act. No person shall withdraw or threaten to withdraw his patronage or advertising from such publication for the purpose of influencing its attitude on political questions. No person shall pay the owner, editor, publisher, or agent of any newspaper or periodical to induce him editorially to advocate or oppose any candidate for nomination or election, and no such owner, editor, publisher, or agent shall accept such payment."

Seaman, Inc., in Chicago

Frank Seaman, Inc., New York city, have discontinued the Detroit office and opened an office in Chicago.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



JUST AS THE EDITORIAL WRITER GOT A NIBBLE FOR A BIG IDEA, AFTER MUCH CONCENTRATION, THE CUB REPORTER STARTS A CAMPAIGN OF MUSICAL FRIGHTFULNESS. UNABLE TO STAND IT ANY LONGER, THE EDITOR TAKES THE SITUATION INTO HIS OWN HANDS.

D. R. Fitzpatrick, cartoonist of the St. Louis Post-Dispatch, belongs to the new school. He puts over his idea in the fewest possible lines. He tries to bring a single thought to the reader. That he is successful may be judged from the way he has illustrated the thought (and belligerent attitude) of the editor in the above. The cub is a goat-getter on general principles. But he adds to the enormity of his crimes by whistling (an unpardonable sin in a newspaper office) while others are working.

Fitzpatrick started with the Chicago Daily News, where he worked three years on comics and sports, and nine months on cartoons, during the illness of the late Mr. Bradley. He received his training at the Art Institute in Chicago. He is twenty-six years old and married.

NEWSPAPER MEN THANK BAKER AND MacARTHUR

Washington Correspondents Pay High Tribute to Officials Who Have Made the Voluntary Censorship Feasible—War to Bring Many Changes in Assignments of Men at Capital.

WASHINGTON, April 11.—Newspaper men at the State, War, and Navy Buildings have sent a letter of thanks to Secretary of War Baker, and to Major Douglas MacArthur for the treatment accorded them since the establishment of a censor of military news: It follows:

"It seems quite likely that the days of action before us will see many changes in the corps of newspaper correspondents who have been assigned to the War Department for many months past. Some of us will go a-soldiering and others into other fields of activity connected with the war. Changes will come, too, in the assignment of army officers whom we have learned to know here in the Department, and, before that time comes, we wish to express to

you, and through you, to Major Douglas MacArthur, our appreciation of the way he has dealt with us for all these months in his trying position as military censor.

HAVE KEPT THE FAITH.

"Our needs have compelled us to tax his patience at all hours of the day and night. We have never failed to receive courteous treatment from him. Although the censorship imposed was but a revolutionary obligation upon the press, it has been kept faithfully, and we feel that it has been largely because of the fair, wise, and liberal way in which Major MacArthur exercised his functions that this was possible."

The letter is signed by Edwin M. Hood, Associated Press; George N. Garvin, International News Service; Carl D. Groat, United Press Associations; Richard V. Oulahan, New York Times; Lawrence Hills, New York Sun; A. N. Jamleson, Central News; Grafton S. Wilcox, Chicago Tribune; Lewellen Brown, New York Herald; Frank W. Connor, New York World; Irwin Barbour, New York American; L. W. Moffett, Cleveland Daily Iron Trade; L. Ames Brown, Philadelphia Record;

SCHERMERHORN SEES WORLD PEACE PROSPECT

Urges Early Assembling of Press Congress of the World to Devise Plan for Preventing Further Bloodshed—President Williams in Sympathy With Detroit Editor's Purpose.

James Schermerhorn, editor and publisher of the Detroit Times, in a recent letter to the Hon. Walter Williams, dean of the Department of Journalism of the University of Missouri, and president of the Press Congress of the World, said:

"Diplomacy and the good offices of neutrals having failed to effect a stay of warfare, why not permit the press of the world to try its hand at devising a scheme for preventing further bloodshed, wastage, and suffering, and of bringing all nations of the earth into a covenant of enduring peace.

"I beg to propose that, instead of postponing the assembling of the Press Congress of the World, until 1919, the date to be set ahead one year, thus making it possible for the delegates to meet this summer, or just as soon as all the national association can convene, and select their representatives. Have it understood that the sole purpose of this Congress is to have the best equipped leaders of all Christendom formulate a basis upon which the warring powers can subscribe to an armistice pending the adjustment of differences and the perfection of a permanent plan of International tranquillity, to which all have already assented in principle."

In a leading editorial on the front page of the Detroit Times of April 9, Mr. Schermerhorn quotes the immortal words of Bulwer Lytton: "Beneath the rule of men entirely great the pen is mightier than the sword."

In response to Mr. Schermerhorn's letter, President Walter Williams wired as follows from Columbia, Missouri, under date of April 9:

"Dear Mr. Schermerhorn: Beg to acknowledge, with appreciation of your high motives, your eloquent message invoking the aid of the press congress of the world toward the abolition of war and the promotion of peace. I am transmitting it to-day to the members of the executive committee who, under the Constitution of the Congress, must determine what action if any, shall be taken in response thereto. I will communicate further with you when I have heard from them. Permit me to thank you personally for your noble and inspiring message."

Stephen I. Early, Associated Press; Hal H. Smith, New York Times; Albert W. Fox, New York Sun; Matthew F. Tighe, New York American; T. Holman Harvey, United Press; Arthur Sweetser, Associated Press; R. M. Boeckel, International News Service; K. L. Simpson, Associated Press; J. K. Dougherty, Washington Times; Leroy T. Vernon, Chicago Daily News; W. E. Brigham, Boston Evening Transcript; R. A. Zachary, Brooklyn Daily Eagle; Harry B. Hunt, Scripps-McRae Newspapers; Alfred J. Clarke, Washington Star; E. L. Sonn, Foreign Affairs News Service; O. McKee, jr., New York World and Aaron B. Rosenthal, Milwaukee Journal.

Washington Herald Two Cents

The Washington (D. C.) Herald, which has formerly sold for one cent, has found it necessary to increase its sales rate to two cents per copy.

Canada's Growth

There is no need to give the figures of Canada's Agricultural development. It is the feature of the twentieth century in that line.

Canada's industrial progress is almost as great. Cities in the United States are justly proud of their increscence; but Canadian cities of equal size outrival them in proportionate growth.

Here is the industrial record for the past five years:

| | | | |
|------------------|--------|-------------------|-------|
| Toronto, Canada | - 82% | Detroit, Mich. | - 59% |
| Hamilton, Canada | - 111% | Bridgeport, Conn. | - 30% |
| Ottawa, Canada | - 69% | Rochester, N. Y. | - 25% |
| London, Canada | - 50% | Portland, Ore. | - 19% |
| | | Baltimore, Md. | - 15% |

The standard of wages is as high in Canada as in the United States. Canadian workmen are well paid. They can buy the things that make life worth while, and their principal reading is the daily newspaper.

American Manufacturers! Canadian imports for 1916 were double those of 1915, and much of this increase was in the things you make and sell. Are you getting your share of this good business? If not, it is because you are not advertising in Canada's daily newspapers.

Seven-eighths of Canada's Manufacturing is done in the district covered by the daily papers listed on this page.

PROVINCE OF ONTARIO

Population 2,523,274.

| | Circulation. | Lines. | Net Paid 2,500-10,000 |
|--------------------------------|--------------|--------|-----------------------|
| Brantford Expositor (E) | 7,500 | .0175 | .015 |
| Brantford Courier (E) | 4,892 | .0105 | .0085 |
| Chatham News (E) | 2,259 | .01 | .0071 |
| Hamilton Spectator (E) | 28,200 | .0425 | .04 |
| Hamilton Herald (E) | 16,000 | .04 | .035 |
| Klugston British Whig (E) | 5,439 | .015 | .01 |
| London Advertiser (M. N. & E.) | 31,766 | .045 | .035 |
| London Free Press (M. N. & E.) | 33,059 | .05 | .04 |
| Ottawa Citizen (M. & E.) | 29,039 | .05 | .05 |
| Ottawa Journal-Press (M. & E.) | 31,160 | .05 | .05 |
| Ottawa Le Droit (E) | 15,125 | .0281 | .0188 |
| Peterborough Examiner (E) | 4,900 | .0131 | .01 |
| St. Thomas Times (E) | 6,330 | .0125 | .01 |
| St. Catharines Standard (E) | 7,800 | .025 | .0125 |
| Toronto Globe (M) | 86,900 | .12 | .09 |
| Toronto News (E) | 49,000 | .06 | .05 |
| Toronto Star (E) | 97,045 | .11 | .085 |
| Toronto World (M) | 46,926 | .085 | .06 |
| Toronto World (S) | 92,906 | .10 | .07 |
| Windsor Record (E) | 9,650 | .02 | .015 |

PROVINCE OF QUEBEC.

Population 2,002,731—English 397,392

French 1,605,339

| | | | |
|-------------------------------------|---------|---------|--------|
| Montreal Daily Mail (M) | 22,928 | .05 | .05 |
| Montreal Gazette (M, 2c-\$6 yr.) | 24,388 | .06 | .05 |
| Montreal La Patrie (E) | 35,827 | .06 | .045 |
| Montreal La Presse (E) | 140,000 | .10 | .08 |
| Montreal Le Devoir (E) (2c-\$5 yr.) | 13,959 | .05 1/4 | .04 |
| Montreal Star (E) | 100,000 | .11 | .095 |
| Quebec Le Soleil (E) | 35,000 | .05 | .05 |
| Sherbrooke Record (E) | 10,584 | .03 | .025 |
| | 994,372 | 1.4192 | 1.1469 |

The Newspapers listed on this page offer 218,1966 average circulation at a total combined cost of \$1.14 per line, or a fraction less than one and one-half tenths of a cent per line per thousand.

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

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

More than
4,500,000

of Canada's
8,075,000

Total Population
is Centered Here.



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

DINNER OF SPHINX CLUB

(Continued from page 12)

one conspicuous example of economic efficiency—and its name is ADVERTISING. It has proved that advertising, because it is a more efficient and successful method of marketing, is an important factor in the reduction of marketing costs, which in turn tends to a reduction in prices. It has proved that advertising, because it opens wider markets, helps also to reduce manufacturing costs, because it permits manufacturing on a larger and more scientific scale. It has proved that these results have been attained, despite the recent rise in the cost of labor and raw material. These facts can be proved by one example after another, taken from nearly all the lines of industry represented by the manufacturing and advertising interests of this country."

HEDGE'S SPEECH A CLIMAX.

Mr. Hedges' speech came last, and acted as a climax. His subject was "National Advertising." He said that when the "scrap of paper was lighted which illumined the Kaiser across the Belgian border, it inflamed the moral indignation of mankind." It was certain then, he said, that sooner or later this country had to get into the war or admit she had no morals.

"If there were not to-day a British and French fleet, we would have paid the price of this war by now," declared Mr. Hedges.

Mr. Hedges, who got a big reception, said: "I came somewhat under the direction of Mr. Lynn, there being a relationship between his suggestions and my appearance. And yet I can forgive him for much he has done to and for me. I can forgive him because we have much in common in a way. He has a good mother some eighty years old up in Allentown, whom he looks after with the tenderness of a brother, and that appeals to me. (Applause.) I have often wondered what it was that made my good friend Oscar appear to me as he does, and it is the fact that he has a mother whom he has brought here to-night. (Rising applause.) Confidentially, you should never speak of a woman's age, yet she is a few minutes above eighty, and if I am able to go around when I am eighty and be as well received as she was to-night, I hope that my maturing years will be accelerated. At every banquet there are speakers who know the subject that they discuss, and those who do not (laughter), and one who knows has spoken (laughter), and one who does not know about advertising is about to speak (laughter)."

"I really do not know much about advertising, but a thought has occurred to me in regard to the topic of the gentleman who has preceded me on the public opinion in relation to advertising and prices. If the public ever expressed its opinion of everyday prices there would be no manufacturing, and if this passion of truthfulness of the advertising man was synchronized and expressed here with confidence

in his belief he would know more than he now does. If you do not believe that live at a hotel. (Laughter.)"

"Some years ago lawyers were very much engaged in going through the affairs of the Knickerbocker Trust Company in order to get them out of the hands of the receivers, and so to-day if advertisers would give a little thought in this Governmental crisis on the advantage merely of selling at the same rate that they sell to the public it certainly would be a big help and greatly appreciated. I suppose the public has to take what is offered them in the way it is given to them, or let it go at that."

"Some day the public will let it go at that and many people will have to work by the day as they should. (Laughter.) As I understand the psychology of an advertising man, it is a man with an undoubted passion to demonstrate that someone wants something he does not need and does not care for, and the intensity of his emotion in persuading people to that sometimes results in a contract and sometimes breaks friendship. There is one thing that appeals to me, however, about an advertiser, and we are all advertisers in a way, and that is that confidence that he has in himself. Of course, in these days of efficiency it is more important for advertisers to be careful how they do it, because they have to be careful how they go about it. There is a great deal of difference in expressing an opinion and a fact. (Laughter.)"

"The stumbling blocks of a race are the fact that the realization enables a man to enter and those realizations are the opinions of the people. The result is a happy or discontented public, and yet the public is every man who is not in the profession of the man who is working. The public is all the rest of the men who talk. With the undertaker it is the family of the deceased, to the doctor it is the estate of the deceased, and the few who yet remain. To the lawyer it is the man who has not yet experienced the advantage of a contest with somebody where the prices of the fee is indicated in the heat of anger. To the business man it is any one who has the price to buy anything from some one who can persuade him he can be convinced, which would indicate to the casual mind that I know something about one side of advertising that has not been reported. One thing that troubles me about advertising is that I have never seen anything advertised that was normal in its character."

MUST BE NORMALLY HUMAN.

"It is always the best and only thing of its kind, and it is accompanied by a sort of a moral valuation, so much so that if you do not purchase now, when it is the accepted time of salvation it may be too late, and you cannot even put it off for a purpose of arriving at a means of conclusion. I often wonder what an advertising man thinks when he is alone (much applause). One thing I know, he is undesirable to think out aloud. In these days, it is undesirable to think out aloud. And I often think

what an advertising man must think when he is alone, and what he thinks of the construction and means and wealth of morals and laws. But you all look prosperous, which reminds me that appearances are deceiving, and I am wondering right now whether you could cash in on your appearances, and I am wondering also what you think the public thinks of you and your advertising, and whether you think the public gets it right and gets it good."

In the Public Interest

Two New York newspapers were instrumental during the past week in placing before the people at large full and correct information on the war situation. The New York American published in pamphlet form the address of the President to Congress on April 2nd, on the war situation, and the Evening Post printed the record in what it termed "The case of the United States Government against the Imperial Government of Germany," giving a summary of the entire correspondence between America and Germany leading up to the war situation. Both of these pamphlets were widely distributed by the newspapers named.

It's an old mathematical principle that nothing can contain something greater than itself.

INVESTIGATING A "LEAK."

N. Y. Paper Prints San Francisco Shipping News, which Is Suppressed There.

Somewhere around the San Francisco Custom House there is a "leak," and an investigation is being carried on by Collector of the Port J. O. Davis and other Federal officials.

A month ago, following the severance of diplomatic relations between the United States and Germany, instructions were issued from Washington to divulge no more shipping information. Since then clearances, entrances, and the contents of the manifests on steamers have been carefully suppressed. The manifests before that were copied by local newspapers and statisticians for big corporations, who kept tab on outgoing shipments. The local press and persons interested submitted to the rule in good grace. But to-day they are indignant.

A weekly publication printed in New York, it has been discovered, is printing San Francisco exports. They are as complete and as accurate as in the past. For two weeks successively they have enumerated the cargoes of outgoing ships.

The Illinois Staats Zeitung

of Chicago, an American newspaper in the German language, has for 70 years guided and directed the Germans in America to good citizenship. It is distinctively an American newspaper for America under all circumstances and at all times. At this critical time it is one of the most potent newspapers in the Middle West. The following editorial in its issue of April 6th, very clearly defines its attitude:

The Congress has adopted the so-called war resolution by an overwhelming majority. President Wilson will surely sign it and then the United States will be officially at war with Germany.

True to its principles to the very last, this newspaper endeavored with untiring energy, unflinching determination and convincing argument to keep this country in its first proclaimed course of strict neutrality. It was not to be. Many other loyal American newspapers and very many patriotic American citizens will bemoan the decision of our Congress to plunge our beloved land into the European maelstrom of blood and carnage. Whatever the forces are that brought America into the war, we will not now analyse them.

Our country is in war. This newspaper abides by the decision of Congress and supports war.

God grant that our participation in it will be limited to defense.

God grant that entering the European war will not prolong the titanic struggle abroad.

God grant that our arms will be crowned with victory—the victory of a just and humane cause.

God grant that peace may come to all the warring nations, that their peoples may be spared further bloodshed, suffering, privation and sacrifices.

God grant that the awful hatred of Christian against Christian will give way to a revival of true Christianity: "Love thy neighbor as thyself."

This newspaper candidly admits that the German government sinned against the United States and condemns again, as it has heretofore condemned, the German government, for those

sins. The United States was justified in declaring war against Germany, in the opinion of our Congress and our administration.

Heavy tho the heart may be, dazed tho the brain may feel, there is only one possible course of thought and action for every loyal American and that is to stand by the stars and stripes and support our duly elected officials in their efforts to direct a successful war.

The "unthinkable" thing has happened. Germany is the enemy of our country. We are at war with the Fatherland of millions of our citizens.

It will not do to clench fists and breathe smothered oaths. We are all citizens of one republic, the greatest, the freest republic on earth, and our legally elected representatives in whom we reposed our trust to lead us right, have decided that Germany is our enemy and we will abide by that decision and accept it. We will go our regular ways, live in peace with our neighbors and obey the laws of our land. We will do our full duty as citizens. We will heed our country's call. Our country needs men for every branch of the service. It will cast credit upon Americans of Teutonic descent if they join the army and the navy of the United States.

The United States has been at war with Great Britain on several occasions. Americans of Anglo-Saxon descent joined the army and the navy of their adopted country and fought their own kin. It was the proper and the loyal thing to do. Americans of Teutonic descent fought at their side.

No one can read the future. No one can tell what the future holds. The United States may be at war with Great Britain or Mexico before another twelve months roll by.

