

THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, MAY 5, 1917

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Throughout the war the wise men of England have striven to maintain the industrial structure of the Empire intact despite all difficulties.

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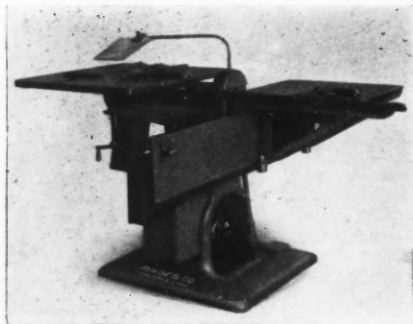
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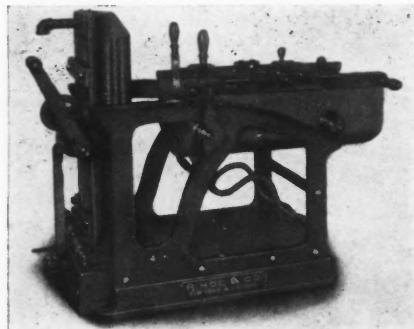
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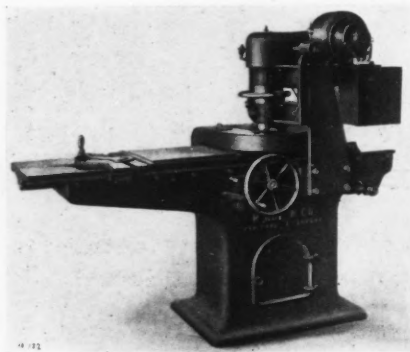
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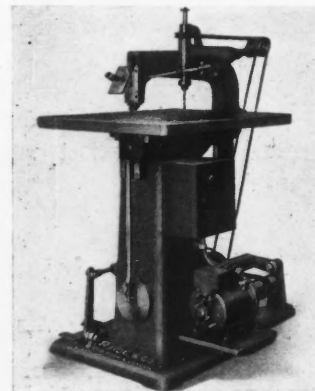
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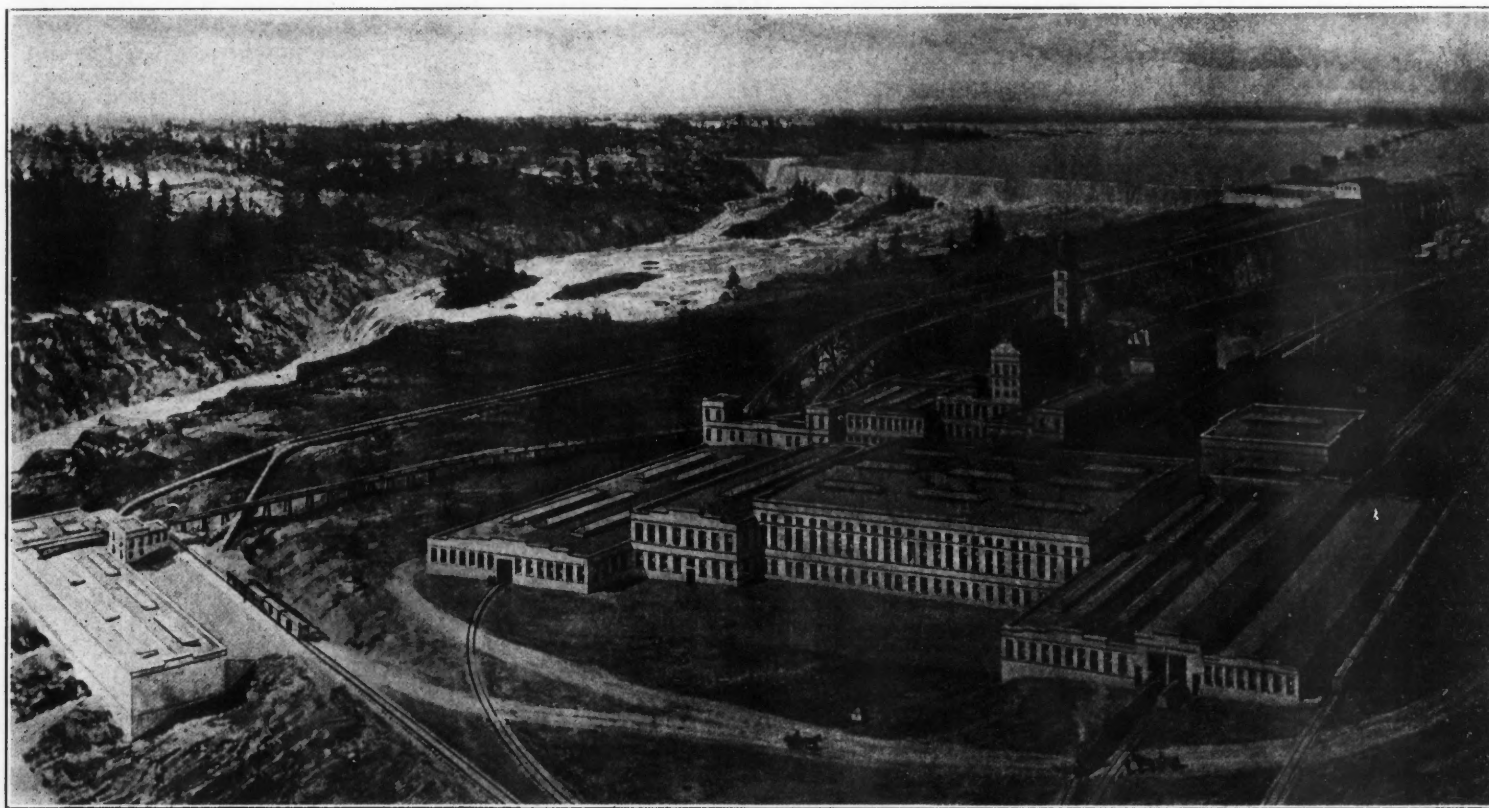
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NEW YORK, SATURDAY, MAY 5, 1917

No. 47

CHEAPER NEWS PRINT FOR AMERICAN PUBLISHERS

Product of Northcliffe Mills, Offered to Federal Trade Commission and American Newspaper Publishers Association, Will Cause a Break in Open Market Prices, and Assure Smaller Newspapers an Adequate Supply of Print Paper at Reasonable Prices.



THE HARMSWORTH PAPER MILLS, AT GRAND FALLS, NEWFOUNDLAND.

LORD NORTHCLIFFE has offered the product of his news print mills at Grand Falls, Newfoundland, to the Federal Trade Commission and the American Newspaper Publishers Association, for the relief of the small publishers of the United States. The announcement of the offer, it is stated from Washington, was made prematurely.

The mills manufacture 200 tons of print paper a day. There are thousands of tons in storage, and ready for shipment to the American market. In addition there are available thousands of tons of ground wood and sulphite for sale to American conversion mills, at prices considerably less than the ruling market quotations.

A number of the large publishers, members of the A. N. P. A., have sub-

scribed to a fund that runs into the hundreds of thousands of dollars, to keep the wheels of the mills in motion, for the benefit of the smaller newspapers of the United States, whether they are members of the American Newspaper Publishers Association or not.

No paper will be sold to any publisher who buys in excess of 500 tons yearly. News print will be sold in not less than car lots, making it possible for smaller publishers to combine in the purchase of an adequate supply to keep them running.

NORTHCLIFFE MILLS ARE MODERN.

The Harmsworth mills, as they are known, are among the most complete and best equipped in the world, and have behind them something like 3,400 square miles of timber land, and sufficient water-power. The manufacturing

plant is located at Grand Falls, on the River of Exploits, which is connected by a railroad about twenty-three miles in length, to the shipping point at tide-water, where there are splendid loading facilities for the shipment overseas. The mills employ, counting the men who are employed in the forests to get out the wood, more than 3,000 men.

SMALL PUBLISHERS ASSURED A SUPPLY.

No contracts will be made, but every small paper without contract, or in need of print paper will secure a sufficient supply to continue uninterrupted publication. Only roll paper will be sold.

The output of the Northcliffe mills amounts to about 66,000 tons a year, which, added to the tonnage at present in storage, and held, will increase the stocks in reserve, it is believed, to the

highest point known in this country in years, if not the highest point in history.

BREAK IN THE MARKET COMING.

Considering the fact that the price of paper in the open market has been dropping steadily for the past several weeks, there is every indication that the promised break in the market will take place by the end of June, which is about the time the first of the news print from the Northcliffe mills will be ready for distribution.

It is said by those who have followed the market that there is a surplus of paper at the present time, nearly two score of machines being available for the manufacture of print paper to-day, that have been employed on other grades during the past several months.

The paper will be sold at points where

publishers have been paying high prices, due to the fact that they have purchased in an auction market, thus restoring competitive conditions, and producing a buyer's market for the first time in more than a year.

The demands of publishers have been in excess of supply for a number of months. Because of the fact that they have practiced the most rigid economies since the first of the year, cutting off returns, and eliminating all forms of waste, demands at the present are within the supply, and there has been a gradual return toward normal.

PRICES ARE DROPPING.

The result has been lessened demand, and a steady drop in quotations. Paper that sold for 6 cents a pound several months ago, may now be obtained in the open market in the neighborhood of 4 cents, and during the past week it is stated that news print has been offered on better terms to small town newspapers, than has been the case since last fall, when there was a sudden and unprecedented demand.

The throwing of 200 additional tons of print paper into the market daily will put more news print at the disposal of publishers than they can use in present circumstances.

WHAT THE ADDITIONAL TONNAGE MEANS.

Just what this will amount to may be appreciated when it is stated that something like 70 per cent. of all the news print manufactured on the Continent is sold on contract direct with the mills. The remaining 30 per cent. is disposed of on the open market, some of it by contract through a number of jobbers, dealers, or brokers. The excess tonnage from Newfoundland will mean the accumulation of larger stocks, with consequent lower prices.

COMMISSIONER COLVER'S ACTIVITIES.

The Federal Trade Commission has been active in securing the supply of the Northcliffe mills for a long period. Commissioner Colver, the new member of that body, because of his experience in the publishing business, has been extremely active in his efforts to obtain this additional supply. He has been busy on this matter since he has taken office, and the work he has accomplished for the benefit of the publishers of the United States has been of the most beneficial character. That it has been attended with such excellent results is shown by the fact that Lord Northcliffe has tendered to the Commission the entire output of his Newfoundland plant. It has been impossible to ship the paper to England, on account of inability to get the necessary bottoms, all available ships being used in the transportation of munitions and supplies to the Allies.

PAPER IN STORAGE AT GRAND FALLS.

The amount of news print in storage at the Northcliffe mills is not stated, but it aggregates, it is said, more than the plant can make in a couple of months, and this is ready for shipment at once. It is only necessary to load it and bring it to points of distribution in the United States.

PAPER COMMITTEE'S GOOD WORK.

The financing of the proposition, for the benefit of the small newspaper men of the country, was undertaken by the American Newspaper Publishers Association in the most unselfish manner. In this respect, the Paper Committee of that organization gave every possible assistance, with the result that the necessary refunds were pledged to keep the plants in Newfoundland in operation, and to assure an immediate and constant supply, divorcing smaller publishers of the



LORD NORTHCLIFFE.

United States from the high prices they have been paying, by making it possible to place more print on the market than is required for the present daily consumption.

SOMETHING ABOUT THE MILLS.

The timber lands of the Northcliffe company are leased for a period of 198 years, renewal at the option of the company for 99-year periods without an increase in the dues paid to the Government, being to all intents and purposes perpetual. For several years prior to the organization of the company, Lord Northcliffe foresaw that such a plan on his part would be necessary for the future, to render his many publications independent and to assure them sufficient paper for all time. There is an 8,000-foot concrete dam above the mills to supply the necessary power, which is converted into electric energy for the smooth running of the plant. The water for power flows through two steel tubes, 15 feet in diameter. The power-house is 270 feet long and 60 feet wide.

In a booklet printed at the time of the organization of the company, present conditions were forecasted, and the fact that mill development was not keeping pace with consumption was pointed out.

Millions of dollars have been expended in making the Harmsworth mills among the most complete in the world. Every modern device known in the paper-making trade was purchased. Buildings were erected that will last for ages, and with a view to further developments. The plant is placed so that additional units may be added to meet almost any demand that may be made.

COMMISSION PRICE ONLY TO SIGNERS.

It is stated in this connection that the manufacturers who agreed to permit the

Federal Trade Commission to fix the price of news print for six months from March 1, are prepared to stand by their agreement, but that they believe that the reduction in price should only be made to those who signed the agreement with the commission, following their offer, and the subsequent conferences held in Washington to arrange the details.

This is in line with statements made at the time the proposition was put forth to the publishers by Francis J. Heney, special counsel for the commission, who declared that publishers who failed to avail themselves of the opportunity would not be permitted to participate in the distribution at the lower price the commission might fix, and this view is apparently indorsed by those publishers who were parties to the agreement. They seem to feel that those who did not agree to curtail their production, give up 5 per cent of their contract supply for the benefit of the smaller publishers, expecting to derive the benefits without any sacrifice on their part, are not entitled at this time to share in the reduction that will apply.

During the last few days some brokers who have had news print for sale have been quoting lower figures. Ever since the announcement that the product of the Harmsworth mills had been offered to the smaller newspapers, they have shown a disposition to make better rates, and have evinced more concern toward lowering the price than at any time in the past several months.

THOUSANDS OF TONS OF PULP IN STOCK.

There are between 8,000 and 10,000 tons of pulp in storage at the Harmsworth mills, which manufacture their own ground wood and sulphite. Of this

amount, between 2,000 and 3,000 tons consists of sulphite, the chemical fibre so necessary to the making of news print.

Much of this will be available to American conversion mills—that is, mills that purchase their raw materials in the open market, and which has been selling at record prices for months past. It is said that a sufficient supply of mechanical pulp and sulphite will be sold in the United States to enable a number of the smaller mills to run at largely reduced cost, so in this regard at least, there will be a general benefit derived by all who buy news print in the open market.

When the proposition was made by Lord Northcliffe to the Federal Trade Commission, the question of supplying the necessary fuel, and getting the ships in which to move the coal to Lewisport and the paper to this country, came up. In this respect the Federal Trade Commission assisted and there will be no difficulty on that point.

PUBLISHERS PLEDGE FUNDS.

The rapidity with which the American publishers pledged the funds to finance the proposition, is indicative of the efforts that have been put forth by the Paper Committee of that organization in behalf of the smaller publishers. None of the paper to be supplied will be for the larger papers at present supplied. It will all go to the smaller publishers, and regardless of whether they are members of that organization, the distribution to be made through the agency of the Federal Trade Commission. Publishers desiring to participate in the distribution will take the matter up directly with the commission at Washington.

The manner in which the publishers have curtailed their consumption has been far beyond the expectations of manufacturers. The overstocking of the market for paper of grades other than news print, has had the result of throwing a number of machines back to the making of news print. It is stated by a man who is posted, that nearly twenty machines could be placed on news print by the various mills, if need be.

The final report of the Federal Trade Commission is about ready to go to Congress, the Commission holding it until it receives replies from the manufacturers as to when the \$2.50 price will be put into effect.

Publicity Kills Frauds

Griffin McCarthy, manager of the Better Business Bureau, of St. Louis, in a recent address before the St. Louis Bond Men's Club, explained the work of the Bureau as it related directly to the elimination of fraudulent advertising in the financial and investment field. The remedy for financial frauds, he claimed, is publicity. When all the facts in connection with questionable stock offerings are made public, the enterprise dies an early death.

Editorial Suspends

The Editorial, a magazine publication at South Whitley, Ind., edited by John B. Stoll, of South Bend, Ind., has suspended.

Another Daily Goes to 2c.

The Oklahoma City (Okla.) Times, an afternoon paper, has announced that hereafter it will charge 2c. instead of 1c. for street sales. The city subscription price has been increased to 10c a week.

Tell your story in a hundred words so that it will make a man think a thousand.

JONES, HUTCHENS AND RICE BUY MISSOULIAN

Important Montana Properties Pass from Control of United States Senator Jos. M. Dixon to Lester L. Jones, Martin Hutchens, and George C. Rice, Successful Chicago Newspaper Men.

The most important change in newspaper ownership in the Northwest for several years was concluded May 1, when the Daily Missoulian and the Missoula Sentinel of Missoula, Mont., were sold by former United States Senator Jos. M. Dixon to Lester L. Jones, Martin Hutchens, and George C. Rice, of Chicago. Included in the deal were a large job printing, lithograph business, and book bindery.

After many years of connection with Montana politics and journalism, Senator Dixon retires to devote his energies to the development of large business interests in western Montana and Missoula. He has had many political honors from the people of Montana. He was in Congress for two terms and served one term in the United States Senate.

The new proprietors are widely and favorably known among newspaper workers.

MEN OF WIDE EXPERIENCE.

Mr. Jones, who will have charge of the business office of the two newspapers, was formerly publisher of the Chicago Chronicle and for eleven years was vice-president and business manager of Mr. Eastman's Chicago Journal. His confidence in the new enterprise was shown by his recent refusal of the business and advertising management of one of the leading Chicago daily newspapers.

Mr. Hutchens, who becomes editor-in-chief of the Missoulian and Sentinel, was associate editor of the Helena Independent in 1893; afterwards he served on the New York Sun, World, and American. In 1900 he went to Chicago, where he served as the city editor of the Chicago American and Examiner and was managing editor of the Inter-Ocean. For the past eleven years he has been managing editor of the Chicago Journal.

Mr. Rice has had long service with the Chicago Chronicle, Chicago Daily News, and Chicago Journal. He is one of the best-known baseball and sporting writers in the United States.

The Missoulian and Sentinel are well established newspapers, and known throughout the Northwest for their strong independent attitude in dealing with public policies. It is the intention of the new proprietors to maintain the high editorial and business standards of these newspapers as fixed by Senator Dixon.

The development of Montana in recent years has gone ahead by leaps and bounds. Last year when many great agricultural States showed a decrease in wheat production, Montana wheat showed an increase. It has been a prosperous field for newspapers, which sell everywhere for five cents, and thus are able to meet the white paper situation with the increase of circulation in a rapidly growing population.

Chattanooga-Times Advances Price

The Chattanooga (Tenn.) Times has advanced its selling price from 1 to 2 cents daily. Among the reasons given for it is the fact that the increase in the cost of white paper will cost the Times \$40,000 more this year than last.