National Advertising Record

OF eight leading newspapers in the eight largest cities of the United States (except Philadelphia, figures not available) The New York Times published the greatest volume of National advertising in 1916:

| | Azate lines. |
|-------------------------------------|--------------|
| The New York Times..... | 3,496,514 |
| Boston Post | 3,253,136 |
| Chicago Tribune | 2,933,115 |
| Detroit News, News-Tribune..... | 2,519,077 |
| Cleveland Plain Dealer | 2,497,250 |
| Baltimore Sun | 2,307,218 |
| St. Louis Post-Dispatch | 2,130,800 |
| Pittsburg Chronicle-Telegraph | 1,502,256 |

Covering the Great South for \$3.046 a Line

MORE THAN FOUR MILLION FAMILIES WAIT TO HEAR FROM YOU

| PAPERS WELCOMED IN SOUTHERN HOUSEHOLDS | | | | | | | |
|--|-------------|-------|--------|---------------------------------------|-------------|-------|--------|
| ALABAMA. | | | | SOUTH CAROLINA. | | | |
| | Net Paid | 2,500 | 10,000 | | Net Paid | 2,500 | 10,000 |
| | Circulation | lines | lines | | Circulation | lines | lines |
| Birmingham Ledger (E) | 33,259 | .06 | .06 | Columbia Record (S) | 11,325 | .025 | .025 |
| Birmingham Age-Herald (M) | 17,000 | .07 | .05 | Columbia State (M) | 9,216 | .05 | .025 |
| Birmingham Age-Herald (S) | 28,000 | .08 | .06 | Greenville Piedmont (E) | 18,581 | .05 | .04 |
| Birmingham News (E) | 40,000 | .07 | .07 | Atlanta Georgian (E) | 4,769 | .0143 | .0143 |
| Birmingham News (S) | 42,500 | .08 | .08 | GEORGIA. | | | |
| Mobile Register (M) | 16,500 | .04 | .04 | Atlanta Sunday American (S) | 50,010 | .08 | .07 |
| Mobile Register (S) | 22,000 | .05 | .05 | Columbus Ledger (E) | 81,557 | .12 | .10 |
| Mobile News-Item (E) | 9,500 | .03 | .03 | Augusta Herald (M&S) | 7,200 | .0215 | .0178 |
| Montgomery Advertiser (M) | 18,213 | .05 | .04 | Macon Telegraph (M) | 8,000 | .035 | .025 |
| Montgomery Advertiser (S) | 20,783 | .06 | .05 | Macon Telegraph (S) | 22,399 | .04 | .04 |
| KENTUCKY. | | | | Augusta Herald (E) | 22,263 | .04 | .04 |
| Louisville Cour.Jour. (M) | 26,294 | .10 | .07 | Augusta Herald (S) | 13,124 | .03 | .03 |
| Louisville Cour.Jour. (S) | 49,058 | .12 | .09 | Savannah (M) | 11,805 | .03 | .03 |
| Louisville Times (E) | 43,805 | .10 | .08 | Savannah (S) | 14,037 | .04 | .03 |
| Louisville Herald (M) | 49,096 | .07 | .07 | FLORIDA. | | | |
| Louisville Herald (S) | 42,403 | .07 | .07 | Pensacola News (E) | 4,628 | .0139 | .0139 |
| Lexington Herald (M) | 8,239 | .0179 | .0179 | Pensacola Journal (M) | 5,309 | .0172 | .0172 |
| Lexington Herald (S) | 8,239 | .0179 | .0179 | Pensacola Journal (S) | 5,309 | .0172 | .0172 |
| TENNESSEE. | | | | Jacksonville Times-Union (M & S) | 26,714 | .05 | .05 |
| Chattanooga News (E) | 14,000 | .03 | .03 | Jacksonville Metropolis (E) | 18,185 | .04 | .04 |
| Chattanooga Times (M) | 25,815 | .06 | .06 | LOUISIANA. | | | |
| Chattanooga Times (S) | 25,815 | .06 | .06 | New Orleans Item (E) | 55,043 | .10 | .10 |
| Memphis News-Semitar (E) | 45,000 | .11 | .10 | New Orleans Item (S) | 68,875 | .12 | .12 |
| Memphis Commercial Appeal (M) | 71,000 | .12 | .10 | New Orleans Times-Picayune (M) | 55,336 | .10 | .10 |
| Memphis Commercial Appeal (S) | 113,600 | .14 | .12 | New Orleans Times-Picayune (S) | 68,299 | .12 | .12 |
| Nashville Tennessean & American (M) | 36,665 | .05 | .05 | New Orleans Daily States (E) | 37,462 | .08 | .06 |
| Nashville Tennessean & American (S) | 39,129 | .06 | .06 | New Orleans Daily States (S) | 36,569 | .08 | .06 |
| Nashville Banner (E) | 50,557 | .07 | .07 | VIRGINIA. | | | |
| Knoxville Sentinel (E) | 19,658 | .05 | .04 | Richmond News Leader (E) | 39,401 | .08 | .06 |
| NORTH CAROLINA. | | | | Newport News Press-Times-Herald (M&E) | 10,355 | .035 | .035 |
| Asheville Times (E) | 7,140 | .015 | .015 | Newport News Daily Press (S) | 6,993 | .035 | .035 |
| Charlotte Observer (E) | 12,309 | .055 | .025 | Norfolk Virginian Pilot (M) | 25,691 | .05 | .05 |
| Greensboro Daily News (M) | 11,500 | .03 | .025 | Norfolk Virginian Pilot (S) | 33,016 | .06 | .06 |
| Greensboro Daily News (S) | 15,000 | .03 | .025 | | | | |

In a territory of 458,972 square miles—more than twice the area of the German Empire—lives and prospers a population estimated to have been

20,872,497 on January 1, 1917

This is about *Twenty Per Cent.* of the inhabitants of the Continental United States, assuming that the rate of growth between 1900 and 1910 has been kept up since the latest Federal census.

By the same reckoning the Great South sustains about

4,132,258 Families

The population of the Great South is only a trifle less than that of the entire United States in 1850. Through the newspapers here named, national advertisers address the prospering and responsive South at the rate of

\$3.046 a Line

NEW ENGLANDERS HAVE ANOTHER CONFERENCE

Circulators of Eastern States Hold Meeting at Worcester and Discuss Problems of Making Papers More Useful to People—Membership of Association Shows Healthy Growth.

When President McNeil, at the Hotel Bancroft, Worcester, Mass., on Wednesday, April 11, called the second quarterly meeting of the New England Association of Circulation Managers together, about twenty-five members responded.

After the secretary's report, Mr. Reynolds announced receipt of a telegram from A. E. MacKinnon, director of circulation, Philadelphia North American, who was to address the meeting in the interest of the I. C. M. A. convention at Atlanta, Ga., in June, regretting his inability to attend. There was keen disappointment, as every one anticipated hearing Mac's speech, well knowing his ability to get it across in good shape.

Distinct features of the session were the general discussions of circulation topics and problems, less time being devoted to the reading of papers. While it was agreed that prepared papers were of value, it was believed that they did not bring out as many points as informal discussions. The value of a home garden-page, as a circulation promotion venture, was commented upon. Quite a number of New England papers have adopted this feature, and find it profitable, some of the publications going to the extent of combining with the City Beautiful Commissions, printing a map showing the vacant lots, so that efforts could be made to improve them. It was very interesting to note the different angles from which this problem could be handled.

A general discussion followed on saving of paper, mailing devices, cost results obtained from the non-return basis, and the advantage or disadvantage of the independent carriers as compared to office carriers.

During the morning session an automatic newspaper seller was demonstrated, also a new metal bulletin board was exhibited, and the Rapid Addressing Company representative, C. R. Morris, of Boston, gave a short talk.

At the request of President McNeil, Edward Gans, of THE EDITOR AND PUBLISHER, gave a short talk on the value of open discussions of circulation problems and cooperation.

MEMBERSHIP REACHES FORTY-ONE.

At one o'clock a recess was taken for luncheon. During the afternoon session, F. E. Leeds, of the Lynn Telegram, was admitted to membership, making the forty-first member now enrolled on the roster.

It was decided during the afternoon session that at the future meetings a regular schedule would be arranged, and a definite time would be allotted to each subject, various members being assigned a topic allowing about three minutes, and leaving the balance of the time for open discussion.

One of the main features of the meeting was a miniature newspaper, published by H. A. Wenige, of the Worcester Evening Post. "The Baby Post" contained the programme for the current meeting, and matter of interest as to the next meeting. It also contained advertising for the annual convention of the I. C. M. A., which will be held at Atlanta, Ga., June 12, 13, 14, as well as an application blank for membership.



A. E. MACKINNON.



GEO. H. REYNOLDS.

"A LITTLE TRAGEDY OF A NEWSPAPER OFFICE."

In last week's issue of THE EDITOR AND PUBLISHER, through one of those lapses which are inevitable, and without which life in a newspaper office would be a thing of pleasurable monotony, captions beneath two cuts were transposed. Thus we pictured A. E. MacKinnon, the director of circulation of the Philadelphia North American, as George H. Reynolds, circulation manager of the New Bedford Standard; and, of course, presented Mr. Reynolds as Mr. MacKinnon. It is due to these gentlemen to state that neither has entered any complaint about this "little tragedy of a newspaper office"; but THE EDITOR AND PUBLISHER is impelled, for the sake of accuracy, to reprint the photos herewith, properly identified:

At the invitation of the Worcester Post, Gazette, and Telegram, the members visited and inspected their plants following the afternoon session.

The next meeting of the Association will be held at New Bedford, July 11, an invitation having been extended by Benjamin J. Anthony, publisher of the Standard and Mercury, to have the members come to that city as guests of those papers.

LIST OF MEMBERS.

The following shows a complete roster of the Association to date:

L. M. Laing, the Lawrence (Mass.) Telegram; H. M. Wheeler, the Hartford (Conn.) Times; Roger Christy, the Worcester (Mass.) Telegram; W. S. Mitchel, the Portland (Me.) Express; Benjamin Madowsky, the Fall River (Mass.) Globe; Sidney J. Sibley, the Fitchburg (Mass.) Sentinel; Wayne C. Smith, the Meriden (Conn.) Record; Charles W. Palmer, the Woonsocket (R. I.) Call; Frank J. Chapman, the Providence (R. I.) Tribune; J. P. Barry, the Providence (R. I.) Journal; Seth J. Moore, the Lewiston (Me.) Journal; P. F. Viets, the Hartford (Conn.) Courant; J. A. McNeil, the Bridgeport (Conn.) Post; D. F. Minneman, the Waterbury (Conn.) Republican; H. A. Wenige, the Worcester (Mass.) Post-Telegram; George H. Reynolds, the New Bedford (Mass.) Standard; C. M. Schofield, the Worcester (Mass.) Gazette; L. M. Hammond, jr., the Boston (Mass.) Transcript; D. T. Williams, the North Adams (Mass.) Transcript; Thomas J. Moroney, the Meriden (Conn.) Journal; F. E. Johnson, the Taunton (Mass.) Gazette; R. H. Gillespie, the Stamford (Conn.) Advocate; Lydia H. Ludden, the Northampton (Mass.) Gazette; O. E. Hastings, the Lynn (Mass.) Item; Harry Stocks, the Lowell (Mass.) Citizen; J. W. Nolan, the Springfield (Mass.) Union; E. P. Maxson, the Westerly (R. I.) Sun; M. J. Saletta, the Lawrence (Mass.) Sun-American; C. F. Hosley, the New Haven (Conn.) Register; H. E. Duncan, the Fitchburg (Mass.) News; C. M. Staniels, the Providence (R. I.) Journal; Edward J. McHugh, the New Bedford (Mass.) Times;

Henry M. Willis, the Fall River (Mass.) News; S. L. Shaw, the Brockton (Mass.) Times; F. W. Hawkins, the New Haven (Conn.) Times-Leader; Robert O. Black, the Pawtucket (R. I.) Times; H. R. Frickenhous, the New Haven (Conn.) Journal-Courier; Roy Webster, the Hartford (Conn.) Courant; P. Lynch, the Waterbury (Conn.) Democrat; R. H. Beach, the Springfield (Mass.) Republican, and F. E. Leeds, the Lynn (Mass.) Telegram.

Exhibit of Old Newspapers

A rare collection of about 300 early newspapers of the United States has been deposited in the Missouri State Historical Library in the Jefferson Memorial Building in St. Louis, through the courtesy of T. W. Chamberlain, of the St. Louis Union Bank. They will be accessible to patrons and visitors of the library for some weeks. The earliest paper in the file is an issue of the Pennsylvania Gazette, printed in 1768. There are copies of the New York Weekly Herald of 1841; the Washington National Intelligencer, 1842; Dunlap's Pennsylvania Packet, 1774; the New England Palladium, 1809. The collection was gathered from Eastern bookdealers. Few of them are found in any other institution save the Library of Congress in Washington.

Star's Movies Aid Recruiting

With the band of the President's yacht, the Mayflower, playing patriotic and popular airs, the Washington Star inaugurated its movie exhibition in the interest of recruiting for the navy. The free movie show was given on the screen in front of the Star building and the motion-picture programme included several reels of pictures prepared under the direction of the Navy Department, showing something of the life in the United States Navy. Big guns were shown in action and there were pictures shown of submarines and destroyers in operation. Other interesting pictures of a patriotic nature will be shown by the Star to the public in the interest of obtaining recruits for the army and navy.

MISS RANKIN OBJECTS TO NEWSIES IN STREET

Quoted As Saying That They Are In a School of Duplicity Which Teaches Sharp Practice and Makes Them Lose Self-Respect—An Editorial Protest and a Defence.

In an interesting editorial about Miss Jeannette Rankin, of Montana, our first Congresswoman, the Memphis (Tenn.) Commercial-Appeal dissents from her views concerning newsboys. It says:

"But she has one fad—or perhaps it is a real principle—with which people as a rule will not altogether agree. She thinks there should be no newsboys selling papers on the public streets. She says it is 'a school of duplicity, which teaches sharp practice and brings on a loss of self-respect.'

"That the life of a city newsie is not angelic is a fact, but certainly it is not as dark as Congresslady Rankin paints it. We presume the 'duplicity' comes in the coloring up of the news to attract buyers. But is not that what the big advertisers do? Exactly what the 'sharp practice' is is not clear. A newsie seldom short-changes you, though there are dishonest people in all trades, and he gives you all the paper, using no false measures or weights, as some other callings use. He learns many things he ought not to know, swear words and slang and untidy habits. But along with these he learns self-reliance, quickness of thought and action, and a splendid lesson of the give-and-take of life. The weak ones, physically or morally, go down, just as they go down in all callings, whether of juveniles or of grown men; but, on the whole, there are, perhaps in proportion just as many who come honorably to the top of life's wave as are thrown up by the gentler tides of a more private training.

"Miss Rankin's ideas are extreme. The newsie's life is a hard one, but it has graduated some splendid leaders of thought and builders of business throughout the country."

NEWSPAPER ACTIVITIES

The St. Louis Times has just announced the winners in its "What Is Love?" contest, which created widespread interest. The answer, whose author received first prize, stated that "love is the spring that refreshes our lives with sympathy, self-sacrifice, tenderness, devotion and affection, one toward another, and makes life worth while."

The St. Louis Star's Annual Easter Egg Hunt was held in Forest Park on the afternoon of April 7. Many thousands of candy eggs, 5,000 of which were donated by one wealthy citizen, were found by many hundred children. There were also genuine dyed eggs and golden eggs, the latter being redeemed with cash prizes. This public affair grows larger each year, until now it is an event anxiously looked forward to by both young and old.

The St. Louis Globe-Dispatch has again, at the request of the officials of many cities and towns, placed its newspaper-making reel on the road. This reel, which has been shown free to hundreds of thousands within the past year, is still as popular as ever. It represents the methods of producing a newspaper from the counting room, through the editorial departments and to the type-setting and press rooms, all in moving pictures.

There is a difference between a leader of men and a good talker.

CARBON BLACK

IS THE FOUNDATION OF

NEWS INK



THE FOUNDATIONS OF

COLORED INKS

ARE

DYES

THE
GEO. H. MORRILL CO.

Years Ago **STANDARDIZED** the Manufacture of

BLACK INKS

by erecting and operating its own **CARBON BLACK** Plants. To
safeguard its customers it has two plants

BARREN CREEK, W. VA.

SHREWSBURY, W. VA.

The Company has now **STANDARDIZED** the manufacture of

COLORED INKS

by erecting at its main factory at Norwood, Mass., a plant equipped
with the latest and most advanced type of chemical apparatus to make the

DYES

used in the manufacture of the dry colors necessary for colored inks

THIS IS SERVICE

THE
CHICAGO TRIBUNE

has recognized the

QUALITY

AND

UNIFORMITY

of the products and the

SERVICE

of the

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**HEAD OFFICE AND MAIN FACTORY
NORWOOD, MASS.**

BOSTON

NEW YORK

CHICAGO

WESTERN REPRESENTATIVES

E. J. SHATTUCK CO.

SAN FRANCISCO

LOS ANGELES

AMERICAN TRADING CO.

REPRESENTATIVE FOR

AFRICA

FAR EAST

OCEANICA

NATIONAL PAPER AND TYPE CO.

REPRESENTATIVE FOR

LATIN AMERICA

MEXICO

**TWO-CENT PRICE HELPS
PITTSBURGH PAPERS**

Several Show a Gain Over Statements Made to Post Office Six Months Ago, One Over April 1, 1916 Figures, and None Record Loss of More Than 9 Per Cent.

Raising the price of the daily newspapers of Pittsburgh from one to two cents a copy has not affected circulation to any appreciable extent, according to the Post Office statements filed with the Government for April 1. The falling off is less than was anticipated. In several cases there were gains over the corresponding period one year ago, and in one over the statement made on October 1, 1916.

For the six months prior to the making of these statements in no case is there a loss of more than approximately 9 per cent. The same holds true, where losses are shown, for the corresponding period in 1916.

The effect of raising the price in Pittsburgh, as in other cities, means that circulation revenue has been practically doubled, and that the loss occasioned by the advance is gradually being closed up. In Pittsburgh, as in other localities, the initial loss was caused by the timidity of dealers, who are constantly ordering a larger number of papers to meet the increasing demand.

The figures showing the Post Office statements of April 1, 1917, compared with October 1 and April 1, 1916, follows:

| | Apr. 1, '17. | Apr. 1, '16. | Oct. 1, '16. |
|------------------|--------------|--------------|--------------|
| Press | 117,274 | 120,270 | 121,035 |
| Chronicle-Tel .. | 91,690 | 93,548 | 99,683 |
| Sun | 61,895 | 60,066 | 63,475 |
| Leader | 76,750 | 84,036 | 85,193 |
| Gazette | 7,692 | 77,461 | 82,365 |
| Post | 57,291 | 51,496 | 53,328 |
| Dispatch | 58,503 | 59,264 | 62,169 |

EAKIN SEES IMPROVEMENT

Noted Ad Man Tells How Newspaper Situation Has Changed.

W. S. Eakin, advertising manager for the Swift Specific Company and Bradford Regulator Company, will be in New York from April 17 to April 30, in the interests of the big concerns with which he has spent sixteen years, fourteen of them on the road from coast to coast. Seven of these trips took two years each, without being in the same town twice in that period except in Chicago and New York. He has made nine round transcontinental trips.

Mr. Eakin says that in the last eighteen years he has seen a wonderful change in the newspaper situation from coast to coast all of which was for the better, the standard of the daily newspaper gradually being raised until today it is a far different proposition dealing with the publisher and his claims on circulation, etc., than it was even eight or ten years ago. The A. B. C. and government reports on circulation have been a wonderful help to the space buyer and an addition of phenomenal value to the newspaper business.

The Southeast, says Mr. Eakin, is one of the United States' coming and most successful sections. The prospect throughout this section is phenomenal and without an equal during the past. Money is cheaper than it has ever been and more plentiful. All publications are carrying more space with better results to the advertiser.

AGAINST TRADING STAMPS

Merchants' Association of Newburgh, N. Y. Refuses to Sanction Coupons.

At a meeting of the Board of Directors of the Merchants' Association of Newburgh, N. Y. a few days ago in the Chamber of Commerce rooms, the matter of whether the merchants shall introduce trading stamps in connection with their business was discussed. It was the unanimous opinion of the merchants that the original agreement of the association shall be adhered to and no trading stamps used. Representatives of the Sperry & Hutchinson Co. have seen merchants and have attempted to induce them to take up the matter of trading stamps individually.

"I think the greatest compliment ever paid to the Merchants' Association," said George Peck, president, in discussing the matter, "was the statement of the representative of the Sperry & Hutchinson Co. that not one of the merchants would take up the proposition without placing it before the association as a whole first and taking joint action upon it!"

Members of the Merchants' Association felt that if there is anything good to be given to their customers they will give it themselves rather than let an out-of-town concern step in. Trading stamps would mean a great expense to local merchants and do not really compensate for the time and trouble to maintain the system, it was felt.

HASTINGS HERE, A PRISONER

Former New York Reporter Returns Under Arrest from Holland.

Charles Hastings, at one time an occasionally employed newspaper reporter in New York city, returned on the St. Louis a prisoner in the custody of Leslie E. Reed, American Vice-Consul at London. Hastings was one of the men employed in New York by Albert Sander to act as spies on the war activities of Great Britain.

Hastings's post was in Holland. His duties were to receive reports written in invisible ink from Sander's agents in England and transmit them to a German spy, who smuggled them across the Dutch border. When the clumsily conceived and executed plot collapsed, Hastings was arrested in Holland and hurried to London.

There he made a confession. He claims to be an innocent victim of misplaced confidence. Hastings was turned over to the Federal authorities. It is believed his evidence against certain agents of Germany now under suspicion, but not under arrest, will be more effective than was that of George Vaux Bacon, his fellow conspirator, who escaped execution in the Tower of London only by his offer to return to New York and testify against Sander.

War Prevented Dinner

The outbreak of war caused the Brooklyn Press Club to call off the patriotic dinner it was to have last Tuesday night in honor of its members who did service at the Mexican border. Arthur G. Dore, chairman of the dinner committee, declared the dinner off after he had received reports that most of those who were to be honored had been again called to the colors. The Club will make refunds to all purchasers of tickets for the affair.

The way to the purse strings is almost always by way of the heart strings.

When you get time to take a vacation you can't think of any place to go.

**A Self-Evident Gain
vs.
An Undisputed Loss**

In the regular six months' sworn statement required by the Government and published both by The Republic and The Globe Democrat on Tuesday, April 3d, are the following figures, which represent the average daily net paid circulation from October 1st, 1916, to April 1st, 1917, and with them are the figures from the statement made one year ago of the figures from October 1st, 1915, to April 1st, 1916.

| | REPUBLIC | GLOBE-DEMOCRAT |
|---------------|-------------------|----------------------------------|
| April 1916 - | 98,972 | 151,908 |
| April 1917 - | 101,466 | 134,324 |
| Average Daily | GAIN 2,494 | Average Daily LOSS 17,584 |

On August 1st, 1916, the price of The Daily Republic and Daily Globe Democrat was advanced from one cent to two cents a copy. The mail subscription rate of the Daily and Sunday was later advanced from \$6.00 to \$7.50 a year; the city and suburban carrier rate from \$5.70 to \$7.80 a year and the rate through outside carriers from \$7.80 to \$9.00 a year.

This increase in price had the effect of causing many people who were in the habit of buying two morning papers to read only one—their favorite newspaper.

While the Globe Democrat lost 11½% of its total circulation The Republic made a gain of 2½%.

Reader interest and reader confidence are the moving forces behind the gains made by The Republic. People want it and are willing to pay more for it.

"A newspaper which holds its readers' confidence so steadfastly can be most efficiently and effectively used by any advertiser." (Globe-Democrat, April 9, 1916.)

The Republic's average daily net paid circulation for March, 1917, was—

102,859

or 1,393 copies greater each day than the average for the six months' period for which the Government statement was made.

For 15 consecutive months The Republic has also made continuous and consistent gains in the amount of paid advertising carried.

For the Year of 1916 For the First Quarter of 1917

| | |
|----------------|----------------|
| 634,452 | 149,667 |
| Agate Lines | Agate Lines |

The newspaper that is demanded by the reader is in demand by the advertiser

**THE ST. LOUIS REPUBLIC
BRINGS RESULTS**

EDITORIAL

CENSORSHIP

THE EDITOR AND PUBLISHER believes that, under a strict construction of the Constitution, any censorship of the press in the United States, even in war-time, is illegal.

The founders of this nation conceived the functions of government on novel lines. They realized that a free government could not exist without free speech and a free press. When they forbade the enactment of any laws which should restrict the freedom of the press they did not provide that this fundamental principle should be set aside under stress of war.

A patriotic press, such as we have, unmuzzled, free to print the news of events, and to hold to public accountability Government officials who may be lax in their duty, is the strongest factor for national security. The American people do not thrive on half-information. They are accustomed to having the news.

A censorship, even if based upon what may be generally conceded to be a wise national policy, and in the interest of the national security, may easily be turned into an effectual press muzzle. That would be a calamity beside which temporary reverses in the war would be relatively unimportant.

A censorship bill must provide for the freedom of the press. If it does not—if it opens the way to a restriction of that freedom—it will violate the most important provision of the Constitution.

Editors and publishers of newspapers are eager to observe all sensible regulations in the suppression of news which would have military value to the enemy. They do not want such regulations, however, to make it possible for Government officials to exercise over the press a restrictive and oppressive control.

In the tentative regulations, issued recently, for the guidance of the newspapers pending the enactment of a censorship law, item number six would operate to make a farce of the freedom of the press. In the proposed statute on censorship this regulation, it appears, will have no place; but section three of the proposed law will distinctly reaffirm the constitutional guarantee, and provide for unhampered criticism of either policies or officials.

The American press is the third arm of defence against the country's enemies. It must not be crippled, nor weakened, through over-anxiety about petty things on the part of public servants. **THE PRESS MUST BE STRONGER IN WAR THAN IN PEACE.**

THE EDITOR AND PUBLISHER is in a mood to cheer lustily for the publisher of a newspaper whose patriotism impels him to offer such aid as he can give to the Government in these war days. But we suggest that such contributions should not take the form of a proffer of free advertising space. A publisher will do better public service through selling such space as he might contemplate giving to the Government, and contributing the proceeds of that sale to the Red Cross. Uncle Sam will buy and pay for his advertising. Gifts of space will merely embarrass him. He uses a great variety of commodities, and pays for them all. He prefers to carry on war in a businesslike way. The impulse to give is laudable, and the Red Cross welcomes contributions. Let your gifts be made in money—and sell your advertising space.

BASEBALL news and gossip are supposed to appeal especially to the class of young men whose thought should now be turned to the problem of how to serve the country. Cut baseball news down to its relative value and utilize the space thus saved in printing war news. War is the "national game" this season, and the newspaper which cuts down on its war news in order to pad out its baseball matter will commit an unpardonable offence. The reader who would prefer baseball news at this time to news of the nation's mobilization of its strength is a man with whose allegiance any newspaper may well afford to dispense.

"It is by presence of mind in untried emergencies that the native mettle of a man is tested."
—Lowell.

QUO VADIS, SENATOR HITCHCOCK?

SENATOR GILBERT M. HITCHCOCK, publisher of the Omaha World-Herald, succeeded in eliminating from the Regular Army Appropriations bill a provision authorizing the employment of an advertising agency to prepare and place Government advertising for recruits.

The Senator also succeeded in putting the Government in a position of "receptiveness" in regard to donations of advertising space by newspapers, and of service by advertising agents. He assured the Senate that "any newspaper worthy of the name would gladly give free advertising to recruiting."

Does Senator Hitchcock apply the same rule to others who have commodities to sell which the Government needs? Isn't it equally true that any packer, worthy of the name, would gladly give free meat to the Government with which to feed recruits? Or that any miller would gladly donate free flour, and the manufacturers free munitions?

Of course, they would—in limited quantities. They would also donate the equivalent of these commodities, money, if the Government stood in dire need of such gift, too.

That the Government does need to buy advertising space for a recruiting campaign was eloquently set forth by New York's able young Senator, James W. Wadsworth. He cited the great volunteer army raised by England through advertising for recruits, and refuted the sentimental reasoning of Senator Hitchcock with some statements of actual fact.

If the Government is to profit by the experience of its allies in this war, it will brush aside visionary policies and will set about its grim task with common-sense. If advertising is NEEDED, the Government should not rely upon gifts of space. In the news columns—a sensible censorship permitting, and the news print manufacturers concurring—the newspapers will give all the assistance to recruiting WHICH THE NEWS OF THE EVENTS OF THE WAR CAN AFFORD. But this appeal will be the appeal of events, strengthened by editorial interpretation. The day-by-day appeal for recruits may be made fully effective only through the advertising columns.

Happily, in the consideration of the Appropriation bill for the emergency army, wiser counsels may prevail in Congress, and Uncle Sam may be permitted to demonstrate, in his own affairs, that "advertising pays."

MORE than two hundred leading daily newspapers, and a still larger number of small dailies and weeklies, have contributed valuable space, within recent months, to "publicity copy" sent to them by the secretary of the National Association of Ice Cream Manufacturers. The copy was intended to show the necessity for raising the selling price of ice cream. The secretary of the Association believes that it has been worth millions to the manufacturers—and it was "put over" as news matter. **NO PAID ADVERTISING HAS BEEN DONE**, nor is any contemplated, as it is not necessary. Does not this instance illustrate the importance of more vigilance on the part of editors in this direction? Every line of this ice-cream copy should have been paid for as advertising. Not a line of it was paid for. If editors are free to give away space to askers who formulate strong methods of appeal for it, how is the advertising manager to solve his problem of **SELLING** space for cash?

THE only people who are not yet known to favor the appointment of a trained newspaper man to direct the censorship are the officials who will finally decide the matter.

CLOTHE THE FEDERAL TRADE COMMISSION WITH AUTHORITY

THE present intolerable plight of the newspapers as regards their supply of news print would not have been possible if the Federal Trade Commission had been vested with authority to enforce its rulings.

Having determined, through a thorough investigation of the paper industry, that the existing prices were based upon an artificial shortage, and having fixed a fair and reasonable price for the commodity, the Commission finds itself utterly powerless to enforce upon manufacturers the adoption of their recommendations.

A Federal grand jury has found indictments against seven different manufacturers of news print, charging violations of the Anti-Trust law. It is not now proper that any comment should be made on the merit of these indictments, nor any prediction as to the effect this development may have upon the economic phases of the situation. Economic relief must come, we believe, through the means here urged—the enactment of needed laws by which the Federal Trade Commission will no longer be a board of conciliation only, however helpful it may be in that direction, but a Government agency of real power and potency, armed to act in a crisis of this kind in the public interest.

As at present constituted the Federal Trade Commission has no more legal authority to enforce its rulings than has a committee of a Chamber of Commerce. This condition is farcical, and should be ended quickly through legislation clothing the Commission with adequate power to enforce adherence to its mandates.

Having such power, the Commission would be in a position to not merely enforce fair prices for news print, but to see that production is not curtailed for the purpose of continuing the shortage of supply.

Such legislation would be wholly justified as a war measure. It is rendered imperative under present conditions, which threaten the existence of a free and prosperous newspaper press in America.

Every editor and publisher should see to it that his Representative in the Congress is advised of the necessity for such legislation. Delay means irreparable loss and impairment of the capital investments in newspapers.

THE rate for baseball advertising in the New York Evening Post hereafter is to be \$2.50 per agate line. As the baseball magnates seldom use more than two or three lines of space in a New York newspaper, the problem of establishing a compensatory rate for this class of business would be difficult to solve. When great space is given to a business enterprise, without cost to the owners of such enterprise, there is small inclination to use paid advertising. Amusement enterprises are gradually coming into the field of real advertising. When baseball ceases to command no more space than its news value warrants, baseball will be advertised. When that time comes there should be no penalty-rate imposed.

PUBLIC opinion is created through newspaper appeal. When Secretary Daniels wanted to get the President's call for men for the navy direct to the people he did not confer with the billboard and car-card men. He asked the editors of the newspapers to print this appeal on the first page. It was natural that Secretary Daniels should turn to the newspapers when he had a message of vital importance to the people—for the newspapers are the accepted channel of communication with the people.

THERE are not many Americans who do not respond, without mental reservations, to the sentiments expressed by the President in his address to the Congress. Those who dissent might easily be segregated on a very small island—and there are a good many red-blooded Americans who would volunteer to find a suitable island for such a colony.

P E R S O N A L S

NEW YORK.—Ralph Pulitzer, of the New York World, with Mrs. Pulitzer and Mr. and Mrs. Carl W. Ackerman, will be guests at the annual dinner of the Columbia School of Journalism April 19. Mr. Ackerman, who was United Press correspondent at Berlin, was graduated from the school in 1913. The dinner is to be held in the clubroom of the school. It will be the first big gathering of alumni and the largest turnout of students in the history of the school.

Charles Frederick Speare, financial editor of the New York Evening Mail, is in Washington regarding special financial matters now being considered by the Government.

On April 14, Harry Riemer will sever his connections as editor of the American Stationer and Office Outfitter to become associated with the editorial staff of the Fairchild Publishing Company, of New York. Mr. Riemer was for some time associate editor of the Paper Trade Journal.

Arthur Goshen, who has been connected with Pittsburgh newspapers for more than twenty-five years, has been assigned to the New York Times in New York. The Times news service has recently been secured by the Pittsburgh Gazette-Times.

E. N. Williamson, who conducts the Saturday page of the New York Evening Post devoted to organists and choirs, has been made an honorary associate of the American Guild of Organists.

OTHER CITIES.—S. S. Williams, owner of the Chisago County News of Center City, Minn., has sold his paper to assume his duties as a lieutenant in the militia.

Miss Lorena Hickok, late of the Milwaukee Sentinel, has joined the local staff of the Minneapolis Evening Tribune.

Yale Squire, night sporting editor of the Minneapolis Morning Tribune, will soon sail for France with an ambulance crew outfitted in the Minnesota city, and will be a driver.

H. B. Currie, William Powell, and Robert Strong have left the editorial end of the St. Paul Pioneer Press and Dispatch.

Frederick A. Bush, a Silver City, N. M., publisher, whose life was despaired of recently, is now reported to be slowly recovering. He had not been well for some time, and finally suffered a physical collapse.

Capt. Fred A. Marriott, a son of the proprietor of the San Francisco News Letter, is in command of the machine-gun company of the Fifth California Regiment.

Ren H. Rice, a well-known newspaper man of Spokane, has been appointed assistant secretary of the Spokane Chamber of Commerce.

A. W. Shaw, of "System," Chicago, has been made Chairman of the "Commercial Economy Board" of the Council for National Defence. Mr. Shaw's department will solve the problem of wartime distribution of all commodities through the civilian population of the United States.

Charles P. Taft, owner of the Cincinnati Times-Star, and a brother of former President W. H. Taft, is improving, following a serious injury from a fall through an elevator shaft at the home of a friend in Cincinnati.

Kent Watson has resigned as news editor of the Port Arthur (Tex.) Rec-

"I judge people by what they might be—not are, nor will be."—Browning.

ord and will hereafter be connected with the Dallas office of the Associated Press.

Harry F. Landon, telegraph editor of the Watertown (N. Y.) Standard, has been appointed secretary to Congressman Luther W. Mott, and has taken up his new duties at Washington.

William G. Roelker, advertising manager of the Providence (R. I.) Journal addressed the student body of the Rhode Island State College last week on the work of the naval coast defence reserve.

I. K. Fretz, editor of the Canton (Kan.) Pilot, received a present from his wife recently of a son and heir.

George H. Scruton, editor of the Sedalia (Mo.) Daily Democrat, has received a commission from President Wilson, as captain in the officer's reserve corps of the United States Army.

R. D. M. Decker, who went from Syracuse eight years ago to the London (Ont.) Advertiser, is now circulation manager for the Telegram and News-Times of Reading, Pa.

WASHINGTON.—W. Sinkler Manning, of the New York Times Bureau, and Stephen A. Early, of the Associated Press staff, are the first two members of the Washington corps of correspondents to be assured of commissions in the army since the declaration of war. Mr. Early will be assigned to the cavalry, as he is an expert horseman.

Earl Godwin, of the Washington Star, and the newly elected secretary of the standing committee of Washington correspondents, is receiving the condolences of his many friends over the loss of his nine-year-old son.

Edwin A. Halsey, for many years assistant superintendent of the Senate Press Gallery, has been elected captain of the first Home Guard company to be organized here, which is composed of officials and employees of the Senate.

Walter H. Schulz, formerly Washington correspondent of the Oklahoma Oklahoman and other prominent Western papers, and recently stationed as Consul at Berne, Switzerland, has returned to Washington and is temporarily assigned to duty in the State Department.

James D. Preston, for twenty years superintendent of the Senate Press Gallery, was presented on Monday, in the presence of the members of the Press Gallery, with a handsome automobile and a substantial sum of money to operate it, by the Washington correspondents, in recognition of his faithful services. Presentation was made by R. V. Oulihan, of the New York Times.

Will H. Parry of the Federal Trade Commission was operated on at a Washington hospital Wednesday, for gall stones. He is reported to be improving.

BOSTON.—Harold W. Clark has taken examinations for a commission in the United States Army Reserve. He attended the Plattsburgh camp in 1915-16, and last year went from Plattsburgh to El Paso as correspondent for the Herald with the Massachusetts troops.

George S. Decker, of the Boston American, has been appointed ensign in the United States Naval Reserve, and has been assigned to duty at the Charlestown navy yard. Ensign T. P. Harrison, of the Reserve, also assigned to the yard, is another newspaper man in the service, having been New England correspondent for the New York Sun for many years.