When a man tells you he doesn't need a cost system, he confesses that his methods are slipshod.

NEWSPAPER MAKERS AT WORK



CHARLES E. CHAPIN.

THEY tell all sorts of stories about Charles E. Chapin, city editor of the New York Evening World. Some of them are amusing as to details, and most of them have some foundation in fact. They are all intended to convey the impression that Mr. Chapin, while he may have heard of it, has never travelled a beaten path. His idea of news is to get it and print it while it is happening—a task to tax the ambition of the most energetic man. But he does it. He is one of those men whose mind is so ordered that he is always prepared for an emergency. It makes no difference what happens, he is ready. On these occasions, he assigns men to the different portions of a story as though he had been previously aware of what was to happen and had thought it out, down to the last detail. This comes because his mind assimilates facts in groups, enabling him to visualize a situation, and then, automatically, focus his attention on the dominant feature—the essential point around which the story centres, and from which he builds in such a way that all the parts will fit, dovetailing into a complete account of any news that “breaks” unexpectedly.

One of the most notable examples of his ability along this line was shown in the case of the burning and subsequent beaching of the steamer General Slocum. The Evening World had an edition on the street telling the story of actual happenings, of the struggling crowd on the decks, the panic, and the loss of life, long before the information reached Park Row through the usual channels. At the moment when every newspaper office in Manhattan was thrown into a fever of excitement, when the first reports came in, there was just one thought in Chapin's mind. It was necessary to locate the burning steamer. The quickest way to reach a distant point in the city, he knew, was by telephone. Within sixty seconds, all of the telephone lines running out of the World office were busy, calling up points along the waterfront. It was only a question of a few moments before he reached the telephone of a man who, from his window, was watching the flaming vessel, with its cargo of human freight. The first thing he ascertained from that man was the direction in which the ship was going, and about how fast it was moving. With that knowledge in his possession, he assigned rewrite men to take the story from the eyewitness, miles away, and within a short space of time had the presses in the World basement churning out a special edition giving details before competitors could get a start, and while more were pouring in over the telephone. His next step was to rush the men, always held in reserve for just such an occasion, to North Brother's Island, toward which the General Slocum was heading. His reporters were, because of the knowledge he had obtained from the eyewitness, the first on the ground. The next step was to ascertain the owners of the vessel, call them up and get all the information possible as to the number who were aboard, and other details necessary to make his story complete—and again the telephone came into play. All these arrangements were worked out in an orderly manner.

Mr. Chapin believes in keeping a large city force, and the wisdom of his method is demonstrated on such occasions as the one described.

His knowledge of New York is almost unbelievable. If he sends a reporter to a given point to get a story, he calculates mentally that it will take him so many minutes by subway, so many by surface car, and a certain number walking. He gives the man so much time, and then his mind goes off on something else, but at the expiration of the time limit he has set, he is waiting for the phone to ring. In this respect, his calculations are seldom wrong.

High salaries do not frighten Mr. Chapin. He believes in them. When he came to the World about—well, quite a number of years ago, few reporters were getting as much as \$50 a week. He began to train them to earn more money. The larger the salary they could command, he argued, the greater would be their value to the paper. Now he has, it is said, the highest-paid city force in the United States. Not counting special men, space writers, and those whose energies are devoted to departmental matter, the Evening World staff numbers close to fifty.

The young man who has had small town newspaper experience, who has

done a little of everything, appeals to Mr. Chapin, for he feels that, no matter what kind of a story that kind of a man may be assigned to, he will come home with the bacon. If the cub who works for the Evening World is ambitious, Mr. Chapin gives him the chance of his young life.

The Evening World's city editor is a stickler for appearances. He believes, and his experience has taught him, that the well-dressed man gets an audience and makes a better impression than the one who is careless. In judging a man, this weighs well in his favor, in Mr. Chapin's opinion. After that, it is a question of making good, and his idea of making good is that the man should get the news—and get it accurately.

Punctuality is Mr. Chapin's hobby. He reaches his desk every morning at seven o'clock. If the clock reads 7:05 or 6:55, the clock is wrong—for Chapin always stops at his desk on the minute. He leaves at two o'clock in the afternoon—again on the dot. Because he is always on time, and keeps his mind going at dynamo speed, he expects and requires everybody associated with him to do the same thing. He rewards those who succeed, and drops those who fail.

They tell a story of a man who came down so late one morning that he was almost in time to go to work the next day. He had been guilty of the same offence a number of times, so he cooked up a dandy story to account for his delay. A woman had been stricken with heart disease—or something, and had dropped in the street, or had been struck by an automobile—anyway, it was a corker of a yarn. The reporter had helped to carry her up 'steen flights of stairs, with the aid of weeping daughters, and so on. The reporter saw that he was making a big hit, so he pled the agony on thick. When he had finished, Mr. Chapin said:

“That's a dandy story—give us a column about it,” and turned to his desk. He had detected the sham at the outset, and he took this means of showing the reporter that nothing short of accuracy could get by with him.

Mr. Chapin is the highest-priced city editor in the United States. He gets a salary greater than that of most large city publishers, and in excess of the profits of many fair-sized newspapers.

If there is a story concealed in a stray item of news—he discovers it at a glance. The reading of an ordinary paragraph may indicate to him that the other man has overlooked the gold mine under the surface. In these instances he is rarely wrong. His method of sending men out on assignments is interesting. To one, he may make suggestions, telling in detail just how to go about it. With another he may throw out a single suggestion, while to a third man he is likely to say, “I think there's a good story behind this. Look it up, will you?” He takes different courses with different men, because he knows them.

He keeps out of the rut by never doing a thing the same way twice. There must be a new angle, a different method, a novel feature, another viewpoint, and it must be original, else he will not touch it.

When he leaves the office he seeks relaxation. He's a fan on baseball and the movies, goes to matinees, takes in a vaudeville show—forgets the work of the day, has a good night's rest, and appears in the city room of the Evening World the next morning at his accustomed hour prepared to grapple with any news story that may break.

Successful merchandising is thoughtful service.

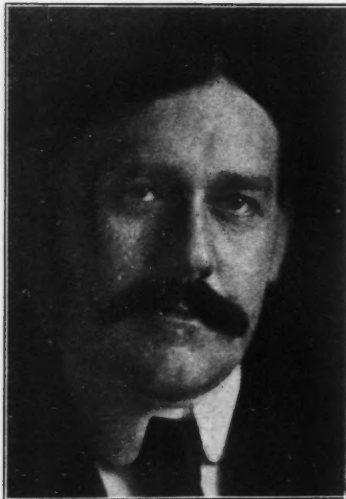
BERRI EXECUTORS TO SERVE WITHOUT BOND

Tribute Paid by Late Owner of the Brooklyn Standard-Union to Men Whom He Named in His Will to Take Charge of His Estate—Executors are Given Unusual Power.

A splendid tribute to confidence and trust is paid in the will of the late William Berri, founder of the Brooklyn Standard-Union, to the men he named to act as executors of his estate. Mr. Berri stipulated that they should not be required to give bond or security "any law to the contrary notwithstanding." Herbert Berri, Robert F. R. Huntsman and George T. Musson are the executors. The estate is reputed to be more than \$1,000,000.

The bulk goes in trust to his son Herbert and his two grandsons, William Herbert and John Walter Berri. Specific bequests to the amount of \$142,000 are made to relatives, charitable institutions and friends, with a trust fund of \$100,000 for the benefit of his daugh-

Standard-Union or his holdings in other publications, but it is known that Mr. Berri owned large interests in a number of trade papers, as well as having hold-



R. F. R. HUNTSMAN.

ings in copper, electric and other companies.

The executors are given unusual power and discretion, and may, in their judgment, do whatever they may consider for the best at any time: The will is dated April 24, 1915.

NEWSPAPER MAN HONORED

Ernest I. Lewis Now a Member of Public Service Commission of Indiana.

Ernest I. Lewis, a special writer on the Indianapolis News, a man who has travelled a great deal and who has specialized in the study of public service corporation problems, has been appointed to the Public Service Commission of Indiana by Gov. James P. Goodrich.

Some of Mr. Lewis's research articles that have appeared in the Indianapolis News are said to be the result of extensive travel and study and have been recognized as authoritative.

Friends Honor Dallam

A farewell banquet was given on April 25 to Frank Dallam, veteran newspaper man, who is leaving the editorial staff of the Chicago Evening American to join the International News Service forces in Washington. Among those present were: Roy D. Keehn, general manager of the Hearst papers in Chicago; Jack Norworth, William McKay, Raymond Hitchcock, Anthony Dahl, Harry Ridings, Robert C. Mehaffy, George Warren, William Clark, Barry McCormick, Jack Little, Wallace Smith, Henry N. Cary, Rollo Timponi, Lewis O'Shaughnessy, William Roddy, and Arthur E. Kaltenbrun.

McCormick's Greeting to Roosevelt

Major R. R. McCormick, editor and publisher of the Chicago Tribune, was one of the speakers at the luncheon given in honor of Theodore Roosevelt last Saturday. "It is entirely proper," said Major McCormick, "that Col. Roosevelt should come to Chicago to deliver his message to the nation at war. The heart of the nation has always been his chief support. As he has always been the leading nationalist, he has found his surest assistance from this, the most patriotic part of the country. It is also fitting that the war speech should be delivered in the section of the greatest war traditions."

HUGH H. THOMSON BUYS RIDGWAY (Pa.) DAILY

Member of The Editor and Publisher Staff Branches Out for Himself, Taking Charge of Evening Newspaper in a Thriving Pennsylvania Manufacturing Centre.

Hugh H. Thomson, who has been associated with the news department of THE EDITOR AND PUBLISHER since last September, has purchased the Ridgeway, (Pa.) Record. The newspaper is one of the best equipped small town publications in the country. It occupies its own building, uses perfecting machinery, and is modern in every respect. It maintains a well appointed job department, and prints a weekly in addition to the daily. Mr. Thomson has inaugurated a number of improvements, and will make more. He states that it will be his policy to keep the Record out of the rut and to give the people of the Ridgeway territory the best newspaper it is possible to print in a town of that size.



HUGH H. THOMSON.

Mr. Thomson has been engaged in the newspaper business for eighteen years, and is well known in New York city, having served practically every daily in the Metropolitan district with the news of Westchester County for a number of years past. He started with the Yonkers Herald, then transferred to the Statesman, after which he organized the County Press Service, with headquarters at White Plains, from which point he served a number of the largest newspapers in New York. He joined the staff of THE EDITOR & PUBLISHER last September.

A few weeks ago he began negotiations looking to the purchase of the Ridgeway Publishing Co., which concern owns the Daily Record and the Weekly Advocate. After investigation, it looked good to him, and arrangements were completed whereby he took over control of the plant May 1st, bringing to it his wide experience in one of the busiest news fields in the United States.

To Help Sell the Bonds

The Chicago Evening Post has established a war-loan bureau, the purpose of which is to furnish information to readers as to how they may invest in the "Liberty Loan of 1917." From more than a dozen States replies have come to the war loan editor from men, women, and children who are anxious "to do their bit." Full details of the manner of issuing the loan, and how to subscribe for it will be sent to all inquirers as soon as they are issued by the Government.

TO PRESENT SWORD TO JOFFRE

Great Public Response to Philadelphia North American Appeal for Funds.

The Philadelphia North American's appeal for funds with which to secure and to present a testimonial sword to Field Marshal Joffre, on his visit next Tuesday to Philadelphia, has met with the greatest representative response ever accorded a public appeal of this nature, with perhaps one exception—that of the New York World's campaign for a base for Barthold's Statue of Liberty, which now all aglow adorns the upper New York Bay. Upwards of ten thousand single subscriptions had been received by Tuesday of this week. It was announced that the North American would stop taking money in a day or two, that the sword had already been purchased, and that Miss Janet Stewart, of the North American staff, was the first and only one to secure an interview with the Field Marshal. Her story appeared in last Sunday's North American.

It is understood that the presentation will be made to Field Marshal Joffre in the historic Independence Hall.

The teachers in all the Philadelphia public schools are teaching their pupils the famous French national anthem, the Marseillaise. It is to be sung in English on the occasion of the presentation.

NEWSPAPERS TO AID IN WAR

Alabama Editors to Give Fullest Support to President in Prosecuting Conflict.

Harry M. Ayers, editor of the Anniston (Ala.) Star, and president of the State Press Association, is touring Alabama in the interest of the convention of the publishers which will be held at Gadsden, May 10 and 11.

"Two big questions will be discussed," he says. "The first will be closer co-operation among members of the Association with reference to cooperative buying on the part of the smaller newspapers, getting better rates on paper and other newspaper essentials that have been advanced in price. The second will be the manner in which the newspapers may best aid the Federal Administration in preparing for the possibility of a long war, and to lend our space and talents to the utilization of all waste space in cities and towns for garden purposes."

GERMANY HOLDS NEWSPAPERS

None Allowed to Leave That Country Without Passing Censor.

No copies of German newspapers are now allowed to leave the Empire without having first been examined by the censor, according to a dispatch from Copenhagen. The measure has been taken, it is understood, to prevent radical and disagreeable news from reaching outside ears.

The new order came to light as the result of a protest of a Socialist member of the Reichstag. Its enforcement has been particularly directed against Socialist and other radical newspapers.

Havana Daily is Suspended

Diario Espanol, a Spanish newspaper in Havana, Cuba, has been ordered suspended by the Government for printing an article on April 28, which was considered an attack against the dignity of Cuba and the United States.

Getting into debt is as easy as falling out of a balloon, and getting out of debt is as easy as falling into the balloon again.



HERBERT BERRI.

er-in-law, Edith Powell Berri and his brother, Eugene D. Berri.

No mention is made in the will of the

Government Statements of N. Y. Papers

The statistical department of the New York Evening Post has issued a circular containing the Government reports filed by New York and Brooklyn newspapers, covering six months' periods—April 1, 1914, to and inclusive of April 1, 1917. Fifteen out of seventeen newspapers show increases in April, 1917, over April, 1916. The increases range all the way from 1 2-10 per cent. for the Brooklyn Citizen to 120 per cent. for the New York Morning Sun. The gains shown are as follows: American 23 per cent.; World, 44 per cent.; Times, 2 8-10 per cent.; Tribune 7 3-10 per cent.; Evening Journal, 6 5-10 per cent.; Mail 2 per cent.; Post 11 per cent.; Sun 9 per cent.; Telegram 3 per cent.; Evening World 6 per cent.; Globe 16 per cent.; Standard Union 10 per cent., and Brooklyn Times 3 per cent.

Medals for War Songs

The New York Herald offers gold, silver, and bronze medals as awards of merit for the best patriotic war songs, words and music, submitted by readers. The competition will close June 15.

If the name on the dotted line happens to be that of a deadbeat, all the work involved in getting the signature represents time thrown away.

SHALL WE PLACE A TAX ON ALL ADVERTISING?

Floyd Y. Keeler Suggests the Creation of a Federal Advertising Commission, Composed of Experts Empowered to Deal with Publicity Problems Arising Out of War Conditions.

By FLOYD Y. KEELER,
Chairman Executive Committee, Association of National Advertisers.

At the present time the layman and the legislator regard advertising as a sort of mysterious extravagance comparable to any luxury on which excise taxes are levied. The rank and file of Congress regard advertising either from the standpoint of the paid press agent who assures their election by more or less devious methods—methods they do not dilate upon; or else they cannot get over the fact that one page in the Saturday Evening Post costs \$5,000.

Advertising may be a luxury to some businesses but as far as the writer's knowledge goes, it has been his experience that advertising, properly used, is the shortest road from raw materials to dividends. Advertising makes friends for the company. It creates good will. Therefore, why levy an excise tax on a potent force which lowers the selling cost and makes economical merchandising possible? It would be just as logical to say that any concern employing salesmen, who were paid more than \$25 per week each, should pay a tax of so much per week on such a salesman's salary.

CANADA FACED SAME PROBLEM.

In Canada, at the beginning of the war, a heavy tax was imposed on all fertilizers. Then, the Government urged the farmers to produce more food stuffs. The farmers came together and showed the Government that it was manifestly unfair to tax anything necessary to production, but offered no objections to the taxing of the harvest. The tax on fertilizers was, therefore, remitted. It seems to me that advertising *per se* occupies exactly the same relation to businesses of all kinds.

Another simile often used is that it would be manifestly unfair to tax seed corn by the bushel rather than the harvest which this corn produced.

A timely suggestion is that a Federal Advertising Commission be appointed or established by act of Congress similar to the Federal Trade Commission. It might even be a part of the Federal Trade Commission. This Commission would be advisory to all branches of advertising for the common good. They would, of necessity, be men competent to judge how great a part advertising played in the manufacturer's problems. A practical illustration of the value of the Federal Advertising Commission could easily be demonstrated. For instance, under the Excess Profits Law, passed March 3, 1917, it is provided that a business producing an income of more than \$5,000 a year shall be taxed at the rate of 8 per cent. upon its net income, where that income exceeds 8 per cent. of the actual capital invested. It makes no provision for good will of any kind and good will generally represents an expenditure for advertising.

A business capitalized for \$1,000,000 and earning 10 per cent. of this capitalization has spent \$2,000,000 in advertising in the last ten years and could probably be sold out for \$1,000,000 today. Yet the capital, trading assets, plant and surplus actually invested is about \$250,000. What will be allowed in this case for good will? Obviously

THE IDEALS OF THE BUREAU OF ADVERTISING

William A. Thomson, Director of the Bureau of Advertising of the American Newspaper Publishers Association, writes authoritatively of "Bureau Ideals."



WILLIAM A. THOMSON.

The Bureau of Advertising wants advertisers to use newspaper advertising intelligently. Universal in its scope, newspaper advertising is the all-powerful medium of consumer appeal. But advertising alone is not sufficient. The sales department must do its work on the dealer and the dealer in turn must turn the demand into sales. And the dealer is won by the big fact of universal appeal, which makes customers through newspaper advertising.

The Bureau of Advertising wants the support of all newspapers in its work of serving all advertisers in behalf of all newspapers. And because one of the chief merits of newspaper advertising is the fact that it can be applied to meet local conditions everywhere, the Bureau has encouraged the collection and dissemination by newspapers of facts and figures showing the advertiser his opportunity in each community.