Among the Boston newspaper men in service in the Massachusetts troops now under arms is Walter C. Mahan, of the Post, who is a member of A Company of the Ninth Infantry. "Dutch" says guarding bridges in a snowstorm is harder work than digging ditches in Texas.

Jack Harding and Lyman Armes, of the Post city staff, have formed an alliance for the purpose of maintaining an apartment in the Back Bay, where they hope to spend a pleasant summer.

Reuben Greene, of the Traveler, and Hazel Canning, of the Record, went to New York to report the Easter opening of the Billy Sunday campaign. The result was more than mere signed stories, for their papers ran their photographs as well. There was a great demand for New York papers among the Boston newspaper men last Monday, for the reporters who had covered Billy in Boston were anxious to see how the trick was turned by their brothers of the Metropolis.

PHILADELPHIA.—William Simpson, business manager of the Bulletin, has returned from a brief and well-earned rest at Atlantic City.

Herman Bernstein, editor of the American Hebrew, of New York, and special writer on the Times, spoke at the Contemporary Club, the monthly salon of Philadelphia intellectuals, this week, on the Russian situation and the dethroned Czar. He drew a dramatic picture of the man whom he held responsible for the oppression of the Jews.

Harvey M. Watts, of the editorial staff of the Public Ledger, was chair-

man of the committee of the Society of Arts and Letters, which adjudged the annual literary competition among the members for essays, poems, stories, and plays.

William G. Kreighoff, Paul McGahan, and Fred Whitney, president of the Club, formed the committee which had charge of the Old-Fashioned Night in Bohemia, given by the Pen and Pencil Club this week for the "Have a Heart" Company. Ralph Bingham was "ringmaster."

Fullerton L. Waldo, musical editor of the Ledger, contributes a striking poem, "Down and Out" to the current number of Contemporary Verse.

CHICAGO.—C. G. McMaster has joined the Chicago Tribune reportorial staff.

R. W. Mason, former newspaper man, has become fiscal agent of the Boone Tire & Rubber Co., of Chicago.

A. W. Shaw, editor of System, Chicago, has been made chairman of the commission to mobilize commercial interests. The commission was appointed by the Council of National Defence, and will be known as the Commercial Economy Board.

J. B. Woodward, advertising manager of the Chicago Daily News, left for New York during the week to take up matters connected with the convention of the American Newspaper Publishers Association.

Anton Novak claims the credit of being the first "newsboy" to enlist after the call for volunteers was issued.

James Keeley, editor of the Chicago Herald; Hopewell Rogers, business manager of the Chicago Daily News, and D. E. Towne, business manager of the Chicago Evening Post, took an important part in assisting the National Advertising Advisory Board in formulating its recommendations. The Board recently met in Chicago.

Parke Brown, of the Chicago Tribune; John Buttman, of the Daily News; Frank Gardiner, of the Herald; J. L. Spellman, of the Examiner, and William McCormick, of the Evening American, have accompanied an Aldermanic committee to Florida.

Make a note to call on

Frederic J. Haskin,
Room 107, The Waldorf,
during the
Publishers' Convention.

PERSONALS

PROVIDENCE.—Frederick E. Barclay, Federal Building man for the Providence Journal, will soon go to the Worcester Telegram, where he has a position on the night desk.

Charles B. Coppen, sporting editor and Charles A. Donelan, sporting cartoonist of the Journal have returned from Frederick, Md., where they covered the spring training of the Grays.

PITTSBURGH.—Leo O'Loughlin, a newspaper reporter of New Castle, enlisted in the aviation service at the Pittsburgh naval recruiting station.

Joseph S. Myers, head of the journalism department at Ohio State University, will be the principal speaker at the journalism sessions held at the University of Pittsburgh early in May.

Charles F. Lewis, copy-reader of the Pittsburgh Sun, is in charge of the recently added U. P. service at the Franklin News. C. J. Wehrle, lately of the Pittsburgh Chronicle-Telegraph, is reading copy at the Sun.

Col. C. A. Rook, president-editor of the Pittsburgh Dispatch, is in New York for the annual A. P. meeting.

Percy Preston, golf expert of the Tri-State News Bureau, has entered the oil business. The Bureau's golf service is now handled by Joseph F. Huhn and W. A. White. W. Wilson, formerly with the Pittsburgh Press, has joined the editorial force of the Bureau.

MILWAUKEE, Wis.—Alfred Harvey has resigned as night editor of the Milwaukee Free Press to join the city staff of the Milwaukee Sentinel. He will be succeeded on the Free Press by Lynn Fredenburg, who has been on the copy desk of that paper for several months.

James J. Colby, a reporter on the Free Press, heard the call to the colors and decided that he might be of some use to Uncle Sam. He joined the naval reserves, and no sooner had he passed the physical examination than he was called out to do recruiting duty. He will assist Ensign Daniel Coleman, another newspaper man, who has been called.

Miss Francis Larrimore, star of "Fair and Warmer," was a ladies' night dinner guest at the Milwaukee Press Club Thursday night.

John Roberts, formerly of the Daily News, has returned from Waterford, Wis., where he has been editing the Waterford Post during the illness and absence in the South of Editor Edward Malone. Mr. Malone has recovered and is again at his desk after an absence of five months.

Theodore de Mores and Ernest Neitzke, both well-known Milwaukee newspaper men, have deserted the editorial rooms to become stock salesmen.

DALLAS, Tex.—Karl K. Bettis, formerly sporting editor of the Dallas (Tex.) Morning News and later telegraph editor of the Galveston News, has resigned and has returned to Fort Worth as sporting editor of the Fort Worth Star-Telegram.

Guy D. Wilson, reporter for the Fort Worth (Tex.) Record, has enlisted in the United States navy at Fort Worth.

Marcus E. Sperry, correspondent of the Beaumont (Tex.) Enterprise at Port Arthur, has resigned to accept the position of news editor of the Orange (Tex.) Daily Leader. Mr. Sperry is succeeded at Port Arthur by C. W. Bradley.

Miss Maud J. Allen, a newspaper worker and writer of State-wide repu-

tation in Texas, has been employed to prepare material for a special edition of the Mineral Wells (Tex.) Daily Index.

Louis J. Wortham, editor and publisher of the Fort Worth (Tex.) Star-Telegram, is recruiting a regiment of infantry to be trained and then offered to the Government as a unit in the 500,000 army to be raised. Mr. Wortham is a veteran of the Spanish-American War and a former colonel of the Texas National Guard.

H. W. Phillips, of New York, editor and publisher of the American Hotel Register, was in Galveston, Tex., last week investigating hotel conditions.

B. C. Utecht, well-known newspaper man of Fort Worth, Tex., who has seen service with Villa's, Carranza's, and Pershing's armies in Mexico, has been appointed a major in the regiment now being recruited by Col. Louis J. Wortham at Fort Worth, to be known as Wortham's Texas Rangers.

C. M. Meadows, who has been connected with the Galveston (Tex.) Tribune for some time, has resigned to accept the position of telegraph editor of the Shreveport (La.) Journal.

ST. LOUIS.—J. R. Wheeler, publisher of the Quincy (Ill.) Journal, was in St. Louis this week on business for his publication.

Wilbur Wood is now tri-State baseball editor of the St. Louis Republic.

J. B. Sheridan, Dent McSkimming, and Charles Bartley, all veteran baseball writers, have been assigned to cover the amateur field in St. Louis by the sport editor of the Globe-Democrat.

John C. Roberts, president and owner of the St. Louis Star, has just recovered from a severe attack of grip. He has returned to his office after a week's absence.

DENVER, Col.—Robert Seymour, who has had charge of the Denver bureau of the International News Service, which has been discontinued, has become telegraph editor of the Post.

Arthur Chapman, managing editor of the Times, has brought out his famous poem, "Out Where the West Begins," in a book published by Houghton Mifflin. Included with his most popular poem are some fifty others which were first published in the old Republican while Chapman was a "column conductor."

Robert Courtney has succeeded the late F. W. White as dramatic critic of the Post.

H. Armand de Masi, formerly with the Chicago American, has been brought to the Post from Chicago to handle State stuff and get out the sporting extras. Lute H. Johnson has been put in charge of the mining department.

William Morrissey, for years labor reporter on the Post, has been appointed State Labor Commissioner, and Sam J. Lewis becomes State Commissioner of Printing. Morrissey, who has been playing the Wyoming oil stocks for a comfortable fortune, is known as the "Rockefeller of the Denver Press Club."

SAN FRANCISCO.—S. S. McClure, famous New York writer and publisher sailed from San Francisco, during the past week, for the Orient, with the intention of going to Russia to make observations on conditions in that country under the new régime. Mr. McClure came to San Francisco some weeks ago and was about to embark for the Orient when the news of the revolution in Russia was received. This caused a change in his plans, and he made a hasty trip to New York to arrange some

business matters before resuming his interrupted transpacific tour.

Fred V. Williams, star reporter of the San Francisco Daily News, who is running, in serial form, his account of his winter experience while "hoboing" it through several of the counties north of this city, will bring out his story in a book. During the past year, Williams has been devoting most of his time to doing incognito stunts for the Daily News. He has masqueraded successfully, in turn, as a fireman, a fisherman, a policeman, a student of movie acting, and a hobo.

Bessie Beatty, of the San Francisco Bulletin's staff of special writers, sailed last Tuesday on the steamer Siberia Maru for Russia, via Japan and the Trans-Siberian Railroad. Miss Beatty is to make a hazardous war-time trip around the world for the benefit of the Bulletin's readers. Miss Beatty will try to secure a close-up view of Russia's new and amazing experiment in democracy.

M. B. Levick has resigned his position on the staff of the San Francisco Call, in order to handle the publicity of the Burgess Company.

Al Wunstorf, who had been on the copy desk of the San Francisco Examiner for some time, has gone to the Call, where he has a similar position.

H. W. Fredericks, who was connected with the Pacific News Service here for several months, has gone to the Los Angeles office of the same organization.

CANADA.—J. E. Atkinson, president of the Toronto Star, is spending a few weeks in Bermuda for the benefit of his health.

John M. Imrie, manager of the Canadian Press Association, returned on Tuesday from a six weeks' trip to western Canada, made in the interests of the Association.

Jack Hanan goes to Ottawa on Monday to represent the Toronto Mail and Empire in the Parliamentary press gallery. He succeeds William Wallis, who becomes resident correspondent of the Mail and Empire at the capital.

Harry W. Anderson has been in Washington and New York, covering recent happenings in the United States for the Toronto Globe. His dispatches were very favorably commented upon in Canadian newspaper circles.

Feather for Evening World

The Americanization Forum bill has passed both houses of the New York State Legislature. It passed the Senate last Monday night and the Assembly Tuesday morning by a vote of 118 to 11. The bill opens all the public schools of New York to the Americanization movement under the direction of the Board of Education. It was advocated by the New York Evening World. It extends the community centre idea, and gives municipal recognition to the Americanization movement which has been carried on by the Evening World.

Navy Wants Compositors

The Navy Bureau of Publicity, for Commander Upham, enrolling officer at the Brooklyn navy yard, has issued a call for type compositors for the service. It will be necessary for those who qualify to enroll in the Naval Reserve. The salary is approximately \$82.

Wood Adds to His List

Robert E. Wood, special representative of New York and Chicago, is now representing in the national advertising field the Gazette and Republican of Xenia, O.

PUBLISHERS AID RECRUITING

Major McCormick and Lieut. Patterson Do Good Work in Chicago.

The unusual spectacle of two newspaper editors and publishers actively engaged in soliciting recruits for national service has been presented in Chicago for the last few days. While all the Chicago newspapers, including those printed in German, have been urging their readers to enlist, it remained for Robert R. McCormick and Joseph Medill Patterson, of the Chicago Tribune, to take personal charge of a recruiting station. Mr. McCormick is a major in the Illinois Guard Cavalry and Mr. Patterson is a lieutenant in the artillery.

Major McCormick and Lieut. Patterson opened a recruiting station on the first floor of the Tribune building. For several days they published full-page advertisements in the Tribune calling for volunteers, with the result that hundreds of applicants have come to the Tribune building to enlist. Major McCormick and Lieut. Patterson spend much of their time directly supervising the work.

The Chicago Herald and the Chicago Examiner have also opened recruiting stations, with the cooperation of the military authorities, and scores of volunteers have enlisted at these stations.

Both the editorial and business offices of the Chicago newspapers will be greatly depleted when mobilization takes place. The burden of directing the Tribune will fall on Managing Editor E. S. Beck. The business management of the Daily News may lose the services of Hopewell Rogers, business manager, though Mr. Rogers is understood to have resigned from the National Guard after the return from the border.



25

EDGAR GUEST

If you want a feature that will go straight to the hearts of the good, old-fashioned, clean-minded, home-loving people that make up the bulk of your circulation—give them the daily poems of Edgar Guest.

"This sweet-tempered, lovable, philosophising lad from Detroit is one of the country's greatest assets. His poems are religion, inspiration, refreshment and education all rolled up in one."—Grand Rapids Herald.

He will do more to make your paper a home paper than any feature you ever ran.

He will WIN the people of your city just as he has won the people of Detroit and dozens of other cities.

There are mighty few features like Edgar Guest's poems.

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

SUNDAY ON FIRST PAGE FOR JUST THREE DAYS

Famous Evangelist Still Gets Big Newspaper Space But Has Been Relegated to Inside Columns—His Message Reaches From Six to Ten Million People Daily.

"Billy" Sunday held the first page of the New York newspapers for just three days, his war on the devil as representative of many New York institutions standing out side by side with the great European war and the American war with Germany. Then he dropped back to the inside pages, and from present indications, unless some unforeseen circumstance should bring him out on the first page again, there he will remain for the balance of his engagement. For after that third day "Billy" ceased to be a novelty to the blasé New Yorker, and the newspapers thereupon relegated him to the inside.

The papers have not by any means dropped the irrepressible "Billy" altogether, because while the novelty has worn off, he is still considered "good news value." On the inside pages he carries from three columns to a full page and every action, movement and word is carefully reported. Every New York newspaper has from two to five men covering the Sunday meetings, both in the Tabernacle and in outside buildings. Every place that Sunday speaks has its quota of reporters and while others may be dismissed with the line "among those present," the only "Billy" is fully reported, words, actions and all.

EDITORIAL WRITER ASSISTS

The week started out with two rousing meetings in the Tabernacle on Sunday. On Monday, at a meeting of clergymen of New York and surrounding towns. Mr. Sunday spoke and introduced his entire staff of workers. Among those introduced at this meeting was A. B. Macdonald, editorial writer on the Kansas City Star, who is in New York for this campaign to help the Sunday forces to look after the newspaper men. Responding to his introduction Mr. Macdonald said in part: "One of the great factors for the success of a religious campaign like this is newspaper publicity. For instance, yesterday (Sunday) Mr. Sunday spoke to 40,000 persons in the Tabernacle, but his message in the newspapers of New York city was read by from six to ten million persons. New York never before saw such a thing; the whole world at war, America just entering into that great conflagration, and still the religion of Jesus Christ crowded the war news off the first page and running over into the inside.

"You clergymen may realize what a factor that is to have Christ upon the first page of the metropolitan newspapers. So these newspaper men are helping you and other men and women of God in New York to preach the Gospel. One of my duties is to make it easy as possible for these representatives of the press to attend the meetings and then go back to their offices, and while you are asleep in your beds, they are writing out the message 'Billy' Sunday has delivered, so that the millions who were not present might read and know what was said."

That Mr. Macdonald is making good with the newspaper men is the testimony of all.

Representatives of newspapers in Boston, Buffalo, Philadelphia and many of the nearby cities are also covering the meetings.

Mr. Macdonald and his associates are trying to make arrangements through which Mr. Sunday will speak at the A.

P. and the A. N. P. A. sessions during the week of April 23, and also to have the editors of the country in attendance at these sessions, attend a special session at the Tabernacle. These arrangements have not as yet been completed.

TO SAFEGUARD GERARD

P. P. A., of Boston, to Take Unusual Precautions at Coming Banquet.

BOSTON, April 11.—Many Secret Service men and special plain-clothes police officers will guard James W. Gerard, former United States Ambassador to Germany, during the time that he is at the National Defence Dinner at the South Armory, on the evening of Wednesday, April 18.

This dinner, given under the auspices of the Pilgrim Publicity Association, will be the biggest affair that the Association has conducted since the Boston Convention. It is for the reason that many Germans reside in and about Boston that such elaborate precautions are being taken to safeguard Ambassador Gerard.

At the dinner there will be at least four Governors present and a dozen Mayors, as well as many other distinguished persons. While there will be other speakers in addition to Mr. Gerard they will not be allowed to trespass on the time that has been allotted him. The affair will be state-wide in its scope, the State having granted permission for the use of the great South Armory for this purpose. It is believed that the armory will be filled to its capacity of 2,000 people.

Typical "P. P. A." features which will not be divulged will help to enliven the occasion. The net proceeds of the dinner will be devoted to patriotic purposes.

MORE INCREASES IN SCALES

Many Printers Are Benefited by Raises in Wages.

Among the recent increases in scales in newspaper offices of the United States are the following:

The New Bedford (Mass.) Standard and the Times have voluntarily increased the wages of their printers \$1 per week for day work and \$2 for night work.

Newspaper publishers of St. Joseph, Mo., have signed a new scale with No. 40, which carries an increase of \$1 per week until February 9, 1919, with 50 cents per week additional the third year, which will make the wage \$25.50 for day work and \$28 nights.

A new wage scale, dating from January 1 last, has been signed by the publishers of the five daily newspapers of Los Angeles, Cal., which operate union composing rooms. The agreement will be in force for two years and carries an increase of \$1 per week all around. This makes the scale \$33 per week for night work and \$30 day. Each shift will consist of seven and one-half hours, which is the same that prevailed under the old contract.

Advertisement on Large Scale

Still another large advertisement, exceeding in size even the six-page bank ad, referred to in last week's EDITOR AND PUBLISHER, was published this week, this time the Trenton (N. J.) Evening Times being the paper to shine. An eight-page ad by a dealer in seeds and garden implements, carried by the Times April 11, is believed to be the largest ad ever published by any newspaper for a dealer in seeds and garden implements. The ad has attracted much favorable comment.

The Government Statement of the Los Angeles Times

for the six months ending April 1st, 1917, shows an average net paid circulation of 67,907 copies. Circulation for same period, Sunday only, 105,410 copies. This is an every day gain of 3,199 copies, and a gain for the Sunday edition of 5,633 copies for the same period of 1916.

During the first three months of 1917 the TIMES printed 3,398,276 lines of advertising, which is a gain of 151,424 lines over the corresponding period of last year.