In further expression of its ideals, the Bureau of Advertising prints and keeps standing the following on all its weekly bulletins:

Every time a newspaper prints a "free reader" or a piece of free publicity, cuts its advertising rate, or grants a secret concession to an agency or advertiser, misrepresents its circulation, maligns a competitor, or knowingly prints an advertisement containing a false statement, it does a direct injury to the entire newspaper business.

(Signed)

THE EDITOR AND PUBLISHER:

You have asked me to write what I conceive to be the ideals of the Bureau of Advertising.

Chief among these ideals is this:

To contribute a few plain facts to the advertising world, rather than add to its host of attractive theories.

Our work has been successful in the same proportion as we have made it square with this principle.

It puts conscience into the development of advertising, because it regards the buyer's welfare as it does the seller's.

It harmonizes with modern business, of which Economy and Efficiency are the keynotes.

It faces Things as They Are, with a cheerful determination to Work for, rather than talk about Things as They Ought to Be.

this good will is absolutely dependent on what has been spent for advertising.

HOW COMMISSION COULD SERVE.

A Federal Advertising Commission could side-track unreasonable taxes on advertising, and because members of this commission would be conversant with advertising, they could pass favorably or unfavorably on the various phases of advertising regulation which are bound to arise out of war conditions.

An advertising commission of this sort would be invaluable to this country after the war is over, because few people realize that in England forty official committees of experts are planning how to get trade after the war; and that advertising is a vital part of their plans. In Lyons, France, a two-million-dollar hotel is to be built and plans are on file with the United States Bureau of Commerce and bids are solicited from firms in the United States. A well known engineering firm in New York city has been asked to prepare plans for the spending of sixty million dollars in Belgium.

Advertising has always been America's greatest merchandising weapon and the best answer to competition.

No firm doing a legitimate business should be taxed twice. Therefore, if advertising is taxed and profits are taxed, it means double taxation. Any tax levied directly on advertising itself would not be a revenue producer—it would be a revenue reducer.

WORCESTER'S NEW CONNECTION

Popular Newspaper Man Becomes General Manager of Riverside (Cal.) Daily.

The Riverside (Cal.) Enterprise, which recently took on the Associated Press service, has been changed from an evening paper to a morning daily, appearing six days each week. The publication of the Enterprise has been placed under the general management of F. W. Worcester, a newspaper man of national reputation. For the past eighteen months, Worcester has been general manager of the Humboldt Standard, Eureka, Cal. He was, at one time, business manager of the Los Angeles Herald. He had charge of the Oakland Herald at the time of the great San Francisco fire, and organized the emergency system that enabled the San Francisco papers to print their issues in the Herald office until they could make better arrangements. J. R. Gabbert, the owner, retains the editorship of the Enterprise, and M. A. Cartright continues as city editor.

Offer Two Summer Courses

Nine weeks' instruction in news writing and reporting will be offered by the Louisiana State University during the 1917 summer school opening June 1 and closing August 3. H. M. Biall and E. Stanley Ott, both of the Louisiana department of journalism will be in charge of the classes.

AGENTS' COMMISSIONS A PERENNIAL PROBLEM

Jason Rogers, who Introduced the Resolutions on This Subject Explains that It Was Not Intended to Become Operative, but to Represent Trend of Opinion on Matter of Agency Compensation.

"Several inquiries from advertising agencies have come to me in reference to the resolution adopted by the American Newspaper Publishers Association, asking what inspired me to introduce it, etc.," said Jason Rogers, publisher of the New York Globe, to a representative of THE EDITOR AND PUBLISHER.

"Inasmuch as I have been credited with introducing the resolution, it is probably best that I explain the matter first hand. The idea came up for discussion as topic No. 81—'Why should publishers pay commissions to advertising agencies for services rendered advertisers—not publishers?'"

"This is and has been a perennial topic, a mere space filler on the programme, something to be trotted out by the chairman to entertain the visiting publishers by impractical discussion by those inclined to the thought that commission is an expense.

"This year it led to a very spirited lot of talk regarding differences in local and foreign rates and fifty-seven varieties of other angles. In the middle of the discussion, I got up on my feet and gave utterance to my views.

"I explained that, as in New York city the bulk of our advertising comes through agents or direct from advertisers on the net basis, we make the same rate on foreign as local, with business taken at the gross rate almost a rarity.

FEES FOR SERVICE RENDERED.

"I stated that in my contact with the larger agencies rendering effective service to their clients, many of them claimed that they could not make both ends meet out of commission allowances, and preferred to deal in net figures with their clients, charging fees for services rendered.

"I stated that, by figuring all advertising earnings on the basis of the net rate, commission to advertising agents would not appear to be an expense. In our own experience on the Globe all advertising is put on the books absolutely as net.

"After I had had my say and others had spoken on the subject, the president appointed J. F. MacKay and me a committee to draw up a resolution expressing the sense of the meeting along the lines covered, which we did.

"It was, of course, understood that the resolution was not intended to become operative, but only to indicate the newspaper viewpoint on the subject as moving parallel with the best thought in the advertising agency business."

Seek \$16,000 Waste Paper

The Teachers' Benevolent Annuity Association of St. Louis has started a campaign to collect, with the help of public-school children, \$16,000 worth of waste paper a year, half of which sum will be given to the American Red Cross and the other half to help support former teachers. Teachers are asked to persuade their pupils each to bring to school an average of one pound of waste paper a week.

Goes to Two Cents

The Chattanooga (Tenn.) Times, one of the oldest one-cent papers in the South, adopted the two-cent price May 1.

INCREASE IN IMPORTS OF NEWS PRINT PAPER TO THE UNITED STATES FOR PAST FOUR YEARS

Charts Prepared by the Paper Committee of the American Newspaper Publishers Association Enable Newspaper Men to Visualize the Amount of News Print Delivered by American and Canadian Mills by Months, and to Make Comparisons with the Corresponding Periods in Previous Years.

Six new graphic charts have been prepared by the Paper Committee of the American Newspaper Publishers Association, to illustrate the imports and exports of news print into and from the United States and Canada, as well as separate totals, deliveries, by months from January, 1913. These charts have been prepared since the adjournment of the A. N. P. A. convention. They visualize to publishers matters about which they have heard a great deal, and present the figures in a manner that may be easily understood.

With the charts printed in last week's issue of THE EDITOR AND PUBLISHER it is possible for a publisher to work out data concerning every phase of the news print question, as regards to price, deliveries, imports, and exports, as well as costs of production.

IMPORTS SHOW AN INCREASE.

Chart No. 1 shows that in spite of the war, the imports of print paper to the United States have shown a steady increase. The months appear at the bottom of the chart, the figures giving the details as to shipments, in thousands of tons, are shown on the sides. Looking at the 1917 figures, it will be noticed that the imports for January, 1917, equalled those of February one year ago,

were in excess of the amount shipped up to the month of March in 1914 and 1915, and were as great as the total consignments received up to and including the months of May, 1913. By following the perpendicular lines from the months at the bottom of the chart, to the points where they intersect the diagonal lines, one has only to glance at the figures at the sides to ascertain the exact amount. By the middle of May, 1916, the imports of news print into the United States aggregated a greater tonnage than arrived at American ports for all of 1913.

Chart No. 2 shows that the exports of news print from the United States for the month of January, 1917, was almost equal to the amount sent overseas for the corresponding period in 1916 and about equalled the shipments up to March of 1913, 1914, and 1915, while by September of 1916 the exports approximated the total exports for 1915. The exports for the first seven months of 1916 equalled nearly all sent abroad during 1913.

Chart No. 3 shows that the exports from Canada for the first three months of 1917 have increased over the amount shipped in 1916, while more paper was shipped by June of 1916 than was shipped overseas by August of 1915 and September of 1914.

The comparison of deliveries of news

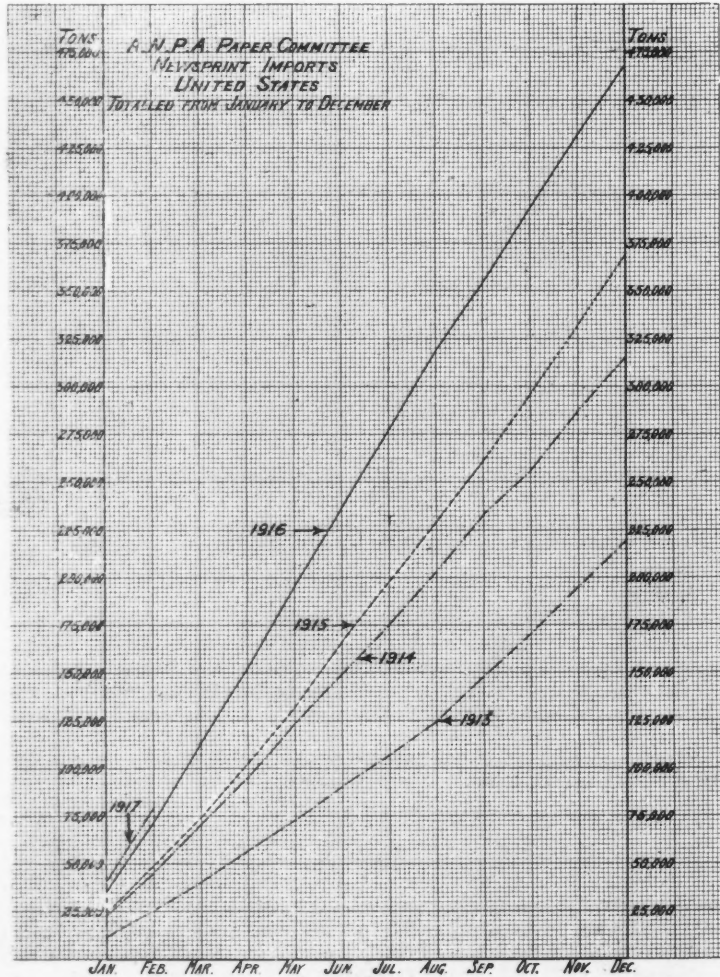


CHART NO. 1.

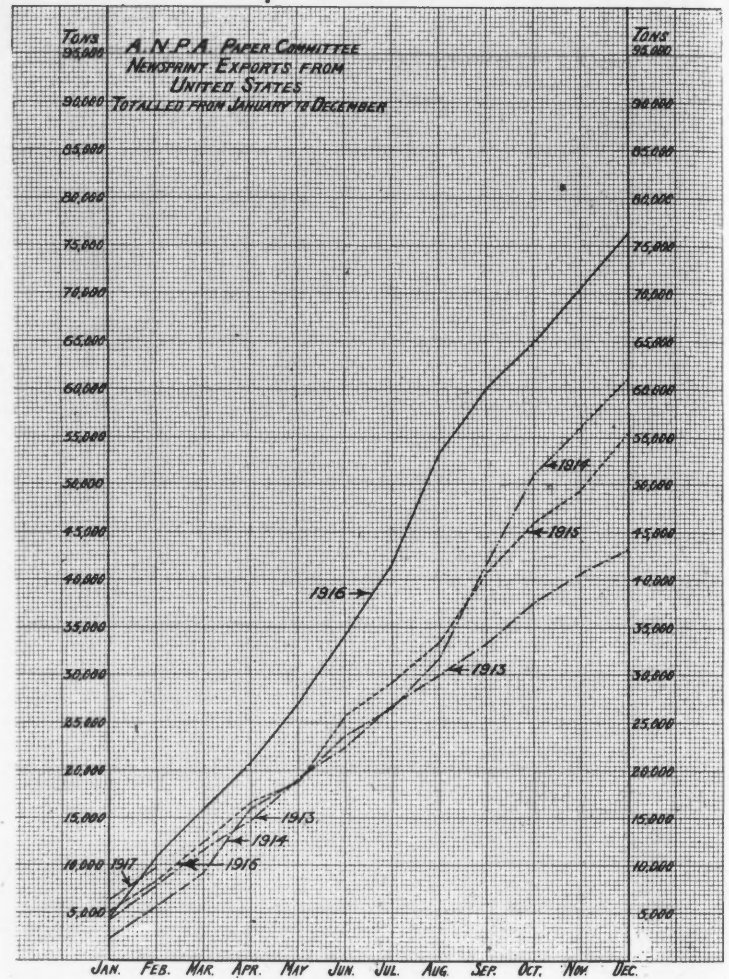


CHART NO. 2.

print paper and hangings (chart No. 4) in the United States and Canada combined, exhibits the information that by February of this year the total was in excess of the year 1913, 1914, 1915, or 1916.

Chart No. 5 gives the comparison of deliveries of news print and hangings in the United States since January, 1913, and indicates a steady rise in deliveries, though to accomplish this reserve stocks were practically depleted. These figures, of course, include hangings, which may be manufactured on machines that turn out news print paper.

Chart No. 6 gives the same information for Canada, that Chart No. 5 exhibits for the United States, and shows proportionately a greater increase in that country than in this, when the total tonnage manufactured is taken into consideration by the time the end of the year was reached, though in August of 1916 the amount delivered was less than during any of the three previous years.

From these charts valuable information may be obtained touching every phase of imports, exports, and domestic deliveries for the years indicated.

of the back dividends of 33½ per cent. by accepting 7½ per cent. in cash, 14 per cent. in 6 per cent. cumulative preferred stock, and 12 per cent. in common stock. As not enough stock has been deposited to make the plan operative, further deposits will be taken up to May 10. Mr. Dodge stated:

"While it is believed favorable earnings will continue throughout this year, it is not possible to predict the future, particularly in view of the increasing cost of operation. All the surplus earnings of last year as well as of this year will be required to meet maturing bonds and for the cash distribution to stockholders if the dividend adjustment plan is carried out.

"Stockholders should remember as soon as normal conditions return sharp competition will again prevail, and while the International Paper Company has every confidence in its ability to meet this competition it is not safe to figure that earnings will be sufficient to more than assure the regular dividends on the preferred stock."

Commends Editor and Publisher Ad

The Bulletin of the Southern Newspaper Publishers' Association comments on the full-page advertisement of Southern daily newspapers now appearing in THE EDITOR AND PUBLISHER, and commends the joint publicity being carried on by the newspapers of the South, setting forth their advantages over other forms of publicity.

A. H. Reagin Retires

A. H. Reagin, who has been auditor of the board of the Tampa (Fla.) Times for a number of years, has retired from active work.

URGES INTERNATIONAL PLAN

President Dodge Asks Stockholders to Approve Adjustment of Back Dividends.

President P. T. Dodge, of the International Paper Co., urged upon the stockholders of that corporation the advisability of approving the plan of adjustment for the back dividends on the cumulative preferred stock, in a statement issued after a meeting of the board of directors Friday, April 27. The plan referred to recommended the payment

NEWS PRINT STATISTICS BY CHARTS PREPARED BY A. N. P. A. PAPER COMMITTEE

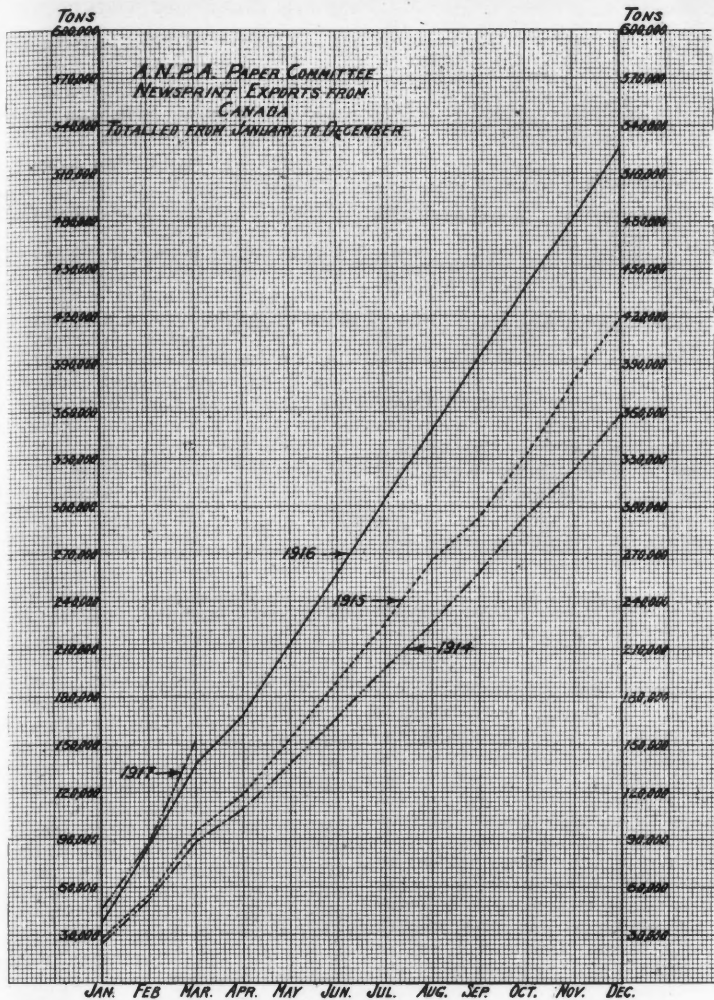


CHART NO. 3.

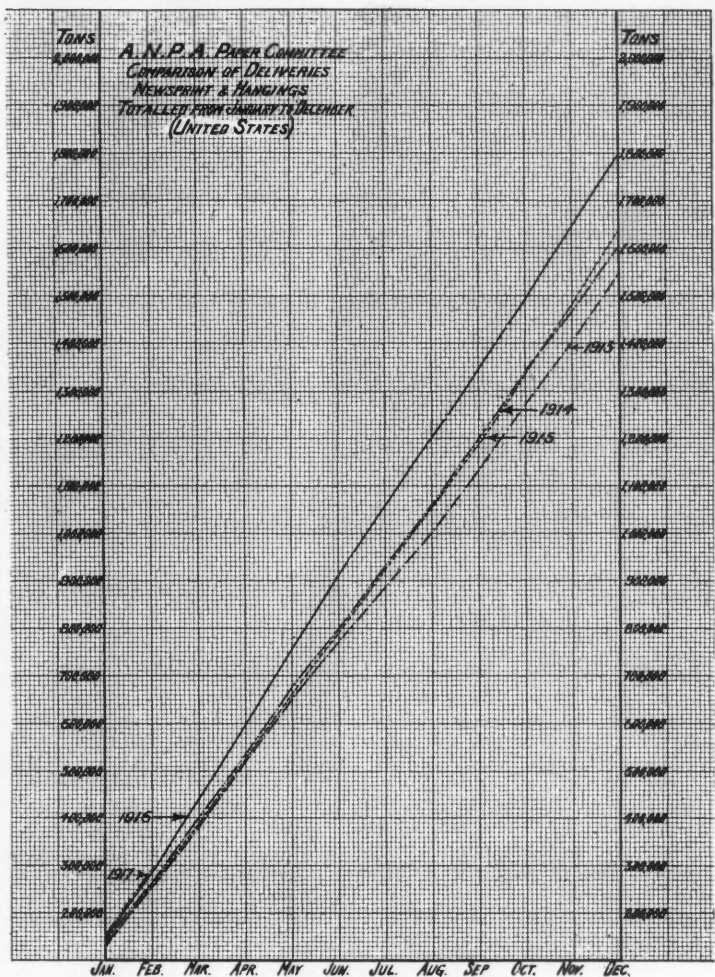


CHART NO. 4.

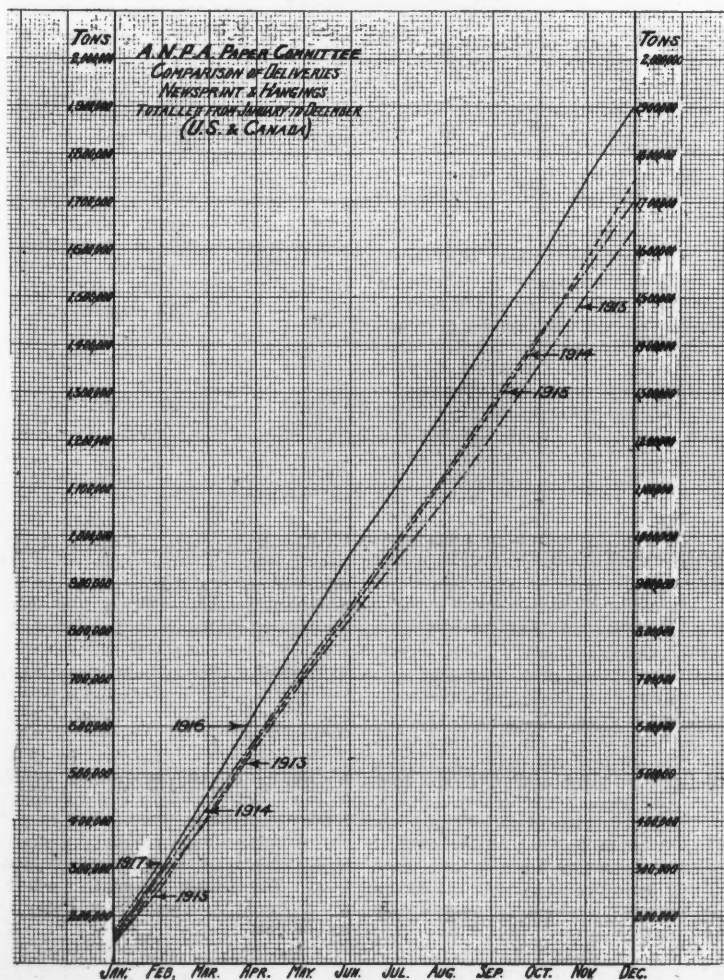


CHART NO. 5.

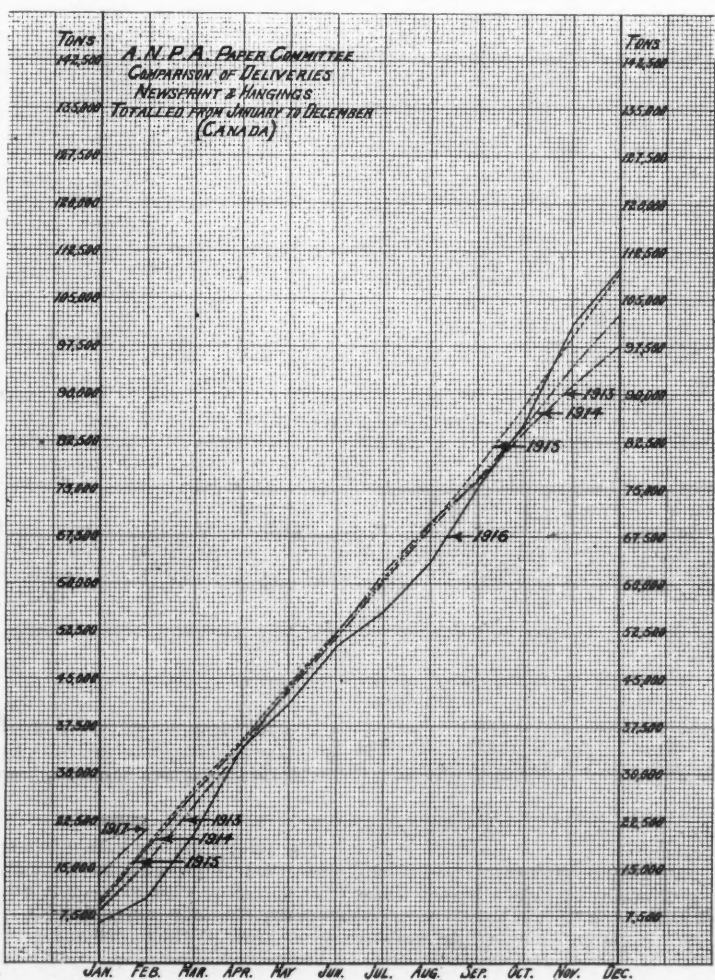


CHART NO. 6.

EDITORS TO GREET WAR CORRESPONDENTS

Men Who Have Been on European Battle Fronts to Address Newspaper Men During Journalism Week, at Columbia, Mo.—Unusually Interesting Programme for the Week.

Journalism week at Columbia, Mo., May 14 to 18 will furnish an occasion for the newspaper men of the Allied nations to get together. Karl Walter, a British journalist, who for a time was a special writer on the Kansas City Star, but who since 1914 has been in the service of the British Empire in France and England, will deliver an address on "British and French Journalism in War Time." Mr. Walter was an eye-witness of the battle of the Somme. France will have her representative in Marcel Knecht, a journalist of Nancy, Lorraine, teacher of English Literature in Nancy University, associated with Le Matin, Paris. He will deliver an address on the "Journalism of France." A Japanese journalist will speak for the journalism of his empire.

A NOTABLE WEEK.

Eight associations will hold their annual conferences at the University during the week. They are: The Missouri Press Association, the League of Missouri Advertising Clubs, the Association of Missouri Afternoon Dailies, the Intercollegiate Press Association, the Women's Press Association, the Missouri Association of High School Journals, the Missouri Writers Guild, and the Association of Past Presidents of the Missouri Press Association.

The Missouri Writers Guild will hold its sessions Monday, May 14. On this year's programme will be: William Marlon Reedy, essayist, journalist, publicist, editor of Reedy's Mirror; Louis Dodge, author of "Bonnie May" and "Children of the Desert"; Lola V. Hays, spiritualist writer and journalist; Mary Alicia Owen, authority upon folklore and Indian legends; Dan Kelliher, writer of magazine stories, and probably Orrick Johns, poet, and Ernest F. Hert, special writer for the Railroad Men's Magazine.

The further programme of the week is divided thus: Tuesday, the "Writing Side of Journalism"; Wednesday, the "Public Service Side of Journalism"; Thursday, the "Business Side of Journalism"; Friday, the "Community Newspaper."

ADDRESSES TO BE DELIVERED.

On the programme for Tuesday will appear:

Oswald Garrison Villard, president and chief owner of the New York Evening Post, on "The Profession of Journalism."

Roy W. Howard, of New York, president of the United Press Associations, on "Handling the World News."

Henry P. Robbins, chief editorial writer on the St. Louis Globe-Democrat, on "The Writing of Editorials."

Curtis A. Betts, legislative correspondent and political writer for the St. Louis Post-Dispatch, on "Political Reporting."

Mrs. Golda V. Howe, editor of the Hunnewell Graphic, on "Rural Journalism as a Field for Women."

Some of those on Wednesday's programme are:

N. A. Huse, vice-president of the American Press Association of New York, on "The Country Editor's Business Chance."

James M. Irvine, of the Curtis Publishing Company, on "The Economic Value of Advertising."

W. D. Boyce, owner of the Indiana

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



WILLARD G. BLEYER.

Director of the course in journalism at the University of Wisconsin who was recently elected secretary-treasurer of the newly organized Association of American Schools and Departments of Journalism.

Daily Times at Indianapolis and the Boyce list of newspapers, on "The Censorship of the Press."

Joseph Pulitzer, jr., vice-president of the New York World and editor of the St. Louis Post-Dispatch, on "The Modern Newspaper in Public Service."

The annual address on "The Newspaper and the Law" will be delivered by Edwin A. Krauthoff, a lawyer of Kansas City.

Thursday's and Friday's programme will include: Charles M. Palmer, of New York city, one of the owners of the St. Joseph News Press and one of the best authorities in the United States on the valuation of newspapers, on "What Makes a Newspaper Valuable."

Henry M. Pindell, editor and owner of the Peoria (Ill.) Journal-Transcript, on "The Business of the Newspaper as an Aid to the Service of the Newspaper."

Henry Schott, advertising director of Montgomery, Ward & Co., former editor of the Kansas City Times, on "The Service of Advertising."

Hugh McVey, of Topeka, Kan., advertising councillor of the Capper Publications, on "Coöperative Advertising Development."

Class in Journalism Edited Telegraph

A recent issue of the Macon Daily Telegraph was edited entirely by the class in journalism of Wesleyan Female College of Macon. W. T. Anderson, president and editor of the Telegraph, states that the edition was quite a success.

The Aderaft Club of Detroit has recommended to the executive committee that immediate steps be taken to get, if possible, the 1918 convention of the A. A. C. of W. for Detroit.

WAR TAKES STUDENTS AWAY FROM COLLEGE

Class in Agricultural Journalism at Ohio State University Disappears When Institution Excuses Men for Farm Service—All Forsake Class Room for Farm.

This is the story of a journalism class—not a city—that was.

With the beginning of the second semester of the present college year, the department of journalism of the Ohio State University announced a course in agricultural journalism. Clarence M. Baker, a graduate of the college of agriculture of the Ohio State University and former student in the department of journalism, was appointed instructor. Seventeen students enrolled.

Just a few days ago the faculty of the university adopted a resolution authorizing the deans of the different colleges to excuse students from further attendance during the current semester, on condition that they devote themselves to agricultural service until August 31, 1917. In all such cases the university agreed to give the student full credit for the year's work. This constituted the university's contribution to the nation's preparedness campaign.

All of the students left the university to return to farms. In a word, placing the university on a war basis resulted in the almost total disappearance of the class in agricultural journalism.

Mr. Baker has arranged to have his students write stories of personal farm experiences and to have these stories sent to him. A mimeographed letter of assignments and comments will be sent to the students on the farms each week. In this way, Mr. Baker hopes to continue the instruction.

All of the students in the class have sold articles since the class started. Among the magazines which have published some of the stories written by the students are: Ohio Farmer, Hoard's Dairyman, Breeder's Gazette, National Stockman and Farmer, Farmer's Guide, Farmer's Review and the Agricultural Student.

With nearly 272,000 farms in Ohio, Mr. Baker believes Ohio State University should have one of the strongest courses in agricultural journalism in the country. Mr. Baker has already set a fast pace for himself and is proceeding rapidly to build up a strong course. His students are enthusiastic about the results obtained in such a short time.

CALIFORNIA SUMMER SCHOOL

Dyment of Washington and Casey of Montana to be in Charge This Year.

The University of California will offer three courses in journalism in its summer session, June 25-August 5. The courses will be: Elementary News Writing, a general reportorial course; Preparation of Newspaper Copy, a course in editing limited to a few experienced persons; The Art of Composition in News Writing, a study of news writing intended for advanced news writers and for high school teachers who decide to adapt news writing principles to the teaching of English composition.

The Art of Composition in News Writing, a general reportorial course; Journalism at the University of Washington. Elements of News Writing will be given by Ralph Casey, assistant professor of Journalism at the University of Montana. The course in editing will be given by Mr. Dyment and Casey in conjunction.

PRACTICAL WORK FOR JOURNALISM STUDENTS

Dr. Melton's Class at Emory University Will Again Assist in Editing an Edition of Atlanta Constitution—Many Former Pupils Now Hold Positions of Importance.

SAVANNAH, Ga., May 3.—For several years Dr. W. F. Melton has been conducting a class in journalism in connection with the senior English class at Emory University. The class has had much success during its period of existence, having sent many men to various departments of newspaper work.

The class takes up, under Dr. Melton's wise supervision, every phase of conducting a newspaper. Personal experiences, either first hand or related by the professor, lend interests to the class periods, as well as do practical exercises to which the class is put from time to time.

Each year the students put out an issue of the Covington News, and the edition making its appearance this week is the venture of the class of 1917. Later in the year the class will be taken to Atlanta, where the pupils will be allowed to assist in getting out an edition of the Atlanta Constitution.

Prominent among the representative men that this class has sent out into the world are the following: Qumby Melton, city editor of the Atlanta Constitution; Cranston Williams, editor and publisher of the Americus Times-Recorder; Richard J. Broyles, on the staff of the Atlanta Constitution; John Outler, in the advertising department of the Atlanta Journal, and Thomas Pierce, who is with the Savannah Morning News.

Student Publications Used

Among the courses given at the University of Michigan is one known as Rhetoric 33, a laboratory course in editorial writing. To give the student an opportunity to see how his work looks in print, the Michigan Daily, the monthly publication and the humor books are used. Students discuss the news of and prospects for the week, at a meeting held on Monday. The class for the rest of the week meets in small groups with student chairmen. Editorial policies are discussed and assignments made. Satisfactory editorials are used by the editors of the different publications.

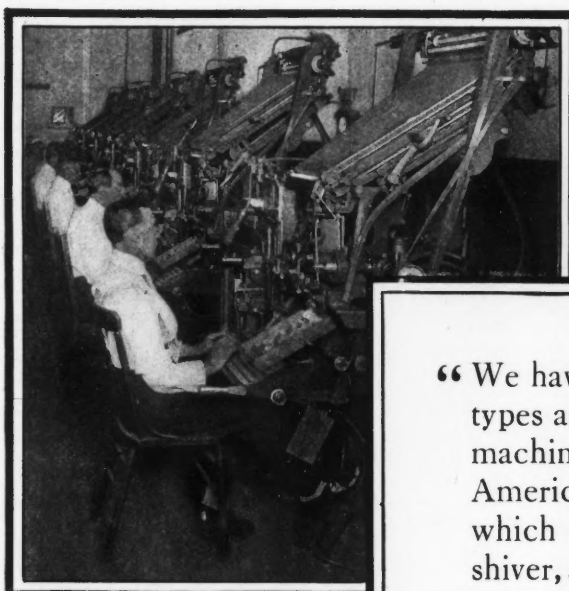
Student Janitors Off to War

The Montana News Bulletin relates that there have been four student janitors on the job at the University of Montana in the Journalism School Building during the course of the year, and every one has enlisted for military service. They are Joe Townsend, jr., Merrill Borland, Alec Swaney, and George Scherek. Various theories have been offered to explain the rush to arms of the student janitors. Some say it comes from reading the headlines and seeing the ads in the newspapers which the janitors file every day.

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

Omaha Bee Reduces Composition Cost
90c a Page with Multiple Magazine



SECTION OF MODERNIZED LINOTYPE
EQUIPMENT OF OMAHA BEE

Multiple Magazine Linotypes reduce magazine changes to the minimum, thus turning idle minutes into productive time—which means more ems an hour at less cost a thousand.

LINOTYPES

Read What They Say:

“ We have thirteen Multiple Magazine Linotypes and claim this battery of composing machines is one of the most efficient in America. Department store advertising which formerly caused us to tremble and shiver, now means no more than ordinary run of copy. Our two Model 14's, in connection with our three Model 8's in the news battery, which we use for advertising work in an emergency, make advertising copy disappear like a June snow after sunrise. By replacing our earlier models with Multiple Magazine Linotypes we are saving approximately 90 cents a newspaper page. ”

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: Canadian Linotype Limited, 35 Lombard Street

JOFFRE ADDRESSED THE NATION THROUGH PRESS

Secretary Lansing Denies that Talk of Great Frenchman was Censored at State Department—French Mission Gave Out Deleted Copy, but Too Late to Prevent Publication of Full Text.

WASHINGTON, May 2.—The statement made by some papers that the address of General Joffre to the newspaper men on Sunday, which was none other than a broadside statement to the world, by the famous general, had been censored when given to the press by the State Department, was most emphatically denied by the Secretary of State. The great value of the Washington corps of correspondents was never more strikingly illustrated than on this occasion, when practically the entire corps was called to the residence where General Joffre is stopping, and the General's statement made to them as to the part America can play in helping the Allies win the war. Every section, and practically every hamlet of the country was represented at this gathering. It was a most memorable occasion and one of striking illustration of the tremendous importance of the large body of newspaper men gathered here, which form the Washington corps of correspondents. Secretary Lansing's statement in part as to the alleged censorship of General Joffre's remarks was:

MR. LANSING'S DENIAL.

"There is absolutely no truth in the intimation appearing in the press that the remarks of Marshal Joffre were censored, expurgated, or altered by the Department of State or by anyone save the French Mission."

It was explained that the State Department merely offered its facilities as to typewriting and mimeographing to the French Mission, that there was absolutely no suggestion of censorship; that the State Department did not change Marshal Joffre's copy and did not propose to do so in the future.

War Department officials were equally explicit in denials that they had censored Marshal Joffre's remarks.

There were intimations that it had been brought pointedly to the attention of the French officials that the plan proposed by Marshal Joffre of sending a raw army to France to be trained behind the trenches was diametrically opposed to the Army General Staff plan of training the new army on American soil before considering the question of sending an expeditionary force abroad.

War Department officials said they had made no suggestion that any portion of Marshal Joffre's statement to the press be censored or toned down, and that they shared with the State Department the view that the French visitors should be given the widest latitude to express to the fullest their views as to the measure of American military participation in the war.

The whole situation which was considered as placing all parties in a false light, was regarded as a misunderstanding, a repetition of which will be impossible in the light of explanations today.

After publication of this address an expurgated account was given out, the copy being deleted by the French Mission. No mention was made of the urgent necessity of sending an American force to France at the earliest moment, but it was said in a general way that Marshal Joffre considered it "of the greatest importance that the American flag should be seen in France."