The high quality and remarkable purchasing power of the

Los Angeles Times

circulation, and the profitability of its columns to its advertising patrons, enables the TIMES to print more advertising every day in the year, year in and year out, than any other newspaper on the Pacific Coast.

FOREIGN REPRESENTATIVES

WILLIAMS, LAWRENCE & CRESMER Co., Brunswick Bldg., New York City.
Harris Trust Bldg., Chicago, Ill.

R. J. BIDWELL Co., 742 Market St., San Francisco, Cal.

GIFTS OF AD SPACE TO GOVERNMENT APPROVED

In Passing Regular Army Appropriations Bill, Senate Fails to Provide for Paid Advertising for Recruits—Hitchcock Opposes, While Wadsworth Favors Purchase of Newspaper Space.

WASHINGTON, April 12.—The patriotic press of the country will be depended upon by the War Department for its advertising for recruits. In the regular army appropriation bill, just passed by the Senate, the Secretary of War is authorized to accept the gratuitous services of advertising agencies; and, in connection therewith, such free services and free advertising space as patriotic newspapers and magazines may be willing to give to stimulate recruiting. This provision in the Army bill was inserted at the instance of Senator Gilbert M. Hitchcock, of Nebraska, in lieu of the provision reported to the Senate by the committee authorizing the Secretary of War to employ the services of advertising agencies for monetary consideration. In the debate Senator James W. Wadsworth, of New York, strongly advocated the policy of paid advertising, and cited England's great feat in raising a volunteer army through its use.

This amendment probably will not settle the question of advertising for the army, as this is the regular army appropriation bill and would ordinarily have passed at the regular session of Congress, but failed owing to the congestion of business in the closing hours.

SPECIAL ARMY BILL MAY CORRECT BLUNDER.

The special army bill, which will provide for the large increase in the army and which increase will have to be secured immediately, is yet to be introduced, and this bill may contain some special provision pertaining to advertising or advertising agencies handling the question of literature appealing for recruits for the army.

The provision as reported by the Committee read as follows:

"That the Secretary of War be, and he is hereby, authorized to employ the services of one or more advertising agencies in advertising for recruits for the army under such TERMS and conditions as he may deem to be most advantageous to the interests of the Government."

In presenting the provision of the Committee Senator Chamberlain, chairman of the Committee, said:

"It is very difficult for the Secretary of War to know the different papers all over the country where the best results might be obtained from advertising. By taking it up with one or more advertising agencies who make a specialty of it he can form an opinion as to where would be the best place to insert these advertisements and make the contract for the publication of them."

Senator Warren, a prominent member of the Military Committee, stated that the Secretary of War would furnish the advertisements, but thought it was best to secure the services of regular advertising agencies to place them as the agencies would get better returns than the War Department could probably do in dealing with individuals. Senators Jones and Chamberlain expressed the opinion that the Government ought not to hold out the inducements that were offered by advertisements such as have appeared in the past. Senator Jones said:

"I hope that hereafter the War Department will pretty carefully see to it that special inducements are not held

out and special representations are not made to induce men to enlist in the army."

Senator Smith, of Georgia, opposed the provision for paid agencies and said:

"Why, Mr. President, there is not one paper out of fifty that will not publish anything the Secretary of War furnishes on the subject. Instead of employing papers to publish advertisements, furnish the facts, and the great bulk of the papers will publish them with great freedom now. The situation is entirely different from what it was a week ago. Advertisements might have been proper a week ago, but to-day to say that you have got to pay for advertisements, that you are advertising and paying for it, is to lessen the publicity rather than to increase it."

BELIEVES IN ADVERTISING.

Senator Wadsworth, a member of the Military Committee, in speaking in behalf of advertisements, said in part as follows:

"I am in entire agreement with Senator Chamberlain on the proposal that, if we are to let men know that they are wanted in the army—and, be it remembered, this bill is not an emergency measure at all, it is merely for ordinary peace-time usage—we must advertise for them. May I suggest to the Senator from Georgia [Mr. Smith] that even in time of war there are other great countries that do not regard it as an assault upon the patriotism of their young men to insert advertisements in newspapers or elsewhere?"

"The Senator is undoubtedly aware of the fact that Great Britain has raised an army of 4,500,000 soldiers by extensive advertising—the most strenuous campaign of advertising ever attempted in private or public endeavor. No Englishman thought it was an attack upon the patriotism of the young men of England, and it was wonderfully successful. No nation in all the world's history has accomplished as much in the organization of a volunteer army as has England in the last two and a half years. Were we to accomplish as much in proportion to our population as England has accomplished, we would have to raise an army of 10,000,000 volunteers.

"So this matter of advertisements is not one that can be looked upon lightly. It has its value, as has been proved by the experience of England in this war. It is possible, by advertisements properly used in this country, to help our War Department. . . . So in time of peace, in order to keep your regular army full or anywhere near its authorized quota you must authorize the Secretary of War to advertise, and advertise liberally. That is all I have been contending for."

SENATOR HITCHCOCK'S CONTENTION.

The Nebraska Senator said the Government could expect with confidence that any newspaper worthy the name would gladly give free advertising to recruiting. In lieu of the section, he submitted the following amendment, which was substituted in the bill:

"Provided, That the Secretary of War is hereby authorized to accept the gratuitous service of one or more advertising agencies, and in connection therewith, such free service and free advertising as patriotic newspapers and magazines may be willing to give in stimulating recruiting."

Senator Hitchcock spoke with such confidence of the newspapers' patriotism that Senator Pomerene asked if the Nebraskan had made an inquiry into the percentage of papers which would respond to the Government's requests.

"I have not, but I will gamble on it," answered Mr. Hitchcock. "I have been

a newspaper man for thirty years and I have never found in any community of any size the lack of some paper that would stand up for the public interest in an emergency.

"The section would be a serious mistake. There is not enough of an appropriation in the first place. It would only be a drop in the bucket. And to advertise in some newspapers would inevitably result in diminishing the spirit of the others. To-day the newspapers are giving thousands of dollars' worth of space gratuitously and enthusiastically. Ten million dollars would not suffice to pay for the publicity which can be got free in the next six months."

Senator Chamberlain said it was humiliating for "the richest Government in the world" to have to appeal to the newspapers for free advertising matter. Senator Hitchcock said he did not

want to see a single dollar paid out for publicity for recruiting.

Victor Company Loses

The Supreme Court of the United States has decided against the Victor Talking Machine Company in its efforts to devise means for enforcing uniform retail prices. The Court holds in unmistakable language that nothing in the nature of a "license contract" or a "license notice," used as the Victor Company has used this expedient, will be sanctioned as a means of price maintenance.

Moved to South Bend

The Studebaker Corporation has moved the sales and advertising departments from Detroit to South Bend, Ind.



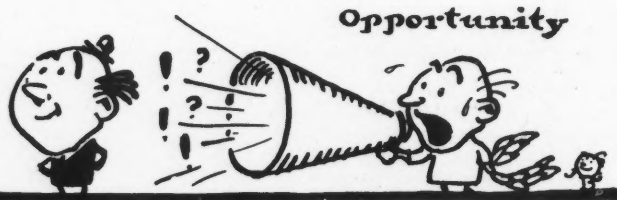
If the boss doesn't quit advertising in that Editor & Publisher, he'll have to give me a raise or get me a truck.

Time to send that adv. to DeWitt

THE EDITOR & PUBLISHER CO.

World Building

New York City



A. P. Number Apr. 21

A. N. P. A. Number Apr. 24

ILLINOIS

First in farm land value—\$3,905,-312,075.

First in packing industry.

Largest grain market in the world.

Largest railroad center in the world.

Most centrally located for water and rail transportation.

Second in railroads—11,878 miles.

Third in population—5,638,591.

Third in manufactures—value \$1,919,-277,000.

Third in coal mined and pig iron produced.

Value of farm and dairy products \$500,-000,000.

Bank deposits \$2,007,918,000

Automobiles, over 250,000.

ILLINOIS

A STATE OF OPPORTUNITY

So fertile, so well drained, so uniform in its topography, so centrally located is Illinois, that from the days of the earliest settlements to the present time it has been the Queen of the Mississippi valley—the empire of agriculture, the main highway of trade.

Who has not heard of the far famed rolling prairies and vast fields of waving grain of Illinois? In spite of the newer fame of others the Great Central State—Illinois—is still dominant in agricultural supremacy, with farm lands valued at \$1,000,000,000 more than those of any other state.

The transportation facilities of Illinois are unexcelled. Its location makes it the axis for all through lines both east and west and north and south, and besides ample water ways it has more miles of railroad than any state except one, nearly five times greater in area.

In its northeast corner—Chicago—is the greatest grain market and the largest railroad and packing center in the world.

In manufactures, in coal and the production of pig iron, Illinois ranks a close third, as it does in population and total wealth.

To the advertiser Illinois offers a market of the richest quality—an abundance of wealth, industry and agriculture and an even balance between urban and rural population.

The newspapers of Illinois form a key to that rich field in city, town and country alike—a key that opens the doors of the homes of nearly six million prosperous inhabitants of this Great Central State.

Prepared by
Walter G. Pietsch
Chicago

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

† Government Circulation Statement, October 1, 1916.
* Government Circulation Statement, April 1, 1917.

**BELIEVE WAR WILL HELP
ADVERTISING BUSINESS**

Newspaper Division of Ad Club of New York Sees No Possibility of a Slump in Space Selling Because of This Country Having Been Drawn into Great Struggle.

Taking time by the forelock, the members of the Newspaper Division of the Advertising Club of New York met Wednesday at lunch and discussed the possibility of a slump in advertising generally on account of the war. As a result of the meeting and discussion a distinct note of optimism was struck and it was the consensus of opinion that instead of a slump in advertising there will be a great forward movement and that the coming year will be a greater advertising year than ever.

An excellent luncheon was served to the members at 12:30 and at the completion of the last course, Daniel Nicoll, chairman of the Promotion Committee of the Newspaper Division took charge of the meeting. Mr. Nicoll is the New York representative of certain Canadian newspapers and he was full of optimism as to the outcome of advertising affairs in this country. He advised that the newspaper division get together and work out some comprehensive plan of action. He stated that some American advertisers in Canadian newspapers had "quit cold" when the war broke out, while others "stuck." The latter have benefitted by sticking because Canada is to-day in the most prosperous condition it ever was. Bank deposits have increased greatly and everybody is prosperous. There are many reasons to account for this increased prosperity, he said, and he thought it would be wise to appoint a committee to make an exhaustive study of the subject, based on what is heard at this meeting. The committee should get together with the advertising agents and newspaper representatives.

A LESSON FROM CANADA.

Mr. Fisk, formerly of the Montreal Gazette, announced that when the war broke out he knew this country was going to have the greatest period of prosperity ever known in its history. The Allies needed money, ammunition, and food, not men. Now it is the duty of this country to place itself in the position to furnish these three to the Allies. When the war first broke, the merchants of Canada were panic stricken and the bottom fell out of everything. The newspapers, he thought, were as much to blame as anyone, because they did not get together with the merchant and show him the fallacy of withdrawing his ads from the papers. The Government made one mistake in its advertising at that time. It advised the people to conserve the money, food etc., and instructed them to buy only what they needed.

That, he thought, was a mistake, as the people should be allowed to spend their money and keep it in circulation. The speaker then referred to the scarcity of men, to the imports and exports of Canada and then stated that when the advertising started up again in the newspapers, it was in greater volume than ever. The merchant who drops out once must spend a much larger amount to get back than the man who keeps going. He thought that the members should get together and formulate reasons why merchants should not curtail their advertising.

CREATE MORE, SAYS WOODWARD.

The question was raised as to whether the members should raise the cry of wolf. Would it not bring to the attention of the advertiser the possibility that he should curtail? This brought Mr. Woodward, of the New York Tribune, to his feet with the assertion that he was opposed to any talk to stop advertising. His idea was that they should talk of going out to create more advertising. The members should be increasingly optimistic. Advertisers should be told to get busy and take advantage of the good times and good things coming. "Don't negative advertising, start a wave of advertising optimism" he said.

Several members took part in the discussion and their remarks were all along practically the same lines. There was a unanimity of opinion that was very pleasing to all present. A motion directing the president of the division to appoint a committee to work along the lines suggested was unanimously adopted.

Keator as a Booster

A. R. Keator, the well-known Chicago special representative, is chairman of a "Joe Tinker Booster" committee, organized for the purpose of personally conducting a "Joe Tinker Booster" special de luxe train from Chicago to Columbus, O., on the occasion of the opening game of the Columbus baseball season. The Mayor of the city of Columbus and a special committee of leading Columbians are scheduled to meet the train on its arrival. There will be a "grand parade" to the special headquarters. In the afternoon the "boosters" will boost the Chicago baseball talent, and in the evening they will be entertained with a special athletic programme.

Hammer home your facts.

The manufacturer of a popular priced article appealing for wide distribution in population centers will find an inviting market in Baltimore, the progressive city at the gateway of the South.

for **BETTER
BUSINESS
in Baltimore**

CONCENTRATE IN THE
**BALTIMORE
NEWS**

Net Daily Circulation **93,013**
MARCH

GAIN over MARCH **18,000**
1916, OVER

Special Representatives

DAN A. CARROLL NEW YORK
Tribune Building,

J. E. LUTZ
First National Bank Building, CHICAGO

**Up 100,118 Daily
Up 26,582 Sunday**

The following figures explain themselves:

(Sworn statements of the average net paid circulation of the Boston Daily and Sunday Globe as required by the Act of Congress of August 24, 1912, for the six months periods noted below.)

| | NET PAID DAILY | NET PAID SUNDAY |
|--|----------------|-----------------|
| For the six months ending March 31, 1914 - | 156,711 | 276,010 |
| For the six months ending March 31, 1915 - | 226,823 | 289,437 |
| For the six months ending March 31, 1916 - | 243,459 | 298,993 |
| For the six months ending March 31, 1917 - | 256,829 | 302,592 |

In considering the Boston field, the purchasing power of the Globe's circulation should always be considered.

The Globe is read by the best people in all walks of life in the territory in which it circulates. The bulk of the Daily Globe circulation and a large proportion of the Sunday Globe circulation is in the Boston Shopping District.

**Over 268,000 Daily
Over 314,000 Sunday**

March Breaks All Records

The circulation of the Globe for the month of March was greater than that of any other month in the paper's history.

The net circulation of the Boston Daily and Sunday Globe as returned to the Audit Bureau of Circulations for March, 1916, was—

| | DAILY | SUNDAY |
|------------------|----------------|----------------|
| PAID . . . | 268,505 | 314,473 |
| UNPAID . . | 3,121 | 1,541 |
| Total NET | 271,626 | 316,014 |

During the three months period, January 1 to March 31 inclusive, the Globe

1. Printed 2,162,961 lines of all kinds of advertising. This was larger than the total of any other Boston paper.
2. Printed 316,763 lines of automobile and accessory advertising. The second paper printed 263,685 lines.
3. Printed 111,977 want and classified advertisements. This was 70,947 more than were printed in the second Boston paper.

The Best Known Slogan
in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

PRESIDENT HOUSTON IS SATISFIED WITH PLANS

Visits St. Louis and Finds There Feverish Activity Among Ad Men Who Are Preparing for the A. A. C. W. Convention—There Will Be Room for All Who Attend.

The visit to St. Louis on Wednesday of this week of Herbert S. Houston, president of the A. A. C. W., on which date he addressed the members of the Advertising Club of St. Louis, was an occasion of mutual benefit to both the head of the world's advertising clubs and the various committees, whose chairmen are feverishly active every day now in the preparation for the annual convention in that city, June 3 to 7.

President Houston found conditions in St. Louis highly satisfactory, and departed thoroughly inoculated with the St. Louis spirit of determination to make the approaching world event the biggest in the history of the Association. The greatest demonstration of this spirit is seen in the coöperation of the municipal authorities with the Convention Board, and the very active assistance of Mayor Henry Kiel and other city officials in the determination to make the convention the greatest thing of the kind ever held anywhere. Mayor Kiel has just been reelected with the biggest majority ever accorded a mayoralty candidate in the history of the city, and his personal interest and continuous boosting of everything good for his city had much to do with it. Especially active has he been in the preliminary work for the advertising convention, in the bringing to St. Louis of which he had a very prominent part.

PRESIDENT HOUSTON SATISFIED.

Besides a satisfied expression from President Houston over the general conditions, he mentioned in his talk to the club members the offer he has made, on behalf of the A. A. C. W., of the services of the National Advertising Advisory Board to the Government, which without cost to the nation, shall formulate and execute plans to mobilize either men or money, or both, through the great power of advertising.

M. E. Gordon, exhibit specialist, who has had charge of the installation of exhibits at the conventions for the past seven years, is now in St. Louis conferring with the heads of the various departmentals. He has not only charge of the big national exhibit, but will install each of the departmental exhibits as well. The national exhibit will be installed in the marble rotunda of the City Hall. The newspaper departmental will publish a daily paper in their exhibit, which will give the news of the convention and notes of the exhibit, as well as personal mention of the delegates and visitors in attendance. The biggest spectacle of the entire convention will be the big parade Monday night. The interest taken in this pageant by other cities is shown by their expressed intention of participating. Philadelphia and Cleveland are having ten floats built in St. Louis; Toledo will exhibit twenty floats, and the Des Moines delegation has arranged for 100 horses for this parade. Each marcher will carry an American flag. It is expected that twice the number of floats will be in the St. Louis parade as were in the Philadelphia parade last year. As to the expected attendance, there is a big estimate given out.

NO LACK OF ACCOMMODATION.

Already more than a thousand rooms

at hotels and rooming houses have been contracted for in advance, but the supply will be greater than the demand, and no matter how many visitors there are, the entertainment committee gives assurance that all will be comfortably housed. Among other entertainments to be provided is that of the St. Louis Grand Opera Committee, which will produce the opera "Aida" in the open-air municipal theatre in Forest Park, the Board of Aldermen having issued the necessary permit.

The design for the official badge of the convention is said to be the most unique and artistic badge of any previous convention. The emblem of the A. A. C. W., signifying "Truth," and that of the Advertising Club of St. Louis, "Forward St. Louis," are prominent in the design. The national colors are there to signify the patriotic spirit, which, according to the plans, will dominate the convention. The badge will be given only to delegates.

More Definite Lift-Lines

Acting on a suggestion made by one of its carriers, the Birmingham (Ala.) News has adopted the plan of denoting not only of the page, but also the column of the page, to which a story is carried over from one page to another. Speaking about the improvement, W. S. Dunston, circulation manager of the News, says: "This suggestion was made to our managing editor by some of our carriers about two months ago, in one of our regular monthly meetings. A test was made next day, and the page and column reference met with such popular approval that our managing editor adopted it promptly in his regular make-up. We could not change it, not if we would, as it saves so much time and annoyance on the part of readers hunting for continuation of news stories."