By the Side of the Road

By Thomas Dreier

"Practically every thing in life is based upon confidence. The great international business affairs of the universe would come to a halt in a day were confidence to be eliminated as a factor in the commercial world. Everything from the very foundation of society up to the highest flights of idealistic speculation hinges upon confidence. Thus the man who cannot be trusted to speak and act truthfully is nothing more or less than a social pariah. The world has no place for him and he soon discovers the fact."
Graham Hood.

ONE TIME THE LATE E. H. HARRIMAN, the son of a minister who became a railroad king, talked to Otto H. Kahn about his wish to be elected to a certain railroad board.

Mr. Kahn said, "I don't really see what use that would be to you. You would be one of fifteen men, of whom presumably fourteen would be against you."

"I know that," answered Mr. Harriman, "but all the opportunity I ever want is to be one of fifteen men around a table."

Is it any wonder that he became one of the master minds of the nation!

"All I ask," said a young man of my acquaintance, "is a chance to be an office boy in an institution. Let me get inside and I will take care of myself after that without any pull or special influence other than my own ability."

One does not have to be chairman in order to dominate a directors' meeting. The power of mind is greater than the power of position.

MY FRIEND WARD HUBBARD told me he wanted to talk to a doctor who was a regular fellow, so I took him out to Cambridge to see Dr. Carleton Potter, one of the finest.

He banged Ward around a little, felt here and there, asked a lot of questions, and then gave him a prescription.

Was it an old-time prescription? It was not.

"All you need to do," said the doctor, "is to exercise regularly. Go and play handball or golf twice a week. Then quit smoking in the morning. I say that with full knowledge of the fact that the best tasting smoke is right after breakfast. Smoke in the afternoon, if you must smoke. Third, drink at least eight glasses of water every day."

Dr. Potter then went on to explain that sensible folks no longer believed that they could get health by drinking something out of a bottle.

"The man who eats nourishing food, drinks plenty of pure water, exercises regularly in the open air, and who doesn't labor under the delusion that it is his business to do all the work in the world at one time will be healthy and happy."

He also told Ward to quit drinking coffee, pointing out that coffee was poison, just as smoking is a poisonous pleasure.

There is nothing mysterious about health. Nourishing food, proper exercise, a happy mental condition—and there you have the secret of it.

You now have the advice for nothing that cost Ward two or three dollars. It will be worth nothing to you, just as it will be worth nothing to

him, unless you take it and use it every day.

A RECENT NUMBER OF Newspaperdom, a weekly newspaper that goes to newspaper men, contained this short paragraph: "Tom Dreier wields a shillalah with much more grace than he does a feather duster. He belongs to the militants and will eventually gravitate there again."

The editor evidently objects to my failure to say harsh things about people who are not acting as he would have them act.

A number of years ago I used to write copy that contained about as much cutting acid per word as the law allowed. But I discovered that the man who goes about criticising all the time, or who lets criticism play a bigger part than constructiveness, is soon disliked so that he cannot accomplish the results he wants.

My own personal belief is that the good will always drive out the evil, and that much more is gained by setting the good things before people than by placing the bad things in positions of prominence.

THIS HAS BEEN A RICH DAY. There was snow falling when we looked out this morning. Then came the rain. We stayed in the house all day and loafed with books and magazines, a fire burning in the hearth all the while. I sometimes amused myself by writing a paragraph or two, not because I had to, but because I wanted to express myself. We did nothing that we did not want to do, and the day was a glorious one. But would it have been what it was if all week we had not been busy doing so many things other people wanted us to do!

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

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

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

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

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

ENTERTAINMENT PLANS FOR NATIONAL EDITORS

After Convention in Minneapolis, They Will Make a Trip to Western Canada, Taking in the Sights En Route—New Rate-Card Plan to Be Submitted—Flat Rate Favored.

The programme for the National Editorial Association, which meets in Minneapolis in July, has been partially arranged. Among the entertainment features will be the presentation of Longfellow's "Hiawatha," in elaborate form, with native Indians in the cast. There will be a boat ride on Lake Minnetonka and a part of a day will be spent at the State University. A day will be spent in St. Paul, where the printers' supply people and the Great Northern will provide entertainment. En route, a day will be spent at Red Wing, former home of H. B. Herbert, the first president of the Association. The special trains bearing the editors from the West, East, and South, it is planned, will be routed through Red Wing.

After the convention, the editors will leave over the Northern Pacific for western Canada, going through Minnesota and North Dakota. It is estimated that it will take five special trains to carry the editors who will participate in the trip. There will be a daily newspaper issued, press dispatches will be received, and it will be a real editors' party in every respect.

WILL CELEBRATE CENTENNIAL.

The editors will celebrate the 100th anniversary of the signing of the Rush-Bagot treaty of 1817, whereby war vessels on the Great Lakes were stripped of their guns, and the era of peace between Canada and the United States was entered upon.

The editorial party will arrive in Winnipeg July 14, and after a visit there, will continue westward one thousand miles to the backbone of the continent.

There will be submitted to the editors a plan for a rate-card, for both weeklies and daily newspaper members of the National Editorial Association, based on the gross inch charge and ranging from 14 cents to 36 cents in the case of the weeklies and from 12 to 27 cents with the dailies. The committee having the matter in charge will recommend a flat rate.

DECLINES CITY POST

St. Louis Publisher, in Refusing Public Position, Makes 70-Acre Gift to City.

G. A. Buder, president of the German-American Press Association, publishers of the St. Louis Times and Westliche Post, has declined appointment as director of public welfare of that city. Mr. Buder, in refusing the post tendered to him, announces that he and his wife, Mrs. Lydia D. Buder, have given to the city seventy acres of ground fronting on the Meramac River, close to Valley Park, to be devoted to public use, as a bathing beach, in appreciation of the honor shown to him by the Mayor in offering him the appointment. Mr. Buder states that he believes that he can render greater public service in his present capacity as president of the Times, the responsibilities of which make it impossible for him to accept other tasks.

Missouri Editors to Gather.

The Northwest Missouri Press Association will hold its annual social meeting at Marysville, April 27 and 28.

The New England Market For Building Materials and House Equipment



After a year in New England a collector of antiques remarked: "I know now why the early New Englanders created and appreciated so much beautiful furniture. The weather compelled them to spend so much time indoors that they had to have nice furniture to live with."

There is a potent grain of truth in this gentle quip. New England weather leads to the purchase of much house equipment that is neglected in other parts. Nearly every New England house has double doors and double windows. Twice as much wood and twice as much glass. Heating apparatus is a matter of vital concern. Many houses have auxiliary heating systems. Everything must be renewed more often.

Construction is sounder. Even the smallest houses have screens and shutters. Roofing and sheathing is more important. Plumbing must be protected more carefully.

All this leads to the purchase of more and better materials for the same amount of building.

Added to this is the higher standard of living in this community, due to its industrial prosperity and inherited wealth. In addition to dwelling houses, there is a continual building of factories and other business buildings. This is an industrial community and more than 80 per cent. of the people live in cities and towns.

Many successes have resulted from advertising building materials and house equipment in New England daily newspapers. But the biggest rewards are still to come. There is a rich field and high-grade daily newspapers will carry your message to all the people who build and own homes.

Advertise in New England Daily Newspapers

By Paul L. Lewis

MASSACHUSETTS.			
		Net Paid	
		Circulation	2,500 10,000
			Lines Lines
Boston American (E)		380,291	.40 .40
(S)		321,483	.35 .35
Boston Globe (ME)		256,829	.30 .30
(S)		302,592	.35 .35
Boston Herald-Traveler (ME)		*196,794	.28 .25
Boston Journal (M)		*58,921	.16 .125
Boston Post (M)		478,970	.45 .45
(S)		344,303	.35 .35
Boston Record (E)		41,961	.12 .12
Boston Transcript (E)		30,455	.18 .18
Fall River Herald (E)		7,960	.02 .02
Fitchburg Sentinel (E)		5,107	.0215 .0172
Lynn Item (E)		*13,227	.054 .0357
Lowell Courier-Citizen (ME)		16,409	.035 .035
New Bedford Standard & Mercury (ME)		21,631	.04 .04
Pittsfield Eagle (E)		12,502	.0228 .0178
Salem News (E)		18,935	.03 .03
Springfield Republican (M)		15,055	} 36,758 .09 .06
Springfield News (E)		21,703	
Springfield Republican (S)		18,116	.065 .04
Springfield Union (MES)		31,511	.08 .06
Worcester Gazette (E)		26,816	.06 .045
Muss. totals,		2,621,571	3.4083 3.2257
		Population, 3,605,522.	
RHODE ISLAND.			
Providence Bulletin (E)		51,662	.09 .09
Providence Journal (M'S)		25,355	.0708 .0708
Providence Tribune (E)		23,473	.06 .05
Woonsocket Call-Reporter (E)		*11,542	.0428 .0285
Rhode Island totals,		112,032	.2628 .2385
		Population, 591,215.	
MAINE.			
Portland Express (E)		22,462	.06 .045
		Population, 762,787.	
VERMONT.			
Burlington Free Press (M)		10,184	.025 .0179
		Population, 361,205.	
CONNECTICUT.			
Bridgeport Post-Telegram (ME)		31,451	.075 .055
Danbury News (E)		6,205	.0118 .0118
Hartford Courant (MS)		19,261	.06 .04
Hartford Times (E)		27,413	.06 .06
Meriden Journal (E)		*4,897	.025 .0143
New Haven Times-Leader (E)		†17,322	.045 .035
New London Day (E)		9,078	.0285 .02
New London Telegraph (M)		*3,750	.0086 .0071
Norwich Bulletin (M)		9,286	.04 .02
Connecticut totals,		128,663	.3539 .2632
		Population, 1,114,756.	
		*1916 Government Circulation Statement.	
		†Publishers Statement.	

RULES FOR CENSORSHIP ARE IN PREPARATION

After Espionage Bill Becomes a Law, Washington Newspaper Correspondents Will Co-operate with Government Authorities in Formulating Reasonable Regulations.

WASHINGTON, May 2.—Censorship is of paramount interest in Washington this week. Both Houses of Congress are considering at the same time, though separate bills, espionage measures which contain sections dealing with censorship. The two Houses have practically the same idea in view, though expressed in different language. The legislation on censorship will undoubtedly be passed by both Houses before the end of this week and will be thrown into conference and before it is finally acted upon the two Houses will have adjusted their differences. Censorship regulations, as contemplated by the Bureau of Public Information of which George Creel is chairman, are yet in preparation. As has been stated by Mr. Creel, these regulations will not have in view the idea of putting a machine on a man's shoulder to indicate to him what he must not write, but will be promulgated with the view of working shoulder to shoulder with the newspaper men of the country. The Bureau of Public Information has in mind the development of good stories which are now slumbering in the several departments, and which it is impossible for newspaper men to get, owing to the stringency of rules in force. Mr. Creel wants it known that the Bureau of Information, which will have charge of censorship, will be operated with the idea of helping and not hindering the newspaper men. The regulations in preparation will be first submitted to the Standing Committee of Washington Correspondents, of which Gus Karger is chairman, for approval and suggestions, before they are finally promulgated. The self-imposed regulations by the newspaper men are working admirably. For instance, no newspaper man would think of mentioning the boat on which former Senator Root, now head of the Russian Commission, is to sail, or the date or hour of its departure. Such matters, every newspaper man realizes are not for publication, and no other matter which would give aid or comfort to the enemy, will be published knowingly.

SENATE CENSORSHIP PROVISION.

The Senate provision on censorship reads as follows:

"Whoever, in time of war, with intent that the same shall be communicated to the enemy, shall collect, record, publish, or communicate, or attempt to elicit any information with respect to the movement, numbers, description, condition, or disposition of any of the armed forces, ships, aircraft, or war materials of the United States, or with respect to the plans or conduct, or supposed plans or conduct of any naval or military operations, or with respect to any works or measures undertaken for or connected with, or intended for the fortification or defence of any place, or any other information relating to the public defence or calculated to be, or which might be, directly or indirectly, useful to the enemy, shall be punished by death or by imprisonment for not less than thirty years; and whoever, in time of war, in violation of reasonable regulations to be prescribed by the President, which he is hereby authorized to make and promulgate, shall publish any information

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE

WOULDN'T IT MAKE YOU MAD?—

AFTER YOU HAVE PUT YOUR DRAWING IN YOUR DESK AND LOCKED IT UP, AND PLANNED TO FINISH IT THE NEXT DAY, SUNDAY,



—AND THE NEXT DAY, SUNDAY, YOU COME THIRTY MILES TO TOWN TO FINISH YOUR DRAWING,—



—AND IT BEING SUNDAY THE ELEVATOR IS NOT RUNNING AND YOU CLIMB UP FIVE FLIGHTS OF STAIRS,—



—IF YOU DISCOVER YOU HAVE LEFT THE KEY OF YOUR DESK AT HOME? WOULDN'T IT BUMP YOU?—



with respect to the movement, numbers, description, condition, or disposition of any of the armed forces, ships, aircraft, or war materials of the United States, or with respect to the plans, or conduct of any naval or military operations, or with respect to any works or measures undertaken for or connected with, or intended for the fortification or defence of any place, or any other information relating to the public defence calculated to be useful to the enemy, shall be punished by a fine of not more than \$10,000 or by imprisonment for not more than ten years or by both such fine and imprisonment: Provided, That nothing in this section shall be construed to limit or restrict, nor shall any regulation herein provided for limit or restrict, any discussion, comment, or criticism of the acts or policies of the Government or its representatives, or the publication of the same."

THE HOUSE PROVISION.

The House provision is as follows: "Section 4.—During any national emergency resulting from a war to which the United States is a party, or from threat of such a war, the President may, by proclamation, declare the existence of such emergency, and, by proclamation, prohibit the publishing or communicating of, or the attempting to publish or communicate any information relating to the national defence, which, in his judgment, is of such character that it is or might be useful to the enemy. Whoever violates any such prohibition shall be punished by a fine of not more than \$10,000 or by imprisonment for not more than ten years or both: Provided, That nothing in this section shall be construed to limit or restrict, any discussion, comment, or criticism of the acts or policies of the Government or its representatives or the publication of the same."

While the Censorship Bureau of the

Government contemplates placing newspaper men in charge of stations which may be established all over the country, no definite steps will be taken along this line until regulations in preparation are finished and heralded.

NEW A. N. P. A. MEMBERS

Additional Names Added to the Active and Associate List of Members.

The following newspapers have been elected to active membership in the American Newspaper Publishers Association: East Liverpool (O.) Tribune; Harrisburg (Pa.) Patriot; Portland (Ore.) Telegram; Richmond (Va.) Evening Journal; Bridgeport (Conn.) Post-Telegram; Springfield (Mo.) Republican; North Adams (Mass.) Transcript; Camden (N. J.) Post-Telegram, and Grand Rapids (Mich.) Herald.

New associate members elected are: The Kokomo (Ind.) Daily Tribune; Washington (Pa.) Observer; Sioux Falls (S. D.) Argus-Leader; the Alliance (O.) Review; Huntington (Ind.) Press, and the Owensboro (Ky.) Inquirer.

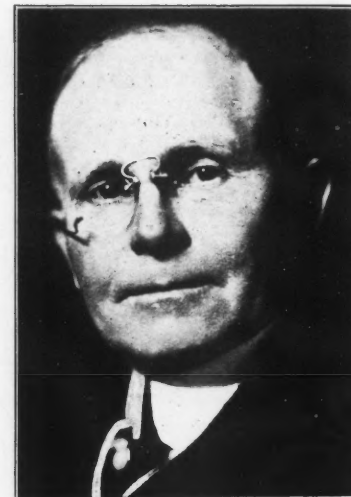
Boston Press Club Favored.

Boston, May 2.—Having decided that liquor is not sold for profit at the Boston Press Club the Excise Commission put the lid tight on several all night clubs, yesterday, but allowed the Press Club to keep right on selling John Barleycorn. Even the really and truly exclusive clubs, like the Somerset, Union and Algonquin, must close their bars at 1 A. M. In a statement issued to the press the members of the Excise Commission said that, inasmuch as many morning newspaper men are members of the Press Club, it would be unfair to take away the right to sell liquor twenty-four hours a day, a privilege the club has enjoyed for over thirty years.

OPPER KNOWS AVERAGE MAN

That Is Why He Portrays Common People So Well.

When it comes to portraying the problem of the common people, Frederick Burr Opper backs them all off the board. There's a human touch to his cartoons. He reaches the man in the street—and he hits the man in the plush chair who makes the problem of



FREDERICK OPFER,

Photo copyrighted by Pirlie MacDonald, New York

the m. i. t. s. harder. Some men break into the cartoon world with an axe, a few have the honor forced on them, and the friends of countless others insist that it's a gift. It just comes naturally to Opper. He can't help it. Always, with a cartoonist, there is a something of the picture maker's personality shown in his work. In this respect Opper is no exception. Look at his delineation of the "Common People" and then at the cartoonist's photograph, and you'll catch the resemblance.

He tells the story in pictures as it appears to him, for he places himself in the position of Mr. Average Man. This is Opper's strong point. Back of the humorous side there is the serious aspect running through all of his cartoons, for he illustrates every-day problems in an understandable manner. While he has been in the business since 1877, he is one of the few who improves with age. He gets better all the time. He was with Leslie's from 1877 to 1880, made the readers of Puck laugh from 1880 to 1899, since which time he has kept the subscribers of Mr. Hearst's newspapers wondering what he will do next.

Press Club Flag Raising

Boston, May 2.—In the presence of a distinguished gathering of men a large flag will be thrown to the breeze from a staff at the Boston Press Club, Saturday afternoon at one o'clock. Mayor Curley, Commandant Rush of the Charlestown Navy Yard; Governor McCall, Major-General Edwards, commander of the department of the Northeast and other widely known men having signified their intention of being present. Nearly all the Boston newspaper publishers have accepted invitations to be present. Sidney G. Wall, a well known member of the Press Club, is chairman of the committee of arrangements. Before the flag is raised a luncheon will be served the guests of honor in the club rooms. There will be a large military escort from the Navy Yard, several companies of marines having a part in the exercises.

EVENING POST REPLIES TO GERARD'S CRITICISMS

Ex-Ambassador's Charges of Pro-Germanism, Made at Banquet of A. N. P. A., Draw Scathing Rejoinder from Publisher Emil M. Scholz—Patriotism of Newspaper Above Question.