Displaying War News Bulletins

The Pittsburgh Dispatch has installed the Central News of America Day Bulletin Ticker Service. The office being cen-

Letters to Successful Publishers

Mr. Leon Brown,
Managing Editor,
Evening Tribune,
Des Moines, Iowa.

Dear Mr. Brown:

When you decided about March 1 to buy our illustrated service for your up-and-coming, bright-and-lively paper, you paid us a compliment that we appreciated.

When one says Des Moines to most folks they are apt to think first of the famous old Register, in whose conduct you have had an important part.

But while we like the conservative, successful, and widely quoted Register, we must confess to a bit of preference for the virile, zestful Tribune, with its snappy makeup. It's a paper well worthy of a half-million city.

We always did like to be in good company.

Your friends,

THE CENTRAL PRESS ASS'N.
New York and Cleveland.



The *largest* farm paper in the world is The Farm Journal. It is also *highest-priced*, and every copy is sold to the subscriber *on approval*—money back any time to any unsatisfied subscriber. 88.7 of its circulation is *concentrated* in the states where there are most buyers, most wealth and most dealers.

There's Only One Door to a Million Country Homes!

Only one latchstring that will open the doors of a million better-class country homes—only one key to a million pocketbooks.

And that is The Farm Journal, of Philadelphia—the *only* nationally-circulating country-folks magazine—the one that never conflicts in an advertising way with the newspapers.

The Farm Journal has gained its distinction because it is built upon the solid foundation of "Fair Play," both to its readers and to its advertisers.

It was the original paper guaranteeing every one of its advertisements. Since 1880 it has thus protected its hundreds of thousands of trusting readers; and by the same means kept out all undesirable advertising. This has made

The Farm Journal the *one* entrance to a million firesides!

Of course, the big thought is that your friends, the manufacturers whose goods are advertised in the newspapers, should also be using The Farm Journal to get national *consumption* of their goods.

The stores which use your paper can't get along efficiently without this rich country trade—they need it to hold down the overhead and hold up the volume—and the *ONE* good way to reach the farmers is to use The Farm Journal.

So that you may be fully posted, read "Full Quotas in the City." You can have a copy *FREE* by writing to

Ryan & Inman

McCormick Bldg. Evening Post Bldg.
CHICAGO NEW YORK

CUDAHY PACKING CO. TO LAUNCH BIG CAMPAIGN

Advertising for "Puritan" Hams, "Rex," and Other Foods, as Well as "Old Dutch Cleanser," to Be Pushed by Famous Chicago Firm—Tips for the Advertising Manager.

THE CUDAHY PACKING CO., 111 West Monroe Street, Chicago, will inaugurate an advertising campaign for their new "Puritan" brand of hams. Large copy will be used, under the direction of R. C. Johnson, the manager of the company's ham department, the contracts going out through the Dooley-Brennan Agency, of Chicago, under the personal direction of Hugh Brennan. "Rex" and other brands of food, as well as "Old Dutch Cleanser" will be handled by the advertising manager, R. E. Moorhead, through the Williams & Cunningham Agency, of Chicago.

SHERMAN & BRYAN, 79 Fifth Avenue, New York city, handle the agency advertising for B. V. D. underwear.

THE ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York city, will use newspapers in New York city for A. Mendelson's Sons, "Acme Lime," 120 Broadway, New York city, and placing orders with New York city newspapers for the Pacific Coast Borax Company, "Twenty Mule Team Borax Soap Chips," New York city, Chicago, Ill., and Oakland, Cal.

THE ALBERT FRANK CO., 26 Beaver Street, New York city, is making 5,000-line contracts with newspapers in selected sections for the Canadian Pacific R. R. Co.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, Pa., are sending out orders to newspapers in selected sections for the Atlantic Monthly, 17 Madison Avenue, New York city, and also placing one full-page one-time copy with newspapers, in selected sections, for the Curtis Publishing Co., Saturday Evening Post, Philadelphia, Pa.

THE THOMAS E. BASHAM CO., Inter-Southern Life Building, Louisville, Ky., is reported to have secured a new food account.

THE FISHER-SMITH ADVERTISING CO., 122 East 25th Street, New York city, is again placing orders with newspapers generally for Dr. D. A. Williams, medical, East Hampton, Conn.

WENDELL P. COLTON, 165 Broadway, New York city, is again sending out copy to newspapers in selected sections for the Agwi Lines, New York city.

CALKINS & HOLDEN, 250 Fifth Avenue, New York city, are handling the advertising of Huyler's Candies, 64 Irving Place, New York city.

THE TOBACCO PRODUCTS CORP., 1600 Broadway, New York city, will probably use newspaper space again later on through the Van Cleve Company, 179 Broadway, New York city.

THE GREENLEAF CO., 185 Devonshire Street, Boston, Mass., is again placing orders with some newspapers in selected sections for the Foster Rubber Co., "Spring Step Rubber Heels," 105 Federal Street, Boston, Mass.

HENRI, HURST & McDONALD, Peoples Gas Building, Chicago, Ill., are sending out orders to newspapers in selected sections for the Royal Chair Co., "Royal Easy Chairs," Sturgis, Mich.

THE MARTIN V. KELLEY CO., 171 Madison Avenue, New York city, is placing new schedules on contracts.

J. P. MULLER, 220 West 42d Street, New York city, is placing orders with some Pennsylvania newspapers for the

New York American, "Billy Sunday Articles," Broadway and 59th Street, New York city.

H. H. LEVY, Marbridge Building, New York city, is again sending out some newspaper copy in selected sections for the Michelin Tire Co., "Michelin Tires," Milton, N. J.

LYDDON & HANFORD CO., 200 Fifth Avenue, New York city, and Cutler Building, Rochester, N. Y., are making contracts with some Ohio newspapers for the Pangin Co., "Health Builder," medical, Wheeling, W. Va.

THEO. F. MACMANUS, INC., Kresge Building, Detroit, Mich., is handling the advertising of the Republic Rubber Co., "Republic Tires," Youngstown, O.

MARX & ANGUS, 8 West 40th Street, New York city, are sending out orders to a few newspapers in Eastern States for Van Zile Co., "Vans-No-Rub," 593 Summit Avenue, West Hoboken, N. J.

C. W. PAGE, American National Bank Building, Richmond, Va., is making 2,000-line one-year contracts with some Southern newspapers for the Nelson Manufacturing Co., medical, Richmond, Va.

THE MASSENGALE ADVERTISING AGENCY, Candler Building, Atlanta, Ga., is placing advertising with some newspapers for the Bee-Kay Motor Lock Co., Atlanta, Ga.

THE A. M. SWEYD CO., 347 Fifth Avenue, New York city, is placing orders with newspapers in selected sections for the Aubry Sisters, Inc., Toilet Preparations, 104 East 25th Street, New York city.

THE J. WALTER THOMPSON CO., 242 Madison Avenue, New York city, is sending out orders to newspapers in large cities for the Lamont, Corliss & Co., "O'Sullivan Rubber Heels," 131 Hudson Street, New York city, and preparing a newspaper list for Julius Kayser & Co., "Kayser's Silk Gloves," 45 East 17th Street, New York city. This company is also again using newspaper space in selected sections for the Odorono Chemical Co., "Odorono," 1349 Avenue, Cincinnati, O.

THE J. WALTER THOMPSON CO., 44 East 23d Street, New York city, will put out a campaign for the Deppe Motor Corporation, 34 Pine Street, New York city, advertising their new automobile.

THE HORLICK MALTOAT BISCUIT CO., 312 Broadway, Milwaukee, Wis., makers of "Maltoat Biscuits," a new food product, will place advertising direct, through Arnold A. Horlick.

THE GEORGE L. DYER CO., 42 Broadway, New York city, will handle the advertising campaign for Simmons Co., of Kenosha, Wis., which will probably spend \$200,000 in advertising their beds.

STREET & FINNEY, 171 Madison Avenue, New York city, will put out the advertising for the Silverberg Import Co., 239 Fourth Avenue, New York city, "Slip-Pon" veils.

THE J. H. CROSS AGENCY, of Philadelphia, will place contracts for the Strouse-Baer Co., makers of children's wear, Baltimore, Md.

THE SINGLETON-HUNTING CO., Citizens Building, Cleveland, O., will place advertising for the Peterson Manufacturing Co., makers of agricultural implements, of Kent, O., during the month of May.

N. W. AYER & SON, Philadelphia, will place copy for "Peterman's Roach Food," manufactured by William Peterman Manufacturing Co., 200 Fifth Avenue, New York city.

THE R. A. MATTHEWS ADVERTISING CO., of Chicago, will handle the motor advertising of the Go Motor & Speed Co., Three Rivers, Mich.

THE CORONA ADVERTISING CO., Denver, Col., handles the account of the Consolidated Rubber Manufacturing Co., auto supplies, and the Orchard Products Co., soft drinks, Denver, Col.

CHURCHILL-HALL, INC., 50 Union Square, New York, handles the land and mortgage account of the Daniel Hayes Co., Rock Island, Ill.

HENRI, HURST & McDONALD, INC., Chicago, handle the poultry remedy account of the Walker Remedy Co., Waterloo, Ia.

WOOD, PUTNAM & WOOD, Boston, handle the slipper account of the Bickford Wiley Sweet Co., Worcester, Mass.

THE LUCE TRUNK CO., 1026 Main Street, Kansas City, Mo., places its advertising through L. Luce, president.

H. WALTON HEEGSTRA, INC., Chicago, places the Puritan flour account of the Wells-Abbott-Nieman Co., Schuyler, Neb.

THE RANIER MOTOR CORPORATION, of Flushing, N. Y., places its advertising through P. M. Lineberger, advertising manager.

JOS. E. BAER, INC., handles the H. Milgrin & Bros., ladies tailors' account, 122 Second Avenue, New York city.

THE IRWIN JORDAN ROSE AGENCY, 112 West 32d Street, New York city, has acquired the account of the Hasbrook Patents Co., patentees and manufacturers of a coin device called "Prest-O-Change." The machine facilitates the handling of change.

THE SOUTHERN CALIFORNIA PUBLICITY BOARD is said to be planning to invest \$500,000 annually for five years to make known the advantages of Southern California as a place of residence and to attract tourists.

MARTIN & MARTIN, of Chicago, manufacturers of E Z Stove Polish, have recently placed their advertising account with Mock & Hardy.

W. F. FOWLER, vice-president of the Superior California Farm Land Company, Willow, Cal., is said to be favorable to an extensive advertising campaign to acquaint the public with the food value of rice. It is said that the Sacramento Valley of California is developing this into a considerable industry, and that in 1916 more than 55,000 acres were planted to rice, as compared with 34,000 cars in 1915.

C. THORPE, secretary and manager of the California Walnut Growers' Association, states that the Association is attempting to perfect a machine which will brand each individual walnut. This is thought to be the only way around the increase of 100 per cent. in cost of paper products, cartons, containers, etc.

THE RACINE RUBBER COMPANY, of Racine, Wis., through Nichols-Finn, Advertising Agent, Chicago, is planning an extensive newspaper campaign on "Country Road" Tires.

THE RICHARD A. FOLEY AGENCY, Inc., of Philadelphia, is now in charge of the advertising account of Fels & Company, of that city.

SCOTT & SCOTT, INC., 144 East 32d Street, New York city, are making up lists of newspapers for summer appropriations of Korein Company, 118 East 28th Street; L. W. Sweet & Company, 2 Maiden Lane; Edward J. Woods, Inc., 534 Sixth Avenue, and Elizabeth Kling Institute, of Station F, all New York city.

GEORGE L. DYER CO., New York and Chicago, have been made advertising agents for the Simmons Company, of Kenosha, Wis., makers of Simmons metal beds.

THE J. WALTER THOMPSON CO., 44 East 23d Street, New York city, handles the

account of the Tidewater Oil Co., 11 Broadway, New York city; also the Cassco pump account of the West Side Foundry Co., Troy, N. Y., and the Citizens' Motor Car Co., Cincinnati, O.; the Witt Cornice Co., Cincinnati; Hooven & Allison, Xenia, O.; Union National Bank, Cleveland, O.; the paint account of the Detroit Graphite Co., 1 Twelfth Street, Detroit, Mich.; auto accessories account of the Motor Products Co.; Jefferson & Brush Street, Detroit, Mich.; the auto account of the Strasberg, Miller Co., Detroit, Mich.; the spark-plug account of the Wolverine Spark Plug Co., Detroit, Mich.; the food products of the Robeson Preserving Products Co., Port Huron, Mich., the fertilizer account of the Solvay Process Co., Wayne, Mich., the cream of barley account of the American Barley Co., Minneapolis, Minn.; the Derryville line account of the Derryville Linen Co., 25 West 22d Street, New York city, and the Irving National Bank, New York city.

Southern Advertising Assn. Formed

The Southern Advertising Agents' Association was formed at Atlanta last week. E. St. Elmo Massengale, advertising agent, Atlanta, Ga., was elected president; Jefferson Thomas, of the Thomas Advertising Agency, Jacksonville, Fla., vice-president, and E. E. Dallis, of Atlanta, secretary and treasurer. Representatives of seven Southern advertising agencies are members.

New Orleans States

Member Audit Bureau of Circulation.
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,
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

AD FIELD PERSONALS

R. M. POWERS, formerly of the staff of the Gibney Tire & Rubber Company, has been appointed chief of the Advertising Bookkeeping Department of The New York Times, replacing R. B. Yarnell, who resigned recently to become associated with The Fox Film Corporation.

R. V. TOBIN has joined the advertising staff of the Newark (N. J.) Morning Ledger.

J. WILSON ROY, representative of the Goss Printing Press Company in the New England States, spent the Easter vacation at his home in Sidney, O.

MISS EDITH CRANDELL, for five years connected with the advertising department of the Emery, Bird, Thayer Dry Goods Company, Kansas City, has accepted the management of one of the most important advertising departments of the John Wanamaker store, Philadelphia. She has her own corps of artists and assistant ad-writers.

EVERETT R. SMITH has joined the Manternach Company, advertising agents, of Hartford, Conn., to take charge of their agricultural advertising interests. Mr. Smith for the past two years has been in charge of advertising and sales for the Cutaway Harrow Company, of Higganum, Conn. Previous to that time he was connected with the Providence (R. I.) Bulletin and Journal, and business manager of the Journal-Courier for five years.

C. J. EGAN, of the advertising department of the St. Louis Republic, addressed the St. Louis Chamber of Commerce this week on "Building Up a City from the Inside Through Practical Advertising." He urged the banks to assist the merchants to enlarge their businesses through newspaper advertising.

F. L. CRAFT, advertising manager of the St. Louis Star, recently addressed the Junior Advertising Club of St. Louis on "The Training of a Newspaper Solicitor."

A. B. MOSES, until recently advertising manager of the St. Louis Furniture News, has accepted the position of representative of the Kahn Mirror Plate Company, of St. Louis.

H. C. SAYRE, formerly space buyer for the Frank Presbrey and other prominent advertising agencies, is with the American Ambulance Corps, "somewhere in France." His friends have been favored with interesting letters recounting his experiences, but the censors have made it necessary for him to omit mention of his exact whereabouts.

GUSTAVE GUDE has been made Eastern representative of the Chicago American, with headquarters in New York City. He has been connected with the Hearst organization for a number of years, having been associated at different times with the American Weekly Magazine, the New York American, and the foreign service.

RUSSELL T. GRAY, formerly advertising manager of the Haynes Automobile Company, has resigned, and will hereafter be connected with the Shuman Advertising Company of Chicago, Ill.

JOHN H. HILTON, who went to Detroit to engage in the advertising business ten years ago, has returned to Chicago to become advertising manager of a large mail order house with which he was formerly connected.

R. J. SHERMAN has joined forces with the Fred M. Randall Company of Detroit. Mr. Sherman was formerly associated with the Toledo Scale Company and the Detroit office of Charles

H. Fuller & Co., and for a time he was with the H. K. McCann Company.

EDWARD E. LAUNIER has been made advertising manager of the Associated Motors, Inc., at New Britain, Conn. He was one time connected with the advertising department of Colgate & Co.

RUSSELL T. GRAY has joined forces with the Shuman Advertising Company of Chicago. Mr. Gray was for some years advertising manager of the Haynes Automobile Company of Kokomo, Ind.

ALBERT H. HOPKINS has been made advertising manager of the Wisconsin Daily League, with headquarters at the main office of the League, Janesville, Wis., and with a branch office at Milwaukee. Mr. Hopkins was for some time in the special representation field in Chicago. The League comprises 23 daily newspapers published in the State of Wisconsin.

LEWIS E. DELSON has been made director of service for financial institutions in the advertising agency of Frank Kiernan & Co., of New York. He was formerly assistant general manager of the Chicago office of Albert Frank & Co.

HORACE E. KING has opened an office in Rochester, N. Y., as general manager for the Van Cleve Advertising Agency of New York.

FIRST CENSORED NEWSPAPER

Milwaukee Free Press Requested to Kill Story on Army Bill.

The Milwaukee Free Press is the first newspaper in the country to show real signs of censorship. The night the national House of Representatives passed the war resolution, the Free Press carried in its State edition, going to press about 2 A. M., a story on the Army bill. After the presses had started, the International News Service flashed a kill on the story, stating that it was the request of the censor in Washington. The Free Press stopped its presses, chiselled out the first-page story, and ran the balance of the State edition with a blank first column. The paper was made over for the city edition and a story written explaining the censored early edition.

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.

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| ALABAMA NEWS Birmingham Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916. | MONTANA MINER Butte Average daily 12,470, Sunday, 20,371, for 6 months ending September 30, 1916. |
| CALIFORNIA EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C. | NEW JERSEY JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield |
| GEORGIA JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta | NEW YORK COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICANO New York DAY New York The National Jewish Daily that no general advertiser should overlook. |
| ILLINOIS HERALD-NEWS (Circulation 15,190) Joliet | OHIO VINDICATOR Youngstown |
| IOWA THE REGISTER AND TRIBUNE Des Moines Circulation, 85,000 Daily, 70,000 Sunday. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. | PENNSYLVANIA TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre |
| KENTUCKY MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly. | TENNESSEE BANNER Nashville |
| LOUISIANA TIMES-PICAYUNE New Orleans | TEXAS CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. |
| MICHIGAN PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 50 cents each; yearly contracts, 35 cents each; position 20% extra. | UTAH HERALD-REPUBLICAN Salt Lake City |
| MINNESOTA TRIBUNE, Morning and Evening Minneapolis | VIRGINIA DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States. |
| MISSOURI POST-DISPATCH St. Louis 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 | WASHINGTON POST-INTELLIGENCER Seattle |
| ROLL OF HONOR | |
| The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation. | |
| NEBRASKA FRIBIE PRESSE (Cir. 128,384) Lincoln | NEW YORK BOELLETTINO DELLA SERA New York |
| ILLINOIS SKANDINAVEN Chicago | |

413 PAGES
148 ILLUSTRATIONS

I.C.S. ADVERTISER'S HANDBOOK **50¢**

ADVERTISING!
HERE'S just the book on Advertising that you need to be your always-ready assistant, to answer your many questions, to be your memory for details about the rules and practices, tools and accessories of the Advertising business. It will broaden your knowledge; it will save you days of time each year; it will help you to keep a tight check on advertising and printing expenditures; it will familiarize you with the technical details of the Advertising and Printing Arts.

The Advertiser's Handbook explains the Principles of Advertising; how to write good "Copy"; how to plan and lay out Advertisements; Type and Printing Styles, Illustrations, Engraving, Printing Methods, proper cuts for different papers, Electrotyping, Stereotyping, etc. It teaches Advertising for Stores, Mail Order Businesses, Technical and Trade Papers; Street-Car and Outdoor Publicity; Designing and Preparing "Copy" for Circulars, Catalogs, Booklets, Folders, Sales-Letters. It tells how to plan and conduct small and large Campaigns; how to Judge Mediums; how to read Proof; how to Key and Check Advertisements and Publications; the work of the Advertising Agency, etc.

The I. C. S. Advertiser's Handbook has the contents of a full-size book condensed into pocket size, ready to go with you anywhere and be at your instant command. Every statement is clear and concise, every principle is made easy to understand and to apply. It is bound in cloth, red edges, gold-leaf stamping, printed from new, clear type on good book paper, elaborately illustrated and completely indexed.

The regular price is \$1.25, but for a LIMITED TIME you can get a copy, postpaid, for only **50¢**
You run no risk! Your money back if desired
International Correspondence Schools,
Box 7080, Scranton, Pa.

NEWSPAPER MEN FOR CENSORS

Frank P. Sibley, of Boston Globe, Cites Their Special Qualifications for Task.

Boston, April 11.—Frank P. Sibley, of the Boston Globe, spent some time on the Mexican border as a "war correspondent" a few months ago. While there he had an opportunity to find out many things about war-time censorship, with the result that he has written an article for Leslie's entitled "A Common-Sense Censorship." In summing up Mr. Sibley says in part:

"Censors must be in every important telephone exchange, and listen in at the suggestion of operators, cutting off the connection if any attempt is made to convey forbidden information. Here again the flexible, quick judgment of the newspaper man is probably better than the rigid, rule-of-thumb order of the army man. Incidentally, a newspaper man would not stop at cutting a connection; he would set secret-service forces in motion to catch the offenders.

"The plan then contemplates a nationally organized censorship by newspaper volunteers, given army rank if necessary, and having central controls at Washington, New York, Chicago, and other great news centres. Under these central offices would be the censor's offices in every city having dailies; the censorship at telegraph relay points, telephone exchanges, and post offices. In the last two a large force of men would, of course, be required."

Mr. Sibley advises that the army men take the newspaper men into their closest confidence and tell them frankly why this or that must be forbidden. "The army must meet the censor more than half-way—and if newspaper men are given the censor's duty, they will come out so far in the other direction that a margin of safety will overlap."

In concluding Mr. Sibley says that the public must be prepared to accept a censorship far more strict than it has ever before known.

MORNING PAPERS MISSED STORY

"Good Night" to Boston Reporters Ten Minutes Before Big News Broke.

Boston, April 12.—Twelve Boston newspaper men, representatives of the morning papers, are still discussing their disappointment in being cheated out of one of the biggest stories in years, by only ten minutes, last Friday.

The reporters, after two all-night vigils, waiting for the first act of war, the seizure of the four interned German liners at East Boston, received encouragement with the news that the House had accepted the President's declaration that a state of war existed. The anxious waiting was transformed into eager expectancy. All of them awaited big developments and lots of copy, only to have their expectations blasted with "good night" from the papers at 4:15. Ten minutes later the bluejackets and customs men appeared to capture the ships. It was too late. Not a newspaper in town would replicate.

Despite the "good night," the boys stuck to see the fun—but only as spectators. One afternoon paper man, who had appeared at the rendezvous of the

reporters—a young men's club, near by—had the story all alone in his mid-morning edition.

The morning papers, on the street several minutes before the story developed, carried brief mention of the seizures, but the real story, with its many features, did not appear until the afternoon. The fact that the morning men were "in" at the first act of war was partial payment for their disappointment.

To Keep Trade at Home

The Retail Merchants' Association of Canada employed large display advertisements in Toronto newspapers April 2, appealing to Canadians to buy merchandise in Canada and not to patronize American department stores, particularly those of New York and Buffalo, which in the past have used space in Toronto papers urging Torontonians to combine business with pleasure by making seasonal purchases while visiting during Easter, Christmas, and other holidays. The advertisement of the Merchants' Association, of Canada in the Toronto papers urges Canadians to spend money in Canada "because money spent in Canada benefits Canadians, while money spent abroad profits strangers to the detriment of Canadians."

Pearson's Magazine on Defensive

The question of how far a publisher may go in publishing court proceedings and records of a court is involved in the summoning of Frank Harris, editor of Pearson's Magazine of New York, to the Court of Special Sessions this week. In the May number of Pearson's there is an article entitled: "The Night Court Inquisition." It is claimed by representatives of the Society for the Prevention of Vice that the article is obscene and all copies of the magazine that could be found were seized. Editor Harris claims that the article is privileged, in that it is a verbatim copy of a policeman's testimony as given in the night court. The District Attorneys office is prosecuting. Both sides were directed to present briefs yesterday, on this point of privilege, and the Court adjourned the case until Monday.

Stephens Bill Reintroduced

Representative Stephens, of Nebraska, has reintroduced the Stephens bill that occupied so much attention of the Sixty-fourth Congress. The new measure is known as H. R. 212, and is of-

ficially designated "A bill to protect the public against dishonest and false pretenses in merchandising."

WANT JOURNALIST AS CENSOR

Teachers of Journalism Favor Appointment of Newspaper Man.

A resolution favoring the appointment of a man of newspaper experience as Government censor was adopted at the meeting of the American Association of Journalism Teachers in Chicago, April 7. The report was, in part, as follows:

"Censorship must discriminate between news of military acts, orders, movements, and organization, which should be rigidly censored and will be willingly suppressed, and incidents of human interest arousing emotion without revealing the military situation. The publication of the latter will stimulate attention, awake loyal cooperation, and promote recruiting. A wise censorship will make provision for supplying news of this character to our press."

Members of the Committee are Talcott Williams, director of the Pulitzer School of Journalism, Columbia University; Prof. F. N. Scott, of the University of Michigan, and Walter Williams, of the University of Missouri.

coolness of the Argentine Republic's attitude toward the United States in the present crisis.

The incident is of interest to American newspaper men through its relationship to the South American news distributing efforts of the United Press which is now supplying La Nacion with a complete world news service. It is said that La Nacion has spared no expense in the present crisis to acquaint its readers with news of North America, and that its cable volume is the largest and its bills for tolls simply enormous.

Mr. Mitre is the grandson of Bartholomé Mitre, a former President of the Argentine, and is regarded very highly as a progressive publicist.

Advertising Women to Dine

On April 17 the League of Advertising Women of New York will hold the last dinner and meeting of the season at the New York Advertising Club, 47 East 25th Street. There will be a special exhibition of movies, with an address by John Sullivan, secretary of the A. N. A., and by J. Charles Davis, jr.

The only thing that comes to him who waits is infirmity.

The Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

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

The Pittsburgh Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

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

CULTIVATING BETTER RELATIONS

La Nacion, of Buenos Aires, Printing Big Volume of North American News.

A cable of congratulation was sent to President Wilson last Saturday by Jorge Mitre, editor of La Nacion at Buenos Aires. The action was taken, according to a press dispatch, in the hope of offsetting to some degree the

THE PER CAPITA BUYING POWER

of Detroit is great. Progressive advertising WILL secure results. Use the Free Press and realize your share of Detroit's prosperity.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE & Foreign New York
CONKLIN { Representatives } Chicago
Detroit

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

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

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

PHILADELPHIA

America's Greatest
Industrial City.

The PRESS

Philadelphia's Great
Industrial Paper.

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

Colorado Springs
and

THE TELEGRAPH

An A. B. C. Paper

J. P. MCKINNEY & SON

New York Detroit Chicago

TIPS FOR DEALERS

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

DALLAS, Tex.—The A. J. Showalter Company, of Dalton, Ga., publishers of music, music books, etc., has been granted a permit to do business in Texas, employing \$100,000 capital, and with headquarters at Dallas.

FORT WORTH, Tex.—The Lowdon Company, incorporated with \$10,000 capital stock. Printing, publishing, and stationery business. Incorporator: R. R. Lowdon, E. K. Lowdon, G. D. Babcock, and others.

CODELL, Kan.—The Codell News is the name of the new paper started here, with E. R. Powell as editor. John Ford, of Plainville, is printing the paper.

SIERRA BLANCA, Tex.—The Hudspeth County News is the name of a new publication here, with H. Wyatt publishing it.

SULPHUR SPRINGS, Ark.—A. C. Veach, of Joplin, Mo., has issued the first number of the Sulphur Springs Echo, a new paper here.

BURLINGTON, Kan.—The Burlington Christian is a new monthly publication, edited by J. L. Thompson. It is devoted to advancing the cause of Christianity.

POTEAU, Okla.—A New paper is to be started in Poteau soon, to be known as the Poteau Herald. (Name of owner not given.)

MEXIA, Tex.—The Mexia Daily Press, an afternoon paper carrying the Associated Press report, has been established at Mexia by N. D. Petty, editor and publisher.

NEW YORK.—World Patriots Company, publishers and printers; capital, \$10,000; directors, H. A. Busch, D. B. Browne, G. W. Stair, 489 Fifth Avenue.

NEW YORK.—McCartney Printing Company, printing and publishing; capital, \$6,000; directors, H. W. Webb, M. M. Lisner, W. McCartney, 364 West 35th Street.

NEW YORK.—Hendrickson Publishing Company, publishing and advertising; capital, \$5,000; directors, E. J. Donegan, R. Gray, F. F. Hendrickson, Hotel St. George, Brooklyn.

NEW YORK.—Weed Publishing Company, printing and publishing; capital, \$35,000; directors, N. H. Weed, Montclair, N. J.; F. L. Randall, New York, and W. O. Balanzatesul, of Brooklyn.

NEW YORK.—Independent Advertising Publishers, general advertisers; capital, \$3,000; directors, Jacob P. and Jonas Levinson, Joseph B. Boudin.

NEW YORK.—Wall Street Statistics Corporation, publishers; capital, \$100,000; directors, C. F. Crosby, C. H. and L. H. Cooke, 74 Broadway.

BOSTON, Mass.—James T. Wetherald Advertising Agency; capital, \$25,000; James T. Wetherald, president and treasurer; A. K. Hardy, secretary.

TRENTON, N. J.—Interstate Advertising Company; capital, \$10,000; directors, F. D. Kerr, Leslie Broomfield, Alfred N. Kerr, all of Trenton.

CANANDAIGUA, N. Y.—Messenger Association, publishers; no capital stock, but 250 shares, no par value; directors, B. B. Weldy, W. D. Paekard, W. A. Patton.

CHANGES IN INTEREST

ALDEN, Kan.—Frank C. Brooks is the new editor of the Journal.

STRONG CITY, Kan.—W. C. Howerton is the new editor of the News-Courant, succeeding William M. Knapp.

CRANDALL, Tex.—Mr. Roland Bush has sold the Star. The name of the purchaser is not given.

TEXHOMA, Okla.—W. E. Kreiger, editor and publisher of the Times, has sold that paper to Roland Bush.

WEST MINERAL, Kan.—The Mineral Cities Times, published here, has been sold by E. H. Ehrman to J. Robb Brady, editor and publisher of the Caney Chronicle. The plant will probably be moved to Caney.

NEWKIRK, Okla. — The Republican

News-Journal, of this city, has been sold by Korns & Son, publishers for twenty years, to J. Harry Jones and Edwin C. Conger, of Unionville, Mo., who took charge April 1.

MCGREGOR, Tex.—C. B. Hall and H. C.

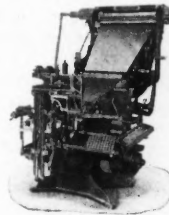
Connally have purchased the McGregor Mirror from Ed. E. Talmage, and took charge April 1. Mr. Talmage will assume editorial management of the Bryan Daily and Weekly Eagle, on or before April 15.

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.

The
Ault & Wiborg Company
of NEW YORK

News Ink

57 Greene St. New York City
Write Us—



Arouse The Patriotism

of the readers of your paper by printing our big war features—The Best On The Market Today.

THE NEWSPAPER ENTERPRISE ASSOCIATION

1279 West 3rd St. Cleveland, Ohio

SEVEN NEWS PRINT MAKERS ARE INDICTED

(Continued from page 7)

making sales of paper through salesmen, dealers and jobbers, for the payment of return freight on the cores upon which their paper was wrapped, payment of charges for cartage, and allowing of claims for waste or damaged paper.

(e) To engage in simultaneous representations to the public, to their customers and to each other, of the alleged increased cost of manufacture and of the alleged shortage of news print paper, and to the manufacturers of insufficient quantities of such paper, with the object of concertedly working for materially higher prices.

(f) To cooperate in discouraging the erection of new mills or the installation of new machines for the manufacture of news print; to cooperate in preventing new concerns from competing with them by transferring orders and contracts for paper to new concerns on condition that such new companies should not compete with them.

(g) To furnish from time to time to the News Print Manufacturers' Association, at No. 18 East 40th Street, New York city, for the information of the defendants and of Steele, full and complete information concerning contracts with their customers and the quality of the paper manufactured, carried in stock or sold by them, also the capacity of their various plants, and other details of their business.

The concerns named it is charged were to be required to submit to such regulations, and rules concerning the carrying on of their trade and commerce. Notwithstanding the fact that they were independent of each other, they should, and but for said unlawful conspiracy, they would have competed with each other, the indictment charges.

Bainbridge Colby, one of the special United States District Attorney's assistants, appointed to have charge of the investigation, gave out a statement Thursday evening in which he said:

"The news print combination is a somewhat loosely articulated one, but in my opinion clearly and obviously designed to circumvent the prohibitions of the Federal laws against combinations in restraint of trade. The association gathered from its members not only data as to their capacity and output, but copies of outstanding contracts with the publishers of newspapers, of every member of the Association. The Association thus had information as to how every newspaper in the country stood as to its supply of news print paper, and the date of expiration of every contract. The members of the Association frequently refused to give quotations on news print paper to any publisher who had a contract with any other member of the Association.

"As the dates of the expiration of such contracts approached, the newspapers were obliged to renew contracts for their current supply, but on asking questions as to price were met by the

refusal of manufacturers of news print paper to deal with each other's customers. The result remitted the publisher to the concern with whom his expiring contract was made, and left him helpless before the exactions as to price and other conditions dictated by the manufacturer.

"The prices charged by members of the Association are greatly in excess of prices which independent producers, even under war conditions, are content to receive. There has been a relatively slight advance in the cost of materials entering into the manufacture of news print paper, but nothing comparable to the advance in prices which has been made through the concerted action of the members of this combination and under restricted competitive conditions brought about by the Association whose purposes and methods are now directly challenged by the action of the Federal grand jury.

"The News Print Manufacturers' Association was unincorporated. It had no articles of association, no by-laws. It kept no minutes of its meetings, nor was any record kept of the proceedings of its executive committee, which held meetings nearly every month. The informality of its procedure marks the latest phase in the progressive effort to invent some means of evading the Sherman Anti-Trust law. It was clearly the effort of the Association to secure all the benefits of illegal combination without exposure to the risk of prosecution."

From Washington comes word that the indictments have given the Federal Trade Commission much concern over the possible effect on the plan proposed by the manufacturers under which the Commission was to fix paper prices. The manufacturers, it is understood, have threatened to withdraw from the price-fixing agreement if indictments came from the investigation by the Department of Justice. Their proposal was made to the Trade Commission after the Commission had turned over to the Department of Justice evidence it had gathered pointing to violations of the law by the manufacturers in setting up high prices under an alleged combination. Officers of both the Department of Justice and the Trade Commission have declared no inducements of immunity were held out to the manufacturers as a reward for their offer-

ing to put the marketing of their product into the hands of the Trade Commission at prices to be set by the Commission.

Publishers, it is said, are divided in their attitude in the Department of Justice's investigation. Some have insisted, it is said, that indictments be brought, believing no price-fixing plan would offer permanent relief from prohibitive prices, and that the only sure remedy would be a prosecution that would break up the alleged news print trust. Others—and it is said a part of the membership of the Trade Commission concurred in the view—have held that the price-fixing plan would have solved all difficulties.

Some publishers are hopeful the price-fixing plan still may be put through and that prosecutions will not be pushed if the manufacturers evince a willingness to observe strictly the law in the future. As only one man, they declare, ever has gone to jail for violation of the Anti-trust act, and he through pleading guilty, they believe the interests of the public would be better served by permitting the Trade Commission to proceed with the distribution of news print than by prosecutions.

Officers of the American Newspaper Publishers' Association have been here for more than a week in an effort to prevent failure of the distribution plan. The Trade Commission dropped work on it when the Department of Justice let it be known that indictments would be brought despite the manufacturers' proposal. Whether negotiations would be resumed no one would say to-night.

We are in the world to provide for others, and that is the basis of economy.

FAVORS INCOME CONSCRIPTION

E. W. Scripps, Rich Publisher, Says We Should Pay as We Go in War.

SAN DIEGO, Cal., April 7.—E. W. Scripps, millionaire owner of the Cleveland Press, Cincinnati Post, Scripps-McRae League, and the Scripps newspapers, to-day telegraphed President Wilson, as follows:

"I strongly urge that we should pay as we go in the war with income and inheritance taxes. All incomes of over \$100,000 a year should be conscripted. The minimum cash pay of soldiers and sailors should be not less than \$3 per day during the war. Such legislation would cost me much more than half my present income."

Herald and Telegram Figures

The April statement of circulation for the New York Herald, showing the average circulation for the previous six months, gives the circulation of that newspaper as 133,918, compared with 99,597 on October 1, 1916. For the Evening Telegram the figures were 215,282 average for the six months that closed April 1, 1917, compared with 218,463 on October 1, 1916.

To our Flag Customers SPECIAL NOTICE

Sold up. Flag orders accepted subject to prevailing prices and indefinite date of delivery.