Assertions by James W. Gerard at the annual dinner of the American Newspaper Publishers Association Thursday night of last week, that the New York Evening Post was German in sympathy and ownership, brought a vigorous reply from that newspaper, which editorially denounced the statements of the former Ambassador as "slander, libel, and falsehood." It pointed to its record of 116 years as proof that it is not only not pro-German, but "heartily and loyally pro-Ally," and said that its proprietors without exception "were born American citizens, and they are loyal American citizens."

The clash grew out of a discussion of the then pending conscription bill which Mr. Gerard favored and which the Evening Post opposed.

Only his respect for the proprietors, said Emil M. Scholz, publisher of the Evening Post, in a reply made on the floor of the convention the next day had restrained him from making an instant answer to Gerard's assertions.

Interviewed by THE EDITOR AND PUBLISHER as to his statement to the convention, Mr. Scholz said: "I made a statement regarding the unjust attack of Mr. Gerard on the Evening Post. The attitude I took is best explained in Friday's editorial in the Evening Post in which Gerard is plainly called a liar. The Evening Post is not German-owned or German-managed, and more than that the stockholders are American born. The affair was discussed and it seems to be the general opinion that Mr. Gerard had very bad taste in selecting that place for his remarks and in what he said."

The editorial referred to by Mr. Scholz, breathing righteous indignation in every line and marked by traditional dignity, poise, and restraint stated that the term "volunteer" had been used in the German sense (Freiwillige), defined in Meyer's "Konversations-Lexikon" as "those military individuals who, in contrast to the drafted men, enter the army or navy of their own free will. The volunteers are for one, two, three, and four years." "The Freiwillige," said the Evening Post, "are volunteers in the sense that they are young men of higher education who, instead of waiting for the usual call to the colors in the twentieth year, offer themselves for the service at the completion of their seventeenth year and pay their own way through the period of service. He cannot deny that there were a million German volunteers—untrained men—at the outbreak of the war."

MR. GERARD WANTED TO MAKE A POINT.

To a World reporter Friday night, Mr. Gerard said: "I said last night all that I cared to say. The people of this country have little realization of what war means. I wanted to make a point and did so."

"Which is, of course, quite a sufficient reason," comments the Evening Post, "why a gentleman and an Ambassador should resort to slander, libel, and falsehood."

In an editorial entitled, "No Teutonism in the Evening Post," the Brooklyn Eagle of Sunday declared that Mr. Gerard had been misinformed and should apologize.

Speaking Tuesday night at the dinner

of the Economics Club at the Astor Hotel, Mr. Gerard said that he had occasion to oppose those who were opposing the conscription bill, but he wished to make plain that he believes that those who were opposing it were, of course, acting sincerely.

There have been no further developments in the episode which was precipitated by an uncalled for attack on a newspaper which for 116 years has been honorably identified with the highest traditions of American life and journalism.

PUTNAM CO., FLA., ADVERTISING

J. R. Murphy, Chairman Emergency Committee Planning Ad Campaign.

Florida is getting a lesson in the value of advertising through the campaign for greater food production that James R. Murphy is conducting for the Board of Commissioners of Putnam County.

Mr. Murphy, who was for many years associated with Jos. P. Day, New York's realty expert, in various positions from office boy to advertising manager and general manager, is taking a leading part in carrying President Wilson's appeal for more food stuffs to the farmers of Florida. Mr. Murphy attended the Cut-over Land Conference of the South in New Orleans in April, as president of the Associated Land Development and Colonization Interests of Florida.

At a special meeting of the Board of County Commissioners of Putnam County held at Palatka, Fla., he made a very strong and patriotic appeal to them to appropriate money for an advertising campaign to urge the farmers to extend their operations and to organize the interests of the country to aid them in harvesting and marketing their crops. He offered his own services without cost and placed the facilities of his office at the disposal of the Commissioners.

A substantial sum was appropriated and Mr. Murphy was made chairman of the emergency committee in charge of the campaign. The result is that Putnam County has set the example for the State of Florida in its efforts to meet the demands of the country for more food supplies.

Mr. Murphy's experience as advertising manager for Mr. Day is proving valuable for the county. He has also the assistance of his advertising manager, M. P. Walsh, formerly real estate editor of the New York Herald. Besides running half page copy in all of the county papers he is circularizing the farmers through the mails. One of his pamphlets is headed "Shortage of Food Crops Not a War Scare, But An Alarming Fact." Another, directed especially to the women, is entitled "An Appeal to the Women of Putnam County, Your Patriotic Duty to Eliminate Waste and to Conserve all Food Supplies."

NOT GUILTY PLEA STANDS

Demurrer Not Filed by Paper-Makers, and Date of Trial Is to Be Set.

The news print manufacturers who pleaded not guilty to an indictment by a Federal grand jury, charging them with having entered into a conspiracy in restraint of trade and commerce, did not file a demurrer last Monday. They were given until that time to answer or change their plea. Not having done so, the plea of not guilty will stand, and the next procedure will probably be the setting of a date for trial.

25 YEARS CONTINUOUS SERVICE

TO

Advertising Agents, Newspapers, Periodicals, Book Publishers, Art and Commercial Printers

Half Tone Plates

Line Etchings

Two, Three and Four Color Plates

Multi Color

Benday Plates

Expert Retouching

Illustrating

Commercial Designing

Electrotypes

Stereotypes

Quality Work

Right Prices

Prompt Service

Manhattan Photo Engraving Co.

251-253 William Street

New York

EDITORIAL

NORTHCLIFFE STRIKES AGAIN FOR THE FREEDOM OF THE PRESS

THE news print situation is rapidly clarifying. Events tending to assure a restoration of a competitive market, with a reasonable supply assured to publishers, follow each other in quick succession.

The sentiment in favor of strengthening the powers of the Federal Trade Commission, as a war measure, grows. It is generally recognized that the present muddle, in which newspapers find themselves on uncertain ground in regard to both prices and supplies, would have been avoided if the Commission had been clothed with power to enforce its rulings.

A rift in the cloud of uncertainty comes with the announcement that the output of the Northcliffe mills in Newfoundland is to come to the smaller publishers of the United States. This additional source of supply will end, in large measure, the artificial shortage, and will serve to reestablish something like normal market conditions in this country.

Lord Northcliffe, in thus coming to the rescue of sorely harassed American publishers, has once more demonstrated that he is one of the world's greatest citizens. He has shown a giant's strength, a sage's wisdom, and a Spartan's courage in fighting for and assuring to Great Britain, under the stress of a war for the existence of democratic institutions, a free press. With the press of America menaced by the disorganized paper market, the world's greatest publisher steps into the arena and strikes a blow for the freedom of the press which will rank, when the records are written, as one of the decisive events of these momentous times.

We have been accustomed to using the phrase, "hands across the seas." Northcliffe has given to the phrase concrete value and splendid significance. Fortunately able to do much, he has generously done all that he could do. He has earned the plaudits and gratitude of all Americans—for he has served all Americans.

ABANDONING THE LOSING PRICE

IN the early days of the disturbances in the news print market THE EDITOR AND PUBLISHER did not hesitate to predict that the end of the penny newspaper was in sight—for, under mounting costs of publishing, it had ceased to be an economic possibility.

The publishers of the country were slow to realize the necessity for abandoning the losing price. The logic of the situation has been made clear to them by the progress of events, but local rivalries and other considerations have induced them to delay the inevitable; hence, we still have penny newspapers in a majority of the larger cities.

It is highly significant that when General Agnus introduced his resolution last Thursday, at the A. N. P. A. convention, fixing two cents as the standard price for American newspapers, the resolution was quickly adopted.

Newspapers cannot sell for a sub-standard price if they are to maintain a full-standard quality.

There have been no material losses of circulation in cities where the two-cent price has been adopted—and circulation revenues have been greatly increased. Publishers in such cities as Philadelphia, Pittsburgh, and Buffalo deserve great credit for having demonstrated to all publishers the feasibility of the advance in price.

To adhere to the penny price is to ride straight to disaster. To permit one publisher in any city to impose upon his fellows a ruinous policy is folly. If, in any city, all publishers cannot act together, the headstrong course of the minority should not govern.

APPRECIATION OF COMMISSION'S WORK

THE members of the A. N. P. A. did well to express, by resolutions, their appreciation of the efforts of the Federal Trade Commission to relieve the intolerable conditions of the news print market. To those who have kept informed as to the activities of the Commission, through reading the record, week by week, in the columns of THE EDITOR AND PUBLISHER, the conviction must have come, long ere this, that the members of this board

THE arms are fair when the intent of bearing them is just.—Shakespeare.

were intent upon performing a great public service. That the full fruit of this service should not have been garnered is due to the fact that the Commission has had no legal authority to enforce its rulings. The fact remains that the commissioners have worked faithfully, tactfully, and in a spirit of absolute fairness to all interests concerned, and that with augmented powers, which the Congress should be urged to grant, they will be able hereafter to render to the public, service of incalculable value, not merely in the matter of protecting the newspapers from oppressive prices for paper, but in protecting the people at all times from unfair and unjustified charges for commodities in general.

THERE may have been a few publishers among those who journeyed to New York last week who were in doubt as to the value of the work accomplished by the Paper Committee of the A. N. P. A. It is safe to say that not one of these carried such doubts home with him. A majority of these publishers had not before had an opportunity to get acquainted with A. G. McIntyre, the special representative of the committee, nor to secure a close-up view of the lines on which the committee has been working. They found in Mr. McIntyre a man whose personality and whose ideas carry equal conviction—a man with complete technical information about every phase of paper making and marketing, and who has made this information count for service to all publishers. They were deeply impressed with the report of the Paper Committee, and with the fact that its activities are not for a passing period, but for the restoration of a permanent competitive market. The committee should have, from now on, the financial support of all publishers who believe in sharing the burden of a work which is for the common good.

THE thought of the advertising men of the nation turns now to the big A. A. C. W. convention in St. Louis in June. It is needless to point out that many men believe that the topic which is scheduled to dominate all of the meetings—that of the way in which advertising reduces the costs of commodities—has not been happily chosen at a time when all commodity costs are increasing. That price-increases are not due to the cost of advertising, but are modified through the service which advertising performs in all selling tasks, should be made luminously plain in the proposed discussions.

IT is quite possible that the patriotism of the people will solve the Government's bond-selling problem up to a certain point. But the offering is the largest ever made, and its complete success must come through the support of all the people. The investment must be made attractive, and must be so advertised that it will draw the hoardings of the over-cautious from their hiding places, and divert from less safe investments the savings of the prudent. The bond sale is a business task, and the experience of our Allies shows us the proper way.

ALL men in the know—all men who are in a position to interpret the trend of events—agree that the war period should afford a stimulus to all legitimate business, and that it should bring about greatly increased use of advertising space. The newspapers face increased costs of publishing, of course; but the prospect is bright that these costs may be more than met by increased revenues. Advertising in the newspapers is to solve national problems, as well as private business problems.

The excellent photograph of the Hon. Joseph H. Choate, printed in last week's issue of THE EDITOR AND PUBLISHER, is copyrighted by Underwood & Underwood. That of Judge Peter S. Grosscup was used through the courtesy of the New York World.

A NEWSPAPER FOR THE MAKERS OF NEWS-PAPERS

THE EDITOR AND PUBLISHER of last week consisted of seventy-two pages—a trade newspaper, of the physical character of a periodical, but edited and published under pressure such as prevails in the issuing of daily newspaper "extras."

There were, unavoidably, some minor lapses. But the important fact stands unassailable—that, in this great issue alone was to be found a complete news record of the two big conventions.

Time was when a trade newspaper, in this field, was hardly expected to accomplish more than to give a few side-lights on such events as these, with scattering reports of addresses and of proceedings. To have covered the news of last week in last week's issue, and to have overcome the obvious obstacles, producing a pictorial and textual review of the two conventions which will stand as the record of a momentous week in the history of American newspapers, is to have rendered the brand of service to which this journal is committed.

It is a big task to make a trade newspaper worthy of the field in which this journal labors. Our friends believe that THE EDITOR AND PUBLISHER has shown a proper appreciation of that task, and that we may be justified in offering in evidence the issue of April 28.

THE FIRST BATTLE WITH AUTOCRACY

AUTOCRACY always carries the fight into the very citadel of democracy. When the United States entered the lists in this world war, pledging the national resources to the task of making the world safe for democracy, autocracy at once adopted its ancient expedient of urging its services upon its adversary.

We were assured that the principles of democracy must be set aside, and those of autocracy adopted, if we were to wage a successful war. We must forget, for the period of the war, that the freedom of the press is guaranteed by the constitution—and we must place upon the press exactly those restrictions, which, in either peace or war, rob the newspapers of either power, influence, or usefulness in countries under autocratic rule.

The perils to a democracy are not all outside its own house. Many people, living under a free government, retain an inheritance of the old order—a predilection toward tyranny. Give them a pretence upon which to found their action and they proceed to set aside the principles of free institutions and to replace them with the discarded dogmas and policies of systems in which might makes right and the will of the ruler is the law of the people.

Certain of our officials and law-makers have contended that, in the present crisis, democracy should be policed and safeguarded by autocracy; that a free press must be curbed and gagged by restrictions which would destroy its power of service to the nation under the pretence of merely checking the irresponsible or unpatriotic.

The crusade of reactionaries in our Congress for the illegal limitation of press freedom has failed. The President himself, while approving of censorship provisions to which all newspaper men may subscribe, disavows any purpose to have such legislation afford a shield from criticism. Patriotic Senators, such as Lodge and Borah, have fought the reactionaries at every step of the way, and have brought the people of the country to a sharp realization of the peril confronting press freedom. The publishers of America have spoken, in terms according fully with the public sentiment, as voiced in this newspaper and in hundreds of other newspapers, warning the Congress that the press needs no autocratic curb and will submit to no violation of its constitutional guarantee.

The newspapers of the United States will help to win the war. They will afford neither comfort nor information to the enemy. Nor will they need or submit to coercion, dictated by purely selfish official motives and masquerading as public necessity. Democracy does not thrive under autocratic regulation.

NEW YORK.—Arthur Brisbane, editor of the New York Evening Journal, has been visiting in Atlanta, combining business with some golf and grand opera.

George Wheat, for six years a member of the staff of the New York Herald and one of the best-known newspaper men in New York, has resigned to accept a position in the Naval Censorship Bureau in Washington with the commission of second lieutenant.

Donald Clark has resigned as a reporter with the New York World and has accepted a position on the rewrite desk with the New York American.

Sidney Richardson, well known as a writer on Mexican subjects for the New York Herald, has been commissioned a captain in the Army Reserve Corps and will enter the training camp at Plattsburgh. He accompanied Pershing's expedition into Mexico for the Herald and was present for that newspaper at the occupation of Vera Cruz.

James H. Hare, war photographer for Leslie's, is now at El Paso taking photographs of the army there and will remain on the border until the situation develops to give him a more active war assignment.

Douglas Z. Doty, editor of the Century Magazine, addressed the class in magazine making of the New York University School of Commerce last week, on the subject of "Editing and Making a Literary Monthly."

Alfred W. McCann, of the Globe, spoke on "Feeding a Nation at War" before the Washington Heights Forum on April 28.

Eric H. Palmer, president of the Brooklyn Press Club, has declined the offer of the nominating committee to run for a third term.

Carl Byoir, circulating manager of the Cosmopolitan Magazine, has resigned and will leave the Cosmopolitan about May 15 to engage in business for himself.

Richard H. Waldo, secretary of the New York Tribune Association, has been elected a member of the committee in charge of the Bureau of Advertising of the A. N. P. A., to fill the vacancy on the committee caused by the resignation of Jason Rogers.

Kenneth T. Kendall has been appointed Eastern representative of the Photographic News Syndicate, with headquarters in New York city, representing the Graphic Newspapers. Mr. Kendall was with the Knapp Company for several years, selling printing and advertising specialties, and during part of this time he was their New York sales manager.

Herbert L. Bridgman, business manager of the Brooklyn Standard Union, was elected a regent of the University of the State of New York, at a joint session of the Legislature on Wednesday, succeeding the late William Berri.

OTHER CITIES—Lieutenant J. B. Gardiner, military expert for the New York Times, was the speaker at last week's meeting of the Buffalo Rotary Club. Lieut. Gardiner went to Buffalo from Montreal, having recently returned from Europe. He urged the sending of United States troops to France.

Governor Harris, of Georgia, has re-appointed Clark Howell, editor and publisher of the Atlanta Constitution, on the board of directors of the Dixie Highway Association for a term of two years.

J. H. Perry, of the Newspaper Enterprise Association, will divide his time in the future between the Cleveland, O., office of that concern and its New York city office.

The Press and the Pen

By Lilburn Harwood Townsend.

When the presses in the midnight roar,
In a voice like the billows on the shore—
When they tell of love and wanton war,
And the hapless homes undone by Thor—
When the papers fall from the whirling rolls,
With the news that stirs a hillion souls—
It is then we know the power that lies
In the pen on which the ink ne'er dries!

When the presses in the twilight sing,
And the canyons of the cities ring
With the clarion shouts of lusty boys,
As they soar above the traffic's noise—
When the headlines tell of a victory won
By the French or the English from the Hun—
It is then we know the power that lies
In the pen on which the ink ne'er dries!

When the presses throb with the news of earth,
Of the sea and sky, and of freedom's birth;
When they print the news of our country's call
And of golden deeds, and an empire's fall;
When they tell of woe and of burning tears,
And a nation's trembling hopes and fears—
It is then we know the power that lies
In the pen on which the ink ne'er dries!

Frank W. Purkett has been appointed editor and manager of the automobile section of the Fresno (Cal.) Herald.

Oliver Burton, who has been associated with the Petaluma (Cal.) Argus in the past, has gone to Sonoma, Cal., to accept a position on the Index-Tribune.

Fred S. Myrtle, who was prominently identified with the San Francisco Examiner for several years, and left the Hearst service to take charge of the Pacific Service Magazine, has been spending several days in Oroville.

Arthur A. Taylor, editor of the Santa Cruz (Cal.) Surf, and for some years past a State Park Commissioner, is in the race for the position of Mayor of Santa Cruz.