Unprecedented demand cause for this condition in the flag market. Can supply Flag pictorial, Wilson's Great Message and a new War Atlas. Immediate delivery.

Write to-day for prices and samples.

S. BLAKE WILLSDEN
Premium and Advertising Specialties.
1606 Heyworth Bldg., Chicago

Emergency Pages

If you have occasion to use Special EMERGENCY PAGES, don't insult the intelligence of your readers by giving them the oft repeated office ad. We furnish a series of Special Emergency Pages, containing the best fiction and illustrated pictures obtainable. All pages made up with a home-like flavor, free from the New York style. Subject matter more timely and interesting. 20 inches or 21 inches.

Send for , roofs and our special low quotation.

World Color Printing Company
R. S. GRABLE, Mgr.
Established 1900 ST. LOUIS, MO.

PAGES Full or Half 6, 7, 8 Col.

Comic, Fashion, Children's
Feature

Weekly or on special order.

The International Syndicate

Features and Newspapers

Established 1883 Baltimore, Md.

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service

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

The 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

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

The True News

—FIRST—

Always--Accurately

International News Service

38 William St., New York City

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

MANHATTAN PHOTO- ENGRAVING CO.

ENGRAVERS
AND DESIGNERS



251 & 253 WILLIAM ST. CORNER
CHAMBERS ST. NEW YORK.

ARTHUR BRISBANE

(Continued from page 9)

nal, was launched, and Hearst began looking around for a man to head it, Brisbane was the man.

Brisbane revolutionized the business. He made type as big as the page could stand. The papers at that time were printed in very beautiful type, nice to look at, but very hard to read. With the big scare heads Brisbane got attention. The newsboys put the Hearst paper on top, because the headlines compelled attention, and soon the circulation of the Hearst paper exceeded that of the other New York papers. The circulation went up so rapidly, under Brisbane's watchful eye, that his salary also went up at the same time in leaps and bounds, until the figure of \$50,000 per year was written in a contract.

Brisbane is the father of the editorial which is READ. His editorials are published in two millions of Hearst newspapers, and in several millions more that take the service.

He leads people to think, which is the primary essential of an editorial.

Of late years ALL his writing is done with the aid of the business phonograph. Two hundred thousand dollars could not purchase the machine he uses, if another one could not be produced.

Dictating, hour after hour, to the phonograph would indeed seem laborious work to the average man, but Brisbane talks to the phonograph just as he would talk to an individual in ordinary conversation—hence the easy style of his writing.

Two thousand volumes are in his library. Every one of them with a "paster" on it to show that it has been read and marked. Every marked passage in the books being as clear in his mind to-day as the day it was first read.

Brisbane is of nervous temperament. He has blue eyes and a head that once seen is never forgotten. He is five foot ten; can run, jump, drive, swim, in fact do all the things that a college boy of twenty-one might do—and this at the age of fifty-two.

His real estate holdings are large. Recently he purchased the entire village of Allaire, N. J. At this village the iron which went into Robert Fulton's steamboat, the Clermont, was smelted out of bog ore.

He lives at Rye, N. Y. His family consists of his wife, Phoebe Cary Brisbane, and two children, a girl and a boy.

So, that is Arthur Brisbane. The man who has made millions think.

From \$15 a week on the Sun to \$82,000 a year in thirty-three years isn't so bad for a boy with nothing but a common-school education and sense enough to make the most of opportunity.

LONG PATENT FIGHT ENDED

Duplex-Scott Patent Cases Are Settled Out of Court.

The Duplex Printing Press Company, of Battle Creek, Mich., and Walter Scott & Company, of Plainfield, N. J., have settled out of court the extensive patent litigation, which has been pending for years in the United States Patent Office and the courts between them and the suits and countersuits have been disposed of by an exchange of licenses under the various patents involved, and other valuable considerations.

Of the patents at issue, Scott patent 819,813 covers a plurality of drives for rotary printing presses, and Doll patent 1,074,699 (also owned by the Scott Co.) covers a double line of floor-operated units, accessible from all sides, arranged with their cylinders end-to-end, a plurality of folders, and means for driving these units, and folders in varying independent groups.

Bechman patents 814,510 and 1,139,154, owned by the Duplex Co., covers generally the low-unit press construction with cylinders closely adjacent end-to-end, with angle bars over the printing units and with folders at the ends of the printing cylinders.

The above patents are acknowledged to broadly cover all unit presses embodying the features of design used in Scott "Multi-Unit" and Duplex "Metropolitan" types of presses, and these companies have full control of these dominant patents, and the exclusive rights to manufacture such presses during the life of these patents.

The Duplex and Scott Companies announce that they have arranged to jointly protect all their rights under these patents against infringement.

"When we fail to build for the future, our pain is often expressed in the agonies of others."

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

THE EDITOR AND PUBLISHER, published weekly at New York, N. Y., for April 1, 1917.

State of New York, County of New York, ss.: Before me, a Notary Public in and for the State and County aforesaid, personally appeared Edwin D. DeWitt, who, having been duly sworn according to law, deposes and says that he is the publisher of THE EDITOR AND PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, Edwin D. DeWitt, 37 South Maple Ave., East Orange, N. J. Editor, James Wright Brown, 234 Valentine Lane, Yonkers, N. Y. Managing Editor, W. D. Showalter, Richmond Hill, L. I. Business Manager, George P. Leffler, 21 Bennett Ave., N. Y. City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, stockholders owning or holding 1 per cent. or more of the total amount of stock):

THE EDITOR AND PUBLISHER CO., 63 Park Row, N. Y. City. James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.; Edwin D. DeWitt, 37 So. Maple Ave., East Orange, N. J.; Frank Leroy Blanchard, 105 E. 15th St., New York City; T. J. Keenan, Keenan Bldg., Pittsburgh, Pa.; Martha Jane Leffler, 21 Bennett Ave., New York City; John Huldeman, Harrisville, W. Va.; Fred C. Hunter, 50 Maiden Lane, New York City; Amelia A. McReynolds, 80 Maiden Lane, New York City.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

EDWIN D. DEWITT, (Signature of publisher.)

Sworn to and subscribed before me this 3d day of April, 1917.

(Seal.) E. A. PRATT.

(My commission expires March 30, 1918.)

SPECIAL SERVICE for

NEWSPAPER PUBLISHERS

ADVERTISING MECHANICAL CIRCULATION

Mr. Victor F. Lawson, referred to by permission, writes to an inquiring publisher:—"I consider him exceptionally well informed in the details of newspaper administration. He did some very satisfactory work for us."

CHAS. S. PATTESON
Prince George Hotel, New York City

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.

WOMAN WRITER, (27), free-lance, wants position. Human interest, humorous and articles. Address P. 3256, care Editor and Publisher.

CIRCULATION MANAGER with excellent references, up-to-date ideas, 17 years' experience, wishes position as such with live paper, country preferred. Address Box P. 3267, care Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER seeks position. Now employed in charge of standard paper in bustling city but wants position where a larger salary can be paid. Has references from men of highest standing and a record of business success. Can handle entire plant from end to end, in fact has done so for years. Chance to procure unusually high grade man. Address P. 3265, care Editor & 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.

HELP WANTED

A Canadian (French) daily newspaper seeks a representative for New York City and the Eastern States. One who thoroughly knows Canada and the importance of the buying capacity of French Canadians in the Province of Quebec preferred. The publisher will personally receive mail during convention week if addressed to Box P. 3268, care The Editor and Publisher, World Building, New York City.

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, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

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

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

FOR SALE.—Two single steam tables and 1 double steam table. Bargain. Good as new. Union Sun & Journal, Lockport, N. Y.

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

For sale by
WALTER SCOTT & COMPANY, Plainfield, New Jersey

\$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, 3/4 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 centres: Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Cincinnati, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news 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 pica wide and twelve inches deep.

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

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, 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, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

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

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

Washington, D. C.—Bert E. Trenks, 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.

OBITUARY NOTES

ARTHUR W. MERRIAM, a Malden (Mass.) newspaper man, died April 4 at his home in Malden, aged fifty-seven years. He had been associated with the Malden Mirror since 1895.

JOHN WALLACE, for many years prominent in newspaper circles in Troy, N. Y., died April 3 at his farm home, where he has resided for two years since his retirement from active duty. He started work as a reporter on the Cohoes Dispatch, later became city editor, and then part owner.

WILLIAM J. BROWNE, for many years publisher of the Richmond County (N. Y.) Democrat-Herald, and recently Clerk of the Children's Court, died April 8 at his home in Stapleton, S. I. He was fifty-nine years of age and leaves five sons and three daughters.

FRANK C. DUDLEY, formerly a newspaper man in New York, and later city editor of the Fairmont (W. Va.) Times, died in a hotel fire April 5 in Frankfort, Ky. He was buried in Bath, N. Y.

MISS LILLIAN MACOMBER, thirty-three years old, a former newspaper woman, taken to Bellevue Hospital on Sunday from the West 47th Street police station, died in that institution April 12 from a complication of diseases. At the time of her admittance Miss Macomber was unable to tell anything about herself. During lucid moments, however, she said she had worked at one time on the New York Evening World, on a Canadian newspaper, and also on the Boston Post. She gave as her nearest friend a Mrs. Paale, of Bay Ridge, Brooklyn. The body was removed to the Morgue.

MRS. ROBERT ELSON FREEMAN, of Richmond, Va., died at the home of her son-in-law, J. P. Cohan, a well-known newspaper man, of Pittsburgh, Pa. Mrs. Freeman was the daughter of Col. John Richard Llewellyn, founder of the Virginian-Pilot and the Ledger, in Norfolk, Va., and afterwards the editor and owner of the Danville (Va.) Ledger. For a number of years following his death Mrs. Freeman conducted the paper. She is survived by her husband, two sons, and three daughters.

LEE GERRINGER, for several years foreman of the composing-room of the Kansas City Star, and formerly connected with the St. Paul News and the St. Paul Pioneer-Press, died March 31 in St. Paul.

JOHN M. VAUGHN died at his home at Butler, Mo., April 3. At the close of the Civil War he began publication of the Warrensburg Journal. Later he was editor of the Lexington Intelligencer, the Independence Sentinel, and was one of the first editors of the Kansas City Times.

COL. WILLIAM T. JENKINS, editor of the Platte City Landmark for twenty-seven years, died at his home in Platte City, Mo., April 5.

CHESTER S. HORTON, son of the late C. S. Horton, Chief Inspector of the Providence Police Department, is dead

at his home in Providence. He was formerly head bookkeeper and paymaster for the Providence Telegram and Providence Tribune. He is survived by a wife and mother.

A. L. RACE, former editor of the Mount Hope Clarion, died at his home in Maize, Kan., April 4.

Editor Meets Death by Accident

Nicholas C. Pickard, aged forty-eight, retired newspaper editor and former owner of the Green Bay (Wis.) Gazette prior to its consolidation with the Green Bay Free Press, was killed when a freight train ran into a taxicab in which he was riding in Green Bay. Victor Rowart, driver of the cab, also lost his life in the accident.

Mr. Pickard went to Green Bay seventeen years ago, and purchased the Gazette. Previous to that time he had been employed on papers in Michigan, Texas, and Iowa. He is survived by his widow, one son, and two daughters.

Max Jaegerhuber

Max Jaegerhuber, who died at his home, in Harriman, N. Y., on Sunday, April 8, was one of the best-known figures in trade-paper circles in the country. He was at one time an assistant editor on the New York Herald, and from 1898 until illness overtook him last fall was publisher and editor of Dry Goods. He came to New York in 1874. At one time he owned the American Machinist and the Dry Goods Economist, and was one of the founders of the American Exporter. He is survived by a wife and seven children.

BUFFALO BILL'S PAL DEAD

Old Time Friend and Later Publicity Man for Famous Showman Passes Away.

Major John M. Burke, army scout, showman, publicity agent, for many years or since 165 close friend and associate of the well-known Buffalo Bill, died at Washington Thursday in his seventy-fourth year. He was born in the old Seventh Ward of New York in 1844. Because of the death of his parents while he was still a child, he was adopted by relatives in Maryland and reared by them. In 1865 he accompanied General Green Clay Smith, of

Kentucky, on a trip to the West, which was held up by Indians and on this trip he met Col. William F. Cody, then a Government scout. A friendship was then cemented that lasted for life.

When "Buffalo Bill" organized his Wild West Show, Major Burke was associated with him. He was the chief promoter and most conspicuous worker for the show and became widely known throughout two continents loyal and subordinate to those in control of the show, he was recognized by them as the most active and efficient factor in its organization. He was the press agent for the show and was known personally to almost every newspaper man in the United States and in the larger cities of Europe. He was recognized as one of the greatest press agents in the business.

WEDDING BELLS.

Alfred Henning, editor of the Athol (Kan.) Record, and Miss Vera Lewis, of Smith Center, Kan., were married March 29. Miss Lewis was a school teacher.

Announcement was made last week that on February 8 C. C. Winchester, editor and publisher of the Social Circle (Ga.) Press, and Miss Norma Lou Gay had been married at the Central Baptist Church in Atlanta. For reasons of their own, the young couple decided not to make the marriage known until they were ready to start housekeeping.

James O'Flaherty, jr., of The Bronx, Harlem, and New York Home News, and Miss Kathleen O'Mally were married in New York on April 9. Mr. O'Flaherty is one of the best known publishers in The Bronx section of New York city.

Ralph E. Bailey, police local man for

the Providence (R. I.) Tribune, and a member of Troop B. Cavalry Squadron, was married last week to Miss Margaret Helen Suba, of Plainville, Conn. Mrs. Bailey is the State's first warbride.

Tevis Takes a Bride.

Friends of Charles Virgil Tevis, of the Newspaper Feature Service, of New York city, are congratulating him upon his wedding, his bride being Miss Clementina Marinelli Chatfield. The ceremony was performed in the Central Presbyterian Church of New York by the Rev. Dr. Hugh Black, after the morning Easter services in the church. A breakfast at the Vanderbilt followed the ceremony. Mrs. Tevis was born in Scotland and educated in England. She is an accomplished musician, and is literary in her tastes.

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|--|--------------|----------------|-----------------|---------------------------------------|--------------|----------------|-----------------|
| Albany Knickerbocker Press (M)..... | *37,117 | .06 | .06 | New York American (M) | *361,712 | .40 | .39 |
| Albany Knickerbocker Press (S)..... | †34,219 | .06 | .06 | New York American (S) | *727,154 | .60 | .585 |
| Brooklyn Eagle 3c (E) | 44,332 | .16 | .16 | New York Globe (E) | *204,138 | .33 | .31 |
| Brooklyn Eagle 3c (Sunday)..... | | | | New York Herald (M)..... | *133,918 | .40 | .40 |
| Binghamton Press-Leader (E) | 27,541 | .06 | .05 | New York Herald (S) | | .50 | .50 |
| Buffalo Courier-Enquirer (M & E)..... | *84,000 | .14 | .12 | New York Evening Post (3c) (E)..... | *23,682 | .19 | .17 |
| Buffalo Courier-Enquirer (S) | *107,251 | .14 | .12 | New York Sun (M)..... | | .39 | .36 |
| Buffalo News | *92,763 | .15 | .15 | New York Sun (S)..... | *150,439 | .39 | .36 |
| Corning Evening Leader (E) | *7,363 | .0193 | .015 | New York Sun (E) | *186,185 | .34 | .32 |
| Elmira Star-Gazette (E) | †22,097 | .04 | .035 | New York Telegram (E)..... | | .342 | .315 |
| Gloversville Herald (M) | *6,062 | .02 | .015 | New York Telegram (S)..... | *215,282 | .246 | .225 |
| Gloversville Leader-Republican (E) | *6,179 | .0179 | .0129 | New York Times (M) | *344,436 | .50 | .45 |
| Ithaca Journal (E) | *7,012 | .0357 | .025 | New York Times (S) | | | |
| Jamestown Post (M) | 8,751 | .025 | .0207 | New York World (M) | | | |
| Middletown Times-Press | *4,462 | .0107 | .0107 | New York World (S)..... | *387,549 | .40 | .40 |
| Mt. Vernon Daily Argus (E) | 6,888 | .0214 | .015 | New York World (E) | *423,810 | .40 | .40 |
| Newburgh Journal (E) | *5,047 | .01071 | .01071 | Rochester Union & Advertiser (E)..... | *40,768 | .10 | .06 |

Ratings Government Circulation Statements, October, 1916.

* Ratings Government Circulation Statements, April, 1917.

† Statements to A. B. C.

New York Advertising Situation

Figures Reflecting the Use of Space by Advertisers in the New York Evening Newspapers During March, 1917, in Agate Lines

(Figures Compiled by New York Evening Post)

FINANCIAL ADVERTISING:

| | | | |
|------------------------|--------|-----------------------|--------|
| Evening Post | 65,371 | Evening Mail | 42,112 |
| THE GLOBE | 47,505 | Evening Journal | 6,364 |
| Evening Telegram | 44,477 | Evening World | 5,763 |
| Evening Sun | 43,851 | | |

DRY GOODS ADVERTISING:

| | | | |
|-----------------------|---------|------------------------|---------|
| Evening Journal | 262,474 | Evening Mail | 192,952 |
| Evening World | 234,193 | Evening Telegram | 117,352 |
| Evening Sun | 217,290 | Evening Post | 75,077 |
| THE GLOBE | 208,794 | | |

FOREIGN ADVERTISING:

| | | | |
|-----------------------|---------|------------------------|--------|
| Evening Journal | 153,813 | Evening World | 98,301 |
| THE GLOBE | 124,933 | Evening Mail | 85,375 |
| Evening Sun | 124,245 | Evening Telegram | 72,218 |
| Evening Post | 116,337 | | |

FOOD ADVERTISING:

| | | | |
|-----------------------|--------|------------------------|--------|
| THE GLOBE | 37,941 | Evening Mail | 11,948 |
| Evening Sun | 18,242 | Evening Post | 8,663 |
| Evening Journal | 17,757 | Evening Telegram | 4,585 |
| Evening World | 16,085 | | |

WOMEN'S SPECIALTY SHOPS:

| | | | |
|-----------------------|--------|------------------------|--------|
| THE GLOBE | 63,806 | Evening Mail | 10,402 |
| Evening Journal | 62,964 | Evening Post | 9,770 |
| Evening World | 38,225 | Evening Telegram | 2,383 |
| Evening Sun | 22,286 | | |

BOOTS AND SHOES:

| | | | |
|-----------------------|--------|------------------------|-------|
| Evening Journal | 17,580 | Evening Telegram | 4,284 |
| THE GLOBE | 9,773 | Evening Sun | 3,046 |
| Evening World | 8,145 | Evening Post | 140 |
| Evening Mail | 6,547 | | |

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