E. J. Helmer, special representative of the San Francisco Examiner, recently visited Taft, Cal., for the purpose of arranging for the bettering of the service of his paper to subscribers in the oil fields. Helmer was with the Chicago Examiner, as special circulation man, at a time when A. M. Keene, now of the Daily Midway Driller, was special representative for the Hearst Chicago papers in Ohio and Indiana.

Allen C. Madden on Monday assumed the duties of managing editor of the Middletown (N. Y.) Times-Press. Mr. Madden began his newspaper career in the office of the Middletown Times about twenty-five years ago.

Robert Lee Ringer, former sporting editor of the Portland (Ore.) Evening Telegram, will enter the service of the United States Department of Agriculture's Bureau of Markets, which is designed to bring producer and consumer together. Before going to Portland Mr. Ringer worked on the newspapers

of Walla Walla, Wash. Several years ago he left the newspaper game to become a contractor, and constructed a number of bridges on the Columbia River highway, notably the beautiful structure at Multnomah Falls.

John Gilbert Rankin, the veteran newspaper man who founded the Brenham (Texas) Banner Press, and one of the oldest journalists in Texas, celebrated his seventy-sixth birthday a few days ago.

BOSTON.—James C. White, political editor of the Herald and president of the Boston Press Club, will soon go to Washington for his paper.

Reuben Greene of the Traveler staff has been in Washington where he has been writing some refreshing unconventional stuff about the recent stirring session of Congress. Mr. Greene did not allow the weight and importance of the session to interfere with his sense of humor.

Herbert L. Baldwin of the city staff of the Post has been covering the news of the day at Marblehead, in so far as it concerns the Coast Patrol Defense Station of the Naval Reserve. Mr. Baldwin has been covering his assignment mostly by motor boat.

William Putnam, court house man for the Herald, is entertaining his mother, who is a native of Searsport, Maine. Mr. Putnam says that he is the busiest man in Boston in the combination capacity of guide and reporter.

William P. Dyer, court house man for the Post, has been given the title of "Commodore" by his associates, as he is very busily engaged studying navigation. He hopes to get an officer's commission in the Naval Patrol.

H. Lyman Armes and Jack Harding of the Post have moved into a luxurious apartment in the Back Bay.

Many words of praise are being heard for the work of Artist Dennis of the Traveler, whose cartoons of current plays have attracted much attention. Mr. Dennis, like Haydon Jones and Wallace Goldsmith, has a happy faculty of being able to catch a facial expression quickly.

Carroll J. Swan, a second lieutenant in the First Corps Cadets organization, has been busily engaged of late in stirring up interest in recruiting in the First Corps Regiment of Engineers, which is being organized. Lieutenant Swan, knowing the value of advertising is using the columns of the various Boston and suburban papers for his propaganda.

PITTSBURGH—Miss Marion Bowlian entertained the Misses Elsa and Inger Hlum, of Copenhagen, Denmark, at a luncheon at the Duquesne Club,



The Haskin Letter is
Twenty - three Years
Old This Month.



Pittsburgh. When covering the Ford Peace trip for the Chicago Daily Journal, Miss Bowlan and many other American journalists met the Misses Illum. Mrs. E. J. Thompson, literary editor of the Pittsburgh Sun and Grayce Druitt Latus were among the guests.

George S. Oliver, of the Chronicle-Telegraph and Gazette-Times, has returned from a pleasure trip to Atlantic City.

G. A. Barry, a news writer of the Pacific Coast, was a visitor to Pittsburgh this week.

A. E. Braun, of the Pittsburgh Post and Sun; A. P. Moore, of the Pittsburgh Leader; Col. C. A. Rook and Charles Sutphen, of the Pittsburgh Dispatch, and Harry C. Milholland, of the Pittsburgh Press, attended the Associated Press meetings in New York.

Robert Ginter, managing editor of the Pittsburgh Gazette-Times, was in New York on a business trip last week.

C. J. Jaegle, publisher of the Pittsburgh Observer, was made a Knight of St. Gregory, at impressive church ceremonies. Pope Benedict XV bestowed the honor.

Miss Margaret Kuhns is the first woman to meet the demands of war-time in a newspaper office by taking the place of her brother, J. Floyd Kuhns, who has enlisted. Miss Kuhns assumed charge of the local circulation of the Greensburg (Pa.) Tribune-Press Publishing Company.

DETROIT—Harry Lear, dean of Detroit's police reporters, has joined the staff of the Detroit Free Press. He was formerly with the News.

S. A. Seymour, of the News, has enlisted in the Michigan Infantry, Thirtieth Regiment. He is doing afternoon police work for his paper pending a call to active duty.

E. G. Porter, of Boston, but late of the Detroit Times, has resigned to take a copy desk position on the Detroit Journal.

Miss Stella Champney, of the Journal, has returned from Canada, where she has been spending several weeks studying war-time conditions in the Dominion. The accounts of her travels are now appearing in the Journal.

Vern Hardy, of Boston, has joined the copy desk of the Free Press.

Harry Gray, formerly with the Chicago Examiner and San Francisco papers, is now on the copy desk of the Free Press.

Don Hayden has resigned as court reporter of the News to go on the copy desk of the Free Press.

Fred Gaertner, night editor of the Free Press, has been off for the last week suffering from an attack of tonsillitis.

CHICAGO—Robert Blake and Ray Sisley, of the Chicago Tribune art staff, have enlisted in Battery C, of the Illinois National Guard. They are now training at Fort Sheridan.

The Chicago Daily News announced that Edmund Vance Cooke, the poet, who gave a series of lectures in the schools under the auspices of the News, will give a second series. The lectures have been very popular with the school children.

Junius Wood, war correspondent for the Chicago Daily News, has gone to Racine, Wis., to report on a programme advanced by officials of that city for the mobilization of the country's resources.

George W. Hinman, Jr., of the Chicago Tribune staff, who returned re-

cently from the West Indies, where he investigated military and industrial conditions for the Tribune, has been visiting his parents in Marletta, O. Mr. Hinman's father was formerly publisher of the old Inter-Ocean.

Raymond E. Swing, for five years Berlin correspondent for the Chicago Daily News, has returned to Chicago, and is writing a series of articles on Germany for the News.

Paul Elmer More, author of the Sheldburne Essays, and former literary editor of the New York Evening Post, lectured last week at the University of Chicago on "Standards of Taste."

John Hammond, son of Percy Hammond, dramatic critic of the Chicago Tribune, who served his apprenticeship in the newspaper game on the Chicago City News Bureau, was one of the four news editors elected to the Harvard Crimson editorial staff. He is a sophomore.

Robert Hill Bolling, son of George W. Bolling, editor of the Chicago Daily Calumet, has enlisted in the American ambulance corps for service in France. Young Bolling is the eighth of his name to serve in the military forces of the United States.

Members of the Chicago Tribune editorial staff who have made application to enlist in various branches of the army service are: J. Loy Maloney, Federal Building reporter; Harry Parker, copy reader, and Leon Stoitz, copy reader, who is a son of Rabbi Joseph Stolz.

R. J. Jacobsen, of the Chicago Drivers' Journal, won low gross prize in the initial tournament of the Chicago Press Golf Club, April 25, at the Harlem Golf Club. O. G. Lundberg and Perley Boone, of the Chicago Tribune, tied Paul S. Warden of the Herald for second and third prizes. Others who qualified to play for the American flag were: D. J. Lavin, Tribune; Paul Hammett, Drivers Journal; M. E. Taylor, Associated Press, and J. G. Davis, Chicago Tribune.

CANADIAN—John Ross Robertson, proprietor of the Toronto Telegram, spent a few weeks at the Royal Palm Hotel, Miami, Fla., where he has been accustomed to go every spring for the past fourteen years.

John R. Bone, managing editor of the Toronto Star, contributed an article to the Chicago Daily News on the subject of conscription in Canada.

W. J. Herder, proprietor of the St. John's (N. F.) Evening Telegram, who has been touring Canada and the United States the past month, has returned home.

Lieut.-Col. Alfred Markham, formerly managing director of the St. John (N. B.) Sun and now of British Columbia, arrived in St. John recently for a visit. His meeting with his son was a pleasant surprise to both.

ST. PAUL—Charles A. Thorne has resigned from the Hastings (Minn.) Daily Gazette, with which he had been connected editorially thirty years or more. During that time he was local correspondent of all the Twin City dailies.

Miss Louise Goss, editor of the Farmer's Wife, St. Paul, has been called to Washington by Secretary Houston to take part in a conference on food conservation.

William E. Malden, poet and former newspaper man, who for several years was editor of the American Press Association in St. Paul, is in a hospital in Boulogne, France, having been wounded seriously in the battle of Vimy Ridge.

John Stone Pardee, of Duluth, who formerly was connected editorially with New York and St. Paul papers, and who edited Clover Leaf dailies at Duluth, Omaha, and St. Joseph, Mo., and has been for several years secretary of the Duluth Commercial Club, has been appointed secretary of the Minnesota Public Safety Commission.

SAN FRANCISCO—Morris DeH. Tracy, formerly on the staff of the Humboldt Standard, of Eureka, is now connected with the San Francisco Bureau of the United Press, under J. H. Furray, news manager for the Pacific Coast. Fred W. McKechnie is now manager of the Northwest Bureau, in Portland, Ore.

Chester Smith, formerly on the staff of the Cali-Post, is now on the staff of the Associated Press in San Francisco, Gilbert Parker, one of the editors of the Associated Press, will return next week from Sacramento, where he has been handling the news of the Legislature.

P. F. Gould, a young man who has been connected with the circulation department of the Call for some time, was one of the first recruits to enlist in Company G, Fifth Infantry, of Alameda, when the militia was called out.

WASHINGTON—Josephus Daniels, jr., of the Raleigh News and Observer, and son of the Secretary of the Navy, has resigned from assisting in the management of his father's newspaper to become a private in the Marine Corps.

Winsor McKay, the famous cartoonist, witnessed for the first time, at the National Press Club, this week, his wonderful production of the sinking of the Lusitania, involving 25,000 hand drawings, which were made into a moving picture—a task which took two years to complete.

John Temple Graves, of the New York American, is to be toastmaster at a get-together dinner to be held at the New Willard in May by the Chamber of Commerce in connection with the "Forward Washington" campaign.

Arthur Brisbane, editor of the New York Evening Journal, is here in the interest of modifying the press censorship sections of the Espionage bills, pending in Congress.

Robert B. Bermann, of the Washington Times, is in Christiansburg, Va., reporting the Vawter trial.

Lincoln Eyre, the Paris correspondent of the New York World, is here with the French War Commissioners.

Raymond Swing, of the Chicago Daily News, lectured before the National Press Club this week on interesting war features from a German standpoint.

Steve Early, of the Associated Press, has resigned to join the United States Cavalry.

Edward B. Clark, of the Chicago Evening Post, lectures Saturday on "The French Front from Verdun to Moselle."

Nelson Sheppard, who represented the Central News in the Senate Press Gallery, has gone to Philadelphia, where he will join the Marine Corps as a private.

Stanley Washburn, formerly a London Times correspondent, in lectures here, advocates an advertising campaign for the education of the new Russia. He says, "We have voted seven billion to kill the Germans, but none to inform the comparatively low intelligence of the Russians of the fact that the economic and military support of the United States is lining up behind them."

PUBLISHER PREDICTS A BOOM IN ADVERTISING

R. A. Crothers, of the San Francisco Bulletin, Says that Manufacturers of Nationally Distributed Articles Realize Now, More than Ever Before, the Pulling Power of the Daily Newspaper.

"There has been a large increase in national advertising carried by the newspapers of the United States, and I look for it to continue," said R. A. Crothers, publisher of the San Francisco Bulletin, to a representative of THE EDITOR AND PUBLISHER. "The accounts that enters into this gratifying condition are those of automobiles, food products, and tobaccos. The people believe in prepared foods, and, realizing this, manufacturers endeavor to reach consumers in the quickest possible manner. No medium of advertising compares with the daily newspaper, for it goes into the hands of the people every day. The advertisement in the newspaper is carried to the man who reads, and that he does read and does buy, is evidenced by the constant increase in this class of advertising that is finding its way into the dailies of the United States. The newspapers afford manufacturers the most effective method of attracting attention. All other mediums have been tried. The steady growth in the volume of national advertising appearing in the newspapers may be accepted as a demonstration of the pulling power of America's dailies.

"The Bureau of Advertising report shows that this increase during the past year amounts to something like \$20,000,000, and I look for a steady growth in this class of business. In our case, the increase during the past year has been 40 per cent. This is only one illustration of the conviction on the part of national advertisers that the newspapers afford them the quickest means of reaching consumers."

Humorists to Meet in New York

The American Press Humorists' Association will meet in New York, June 25 to 30. During the convention the members will plant a chestnut tree in City Hall Park. K. C. Beaton is chairman of the New York committee, which is arranging the entertainment for the fun makers. Other members of the committee are Don Marquis and Ellis Parker Butler.

High Lights on the Foreign Situation

The kind of reading that appeals to all classes with the United States now in the world war. Feature articles from leading soldiers, statesmen and authors of Europe.

We handle more important articles of this description than any other agency in America.

The International News Bureau, Inc.

J. J. Bosdan, Editor

15 School St., Boston, Mass.

OUTING OF N. Y. CIRCULATORS

Members of Association to Enjoy a Day in Catskill Mountains.

Tuesday, May 22, at 5:30 P. M., the members of the New York Circulation Managers' Association, under the guidance of J. M. McKernan, chairman of the Association, will leave on a Catskill Evening Line boat for their annual outing in the Catskill Mountains. These trips have always been of interest to the members and their friends, and are considered the big event of the year for the Association, not only socially but because of the opportunity of direct intercourse and personal talks on matters pertaining to the every-day efforts in the field of circulation.

The labor of a strenuous year has well earned the coming vacation, and it is assured that most every one will be found at the dock when the boat leaves.

According to schedule arranged, the party will leave on the Catskill boat on Tuesday, arriving in Catskill Wednesday, spending the day and night in the mountains, and returning by the Day Line, leaving Catskill in the morning and reaching New York city Thursday evening.

GOODMAN TO AMEND BILL.

Will Lessen Restrictions It Places on New York Newsboys.

Assemblyman Goodman has agreed to amend, at the suggestion of the New York Evening World, the bill he introduced in the New York State Assembly at Albany to prohibit male children under the age of fourteen and female children under the age of sixteen from selling newspapers on the streets.

The act also provides that children under the ages named may not sell papers, magazines, or periodicals in any public place or distribute papers on routes. Nor may they work as bootblacks or in any other capacity in the streets or in public places. The act raises the age-limit now in force by two years.

Children who do work in the streets must have badges, and the office issuing the badge must keep a register of their names. The privileged workers cannot go to work before 6 o'clock in the morning and they must go in by 8 o'clock in the evening. During school hours they may not ply their trades. Persons who employ children in violation of this law are liable to a fine of not less than \$20 for the first offence and not less than \$50 for the second. Mr. Goodman changed his mind after reading the Evening World's comment on his bill to prevent the little fellows under fourteen from starting in business. "The bill was handed to me for introduction," he said, "and I supposed it was an educational measure with proper censorship. I am going to amend the bill so as to take out the provision restricting the newsboy."

This legislation will deeply touch a very considerable army of poor little workers in New York city. Had it been in force years ago, the late John A. McCall, formerly president of one of the greatest insurance companies in the world, would have had his early business career cut short. The late "Big Tim" Sullivan would never have made his start from the curb, and scores of other men who have reached wealth and prominence would have been shut out of the school of street experience that constituted their primary education.

LOYAL FORMER NEWSIES

Indianapolis News Band Alumni Make Dinner Recruiting Event.

The fifth annual dinner of the Alumni Association of the Indianapolis News Newsboys' Band was a memorable and patriotic gathering. A resolution was passed indorsing the nation's declaration of a state of war against Germany, seventeen men attached their names to the roster of a new regimental band, and speeches were made urging the young men of the alumni association to go to the defence of the flag.

It was announced that Oscar Dickinson had joined the First Indiana infantry and Herbert Wright had gone to the engineers. Raymond Brydon, another former member of the band, has joined the United States army, and William Ruffl has enlisted in the aviation corps and now is in training in a Government camp.

Mr. Vandaworker, who, for seventeen years has directed the Indianapolis News Newsboys' Band, made a stirring appeal to his former players to join the colors. He told them that he believed the sooner a great American army was mobilized the sooner Germany would see the futility of the German cause. Mr. Vandaworker's speech drew prolonged applause and had the effect of bringing several declarations for immediate enlistment.

The Alumni Association was elected the following officers for the coming year: George Joslin, president; Arthur Close, vice-president; Leonard V. Bedell, secretary-treasurer; Carl Rush, H. Jones, G. L. Kempf, Ralph Hankins, and Charles Pierson, executive committee.

Buffalo Times's Marathon

The annual Marathon race of the Buffalo Times was held last Saturday. One hundred and thirty youthful athletes, who trained for weeks and months for this classic event, made the start. Thousands of men, women, and children lined the streets to see the efforts of the contestants. General Manager T. M. Clark arranged to have the Mayor of the city as honorary referee, and Police Chief Martin was the starter. The inspectors were: William J. Kelly, sporting editor of the Courier;

W. Horace Lerch, sporting editor of the Express; James B. Parke, jr., of the News sport department; Edward Tranter, of the Enquirer, and Charles J. Murray, of the Commercial. Edward W. Mills, sport editor of the Times, in his articles helped to work up interest in the affair.

"Flag News" a Winning Feature

The Charleston (W. Va.) Mail's method of arousing the dormant patriotism of the people of its city is interesting and novel. The newspaper merely began the publication, daily, in a lower corner of its first page, under a small black caption, of "Flag News." The space used was never more than two or three inches, and contained the names of persons who had begun to display the flag regularly. Soon many hundreds of citizens joined the movement, and the merchants' stocks of flags for sale were depleted. One merchant sold more than 2,000 flags. The Mail has not published any editorial or "preachment" whatever on the subject of patriotism or the flag during the campaign.

Newsies Guests of Circulator

Carriers of the Port Arthur (Tex.) Evening News, and members of the staff of carriers of the other newspapers in Port Arthur, were entertained a few nights ago by City Circulator G.

A. Arnold, of the Evening News, at his home. Rev. G. S. Cockrill was present to give the boys a little food for thought. He told the boys that they should insist on being called merchants. The boys organized a mutual sick benefit association, and weekly dues will be paid into the treasury. This fund will be used in paying any member who may become sick or disabled his regular weekly allowance during his period of disability.

Loyal Spokesman-Review Carriers

The S. R. Scout is a little publication put out by the Spokesman-Review, of Spokane, Wash., intended to be helpful to the carriers of that paper. Among other news items of the April issue, there is a list of the names of the carriers who have joined the United States army and navy, twenty in all.

Not all the fish are in the sea. Some of them are bipeds.

The Greatest Base Ball Player Board Ever Invented

(Fully Covered by Patent)
No lights, strings or rods
Write for Terms, Sale Outright or Lease
STANDARD BALL PLAYER CORP.
GEO. H. REYNOLDS, Treas., New Bedford, Mass.
Circulation Manager, The Standard, Member I.C.M.A. and Vice-President N. E. Association of C. M.

The Sun



New York
"Morning Quality and Quantity"

Another Smashing Gain

in April

59,117 Lines

of Advertising over April, 1916

An increase over March, 1917, of

45,017 Lines

Just another evidence of *The Sun's Increased Power.* (The circulation has more than doubled in the past year).

And the most tangible evidence of the *Increased Appreciation* of the value of this new *Power* by the advertising world.

Member Audit Bureau of Circulations.

FLAGS THAT ARE WANTED

"Our Flag," of cotton bunting in fast colors, sewed stripes, 3x5 feet, price 88 cents (retail value, \$2.50). Same, printed stripes, 75 cents in quantity orders. Six-foot pole and rope, 25 cents additional.

Just received new line of Silk Flags, 11 1/2 x 16 inches, mounted on brown finished stick with gold spear head, 30 cents (retail value, 75 cents). Same, 6x8 inches, 15 cents (retail value, 50 cents), in quantities.

FLAG PICTURE

Beautifully colored, with National Anthem, 11x15 inches, 7 cents in quantities (retail value, 25 cents).

Flag transparencies 4 1/2 x 7 inches for automobile headlights, \$25.20 per 1,000. All Prices for Immediate Delivery. Don't delay. Write to-day for other national novelties.

S. BLAKE WILLSDEN,
1606 Heyworth Building, Chicago

POMEROY BURTON'S CENSORSHIP IDEAS

Manager of Lord Northcliffe's Newspapers Believes that the People Should Be Kept Informed on All Phases of the War, Thus Avoiding the Mistakes England Made at the Outset.

Pomeroy Burton, general manager of Lord Northcliffe's papers, in an interview with the New York Evening Post, points out the mistakes in censorship made in Great Britain at the beginning of the war. The censorship originally was purely military, he states. The people were permitted to know very little, with the result that it took England a long time to wake up to the actual conditions, and created a depressed condition in the public mind. It acted as a deterrent, so far as effectiveness was concerned, he declares. In view of the English experience, he thinks the way is open for a more intelligent handling of war news in this country. The French, at the outset, had an admirable distribution of intelligence, at stated hours every day, which the people grew to expect, and kept the country well informed of the preceding twenty-four hours' events on the various battle-fronts.

PUBLIC SHOULD BE INFORMED.

"My idea of censorship here is that the public is entitled to all the information which is not of definite use to the enemy," he says. "I believe that the national censorship should be in the hands of trained newspaper men, supported by military and naval experts whose functions would be simply to advise as to what might constitute military and naval information likely to be useful to the enemy.

"There is definite and imperative need for systematic publicity throughout this country bearing upon all kinds of war problems. By that I mean that the people must be made to understand the war before there can be a better kind of backing for war legislation on a large scale. I believe this country will be called upon to bear great responsibility, and to take a large, active part in the actual warfare of the next two years. It is possible that pressure of hunger and finance will cause the enemy's collapse. But I am not one of those who believe it is a safe basis on which to plan for the future.

PEOPLE MUST UNDERSTAND.

"It seems to me that the only safe policy for this country to pursue is to prepare on a large scale for two years or more of bitter warfare. In order to do this, the people of the United States must be made to have a much more clear understanding of the war problems and their own part in them than they have at present. Therefore, the wider the censorship and the more systematic and thorough the campaign of publicity bearing upon all phases of the war, the more quickly will the people come into active and full cooperation with the law-making forces and make the country as a whole a really effective factor in the conduct of the war."

F. J. WARBURTON HONORED

His Seventy-fifth Birthday Was Fittingly Observed by Friends.

On the evening of April 23, the seventy-fifth anniversary of the birthday of Frederick J. Warburton, treasurer of the Mergenthaler Linotype Company and vice-president of the Columbia Graphophone Company, a coterie of his

friends celebrated the occasion by a dinner in his honor at the Engineers' Club, New York city. The menu brochures contained a fine portrait of Mr. Warburton, the cover design being the coat of arms of the Warburtons. The tribute was a surprise to Mr. Warburton.

Representatives of the Mergenthaler Linotype Company and the Columbia Graphophone Company were invited guests, numbering in all about sixty persons, joined in felicitating the guest of honor, and congratulatory telegrams and cablegrams from home and abroad were received and read. Engrossed resolutions suitably bound were presented to Mr. Warburton as a souvenir-memorial of the day.

To Insure Second-Class Rates

WASHINGTON, May 3.—The Hardwick bill placing zone rates upon second-class mail matter is attracting attention from publishers. This bill, which has been referred to in these columns, reads in part as follows: "Upon all newspapers, magazines, and other publications regularly admitted as matter of the second class, when mailed by the publisher and no other, 1 cent per pound: Provided, That parcel-post rates shall be charged upon all that portion of such newspapers, magazines, or other publications which is devoted to paid advertising matter, when addressed to any post office in the fourth, fifth, sixth, seventh, or eighth zones: Provided further, That free-in-county circulation provided by laws shall continue as at present: And provided further, That the Postmaster-General may hereafter require publishers to separate or "make up" to zones, or in such manner as may be directed, all matter of the second class when offered for mailing."

Chicago Evening Post's Anniversary

The Chicago Evening Post was twenty-seven years old last Sunday, April 29. As the Post does not publish on Sunday, it was decided not to issue an anniversary edition. The Post was founded April 29, 1890, by the late James W. Scott, who announced it as "a complete newspaper." H. H. Kohlsaat was the second owner of the Post, obtaining control in April, 1895, upon the death of its founder. The present owner, John C. Shaffer, purchased the Post on April 1, 1901. Several men who helped to get out the first edition of the Post are still in its employ.

Adams Talked in Frisco

Samuel Hopkins Adams addressed the San Francisco Advertising Club, last Wednesday, at the Palace Hotel on "Taking the Con out of Confidence." Adams, who is on a tour of the United States on a national investigation of advertising conditions for the New York Tribune, has just completed a survey of the San Francisco press and of local advertisers, together with their methods and practices.

Leader Men Enlisting

The Pittsburgh Leader's editorial staff are enlisting for war service at an astonishing rate. Samuel E. McCarty, political writer, and Michael J. Costin, telegraph editor, have left for service. W. Wallace Forster, assistant city editor, has enlisted in the Naval Coast Defence. Eddie Maloy, the assistant sporting editor, C. K. Gummerson and Jack Simon, reporters, have applied for enlistment.

Make an effort to be known in your community as a sincere and competent advisor.

PILGRIMS GIVE \$3,000 FOR NATIONAL DEFENCE

Election of Officers of the Pilgrim Publicity Association, of Boston, During Which Honors Are Bestowed on Members for Conspicuous Service Rendered.

The report of the committee in charge of the National Defence dinner of the Pilgrim Publicity Association, of Boston, showed a profit of \$3,000, which is to be presented to the National Guard of Massachusetts. J. Wesley Barbet, chairman of the committee, was presented with a silk American flag, with an engraved plate on the staff. George Brewster Gallup, ex-president of the Association, received the certificate awarded yearly to one person in recognition of public-spirited effort to advance the public welfare by means of publicity.

The following officers were elected for the ensuing year:

NEW OFFICERS ELECTED.

President, Frank A. Black; advertising manager, William Filene's Sons Co., retailers.

Vice-president, Edward F. Cullen, vice-president of Johnson Educator Food Company, manufacturers of crackers.

Treasurer, George D. Moulton, Northeast manager Bamaca Company, Inc., specialty manufacturers.

Secretary, Carroll Westfall, Taylor-Critchfield-Clague Company, advertising agents.

Directors—Adolph H. Ackerman, Ackerman Drug Company, of Lynn, Mass.; John K. Allen, Wood, Putnam & Wood, advertising agents; Henry C. Grover, the Grover Studios; Frank T. Hull, superintendent University Press, Cambridge; Henry Kuhns, advertising manager, M. & C. Skirt Company, manufacturers; Thomas J. Feeney, Pub. Mgr. Northeast Telephone & Telegraph Company, and James A. Stafford, Northeast manager American Multigraph Company.

The directors who held over are: Joseph Lynch, of Atlantic Monthly; J. J. McPhillips, of Seamane & Cobb Co., manufacturers shoe specialties; W. J. Hynes, of Boston Globe; Herbert G. Porter, Smith & Porter, printers, and George B. Gallup, publisher, Women's Journal, ex-presidents.

The President's Proclamation

The Publicity Department of Mergenthaler Linotype Company has issued a very handsomely printed and illustrated

copy of the Proclamation of the President, the front page of which contains a reproduction of the American flag in colors, with the line "Support Our President," and the back page of which contains a reproduction of a photograph of the Capitol taken at 11:30 P. M., April 5, 1917, during consideration of the war resolution. The Proclamation was composed on the linotype and printed direct from slugs by William Edwin Rudge, of New York city, and is to appear in the Linotype Bulletin.

New Home for Taft (Cal.) Driller

The Taft (Cal.) Daily Midway Driller, the "only daily paper in the world's greatest oil fields," recently purchased some desirable lots, and plans to erect a new home at the corner of North and Fourth Streets. The investment represents about \$10,000.

To Reward Patriotic Service

The Wadena (Minn.) Pioneer Journal offers a free copy during the war to every man in Wadena County who enlists.

Letters to Successful Publishers

THE JOURNAL
Detroit, Mich.

Gentlemen:

Yours is one of the big city newspapers to find our illustrated news service a valuable auxiliary.

While your own engraving plant is always ready to turn out cuts, and does supply many daily, it pleases us to note that you get full value out of our service. And our cuts look as well as any news pictures printed in any paper in Detroit, too.

Big papers find our service good and timely, and also a money-saver, too, in these days of high prices for engravers' materials.

Very truly yours,
The Central Press Ass'n.
New York and Cleveland.

INTERTYPE

All Models	Model A	- - -	\$2100
	Single Magazine Machine		
Standardized	Model A-s.m.	- - -	\$2250
	Single Magazine Machine with Side Magazine Unit		
and	Model B	- - -	\$2600
Interchangeable	Two Magazine Machine		
	Model B-s.m.	- - -	\$2750
	Two Magazine Machine with Side Magazine Unit		
	Model C	- - -	\$3000
	Three Magazine Machine		
	Model C-s.m.	- - -	\$3150
	Three Magazine Machine with Side Magazine Unit		



INTERTYPE CORPORATION
Terminal Bldg. BROOKLYN, N. Y.

COVERING THE COURTS IS A MANY-SIDED TASK

Louis White Fehr Tells Journalism Students of the Process by Which Routine News is Secured—Knowledge of Human Nature and Eternal Vigilance Required in Successful Reporter.

Louis White Fehr, managing editor of the Fordham Law Review and secretary of the Park Board of New York, addressed the students of the Pulitzer School of Journalism last night on the subject of "The Civil Courts as Sources of News." Mr. Fehr has had a wide experience in covering the civil courts of New York for the New York city dailies, and his address touched upon every phase of the work.

"First class civil court reporters are rare," said Mr. Fehr, "They get good salaries and keep their positions for long periods, since it is hard to find capable successors. Newspaper men in general regard the civil courts as a puzzling field in which to work. It used to take me about three months to break in a new assistant when I was the leader of a group of three men reporting the civil courts of the First Judicial Department for the New York Times. Consequently in the hour at my disposal I shall attempt nothing more than a sketch of the work.

MATERIAL OUTSIDE THE COURT ROOM.

"The material of the courts is human controversy. In the great majority of cases, however, the interesting matter does not appear on the surface, as it does in the raw material of the police stations, the criminal courts, and politics. It takes a special skill and insight to develop it into dramatic stories of general human interest. In this kind of work, the experienced court reporter is so valuable, that when there is an important trial requiring the presence of one man continuously in court, the newspapers generally send extra men to watch the proceedings in the court room and leave the regular man free to do his more valuable work in the various bureaus and offices of the courts.

"Each day in a busy county hundreds of papers pile into the offices of the Supreme Court, the City Court, and the Surrogates' Court. Each of these papers represents a stage in some legal proceeding, often the starting of an action. Now, every lawsuit is a battle for rights. In many, if not most of them, some reputation as well is at stake. Each is entwined with hopes and fears. Any complaint filed in the county clerk's office contains the possibility of revealing some story of human action and motive, which if traced to its source might reveal a theme for a Dickens or a De Maupassant. It is the court reporter's duty to read these papers.

"The papers fall into three classes. The first comprises those which he puts aside as containing no possibilities. In his hurried handling he doubtless makes many mistakes. These plague him later, if a luckier or shrewder rival follows them up and develops a story which is worth printing in an opposition newspaper.

"Leaving the discarded pleadings aside, the others fall into the two remaining classes. The first are those which either taken by themselves, or in connection with others already on file and readily accessible, furnish complete or nearly complete material for writing an account for publication. In many cases the reporter may secure additional necessary information by telephoning to the lawyers in the case.

"The second class are those which give hints of interesting stories, but which do not furnish sufficient material to enable the reporter to write a complete account. Sometimes these matters are so important that the reporter immediately telephones to his office and asks that a special man be assigned to follow up the clue.

SPECIAL DANGERS OF COURT REPORTING.

"A great many libel suits are brought on stories of court matters. This is true because parties to litigation being already in court do not mind bringing another law suit, if they think thereby they can get money from a rich newspaper. Then, too, attorneys are keen to resent and punish what they regard as unfair accounts of pending litigation.

"Another danger to which the court reporter is subjected is the danger of being beaten on matters which are in the courts, but which have not yet become matters of record. These arise from *ex parte* proceedings in the special terms. The department is so large that the civil courts reporter is particularly dependent upon the friendship, good will, and active assistance of those among whom he works, the lawyers, judges, and attachés of the courts to which he is assigned. He must become a member of the company, of the fraternity of the priests of justice. To be accepted as such, he must himself be accepted as a just and humane man. Those who are about courts every day of their lives are keen judges of human nature. They readily detect the fraud and the snob. They appreciate genuine good-fellowship, while they despise insincerity. The best reporter is not only the one whose industry and accuracy entitle him to the respect of judges and attorneys, but whose geniality and democracy win him the friendship of court clerks and attendants.

PROPER ATTITUDE OF THE COURT REPORTER.

"A reporter who goes into the civil courts with the idea that back of the mass of papers filed each day in the County Clerk's office, back of the mass of motions in special term, back of the wills and appraisals, back of the decisions of the Appellate Division, there is the rich pulsating matter of life itself, and who searches it out steadily and who handles it, not as a sensationalist, not for the passing 'beat' of the hour, but respectfully, carefully, reverently, and with regard for the rights of the parties and the sacredness of human rights and justice, with a keen love for the play of the motives of men and women and their operation in a complex society, soon gains a great flood of assistance. Lawyers stop to talk to him in the Court House lobby. Judges invite him over to chambers and have him sit on the bench with them. The clerks and attendants of the courts are eager to call his attention to interesting cases to see what his skill will do to elucidate them. The elevator men call out to him as he passes to communicate bits of gossip. The messenger boys hurry up to tell him that a great firm has just rushed up papers in important cases. The telephone girls greet him on arrival with self-gathered bulletins of the latest developments in litigation overheard above their switchboards. The keeping of confidences; the interchange of frank opinion, lead often to more intimate relations and we find the leading civil courts reporters as the comrades and companions of leaders of the bar and the judges and leading officers of the courts. Such friendships have their professional value, but the civil courts reporters prize them for their own sakes and value their calling the more for bringing them the opportunity of knowing these men."

ALBERT FRANK CO. WINS SUIT, BUT PAYS FOR ADS

Makes Full Settlement with Daily Attractions, After Court Decides that as an Agency It Is Not Responsible for Indebtedness Incurred by the Advertiser.

The Albert Frank Company, of New York city, which recently defended and won a suit brought by Daily Attractions for advertising on behalf of the Mason-Seaman Transportation Company, has settled the claim in full, to vindicate the company's position that, in forty-five years of advertising experience, it has never failed to meet an obligation. In a letter to Lincoln B. Palmer, manager of the American Newspaper Publishers Association, James Frank Rascovar, president of the advertising company, states "neither rightfully nor wrongfully do we wish any one to have an opportunity to say that we have avoided any debt, however unjust, upon technical grounds."

The Albert Frank Company, as agents contracted with Daily Attractions for advertising on behalf of the transportation company. Upon the failure of the Mason-Seaman Company, the publication declined to accept the notice of cancellation, and refused to accept the short-rate payment and close the matter, and refused to re-let the space. Suit was entered against the Frank Company, the letter states, which "we defended . . . as a matter of principle, with the result that we were successful, and the complaint of Daily Attractions was dismissed, with costs."

The decision was to the effect that the Albert Frank Company, acting as agents, could not be held responsible for the indebtedness of the advertiser.

Price No Object

They Need It and Read It

Here's the Proof:

The Topeka Daily State Journal

January 15, 1917 advanced its subscription rates from 10 cents per week by carrier to 12½ cents and from \$3.60 per year to \$4.80. Circulation April 21st, 1917 still as great; exceeding 24,000. See A. B. C. reports and detailed statements.

Minimum advertising rates 4 cents per agate line.

Paul Block

Special Representative

NEW YORK BOSTON CHICAGO DETROIT

Advertising columns, like the state, "Bone Dry," Efficient and Constructive, not Wasteful or Destructive.

Way on Top

The Post-Standard
SYRACUSE

Serves Central New York

11000 More Than One Evening Paper

Over Fifty-Three Thousand

14000 More Than Other Evening Paper

Put the Post-Standard on your selling staff and it will carry your sales message into the homes with the greatest buying power.

PAUL BLOCK, Inc.

NEW YORK CHICAGO BOSTON DETROIT

SCHENECTADY EDITOR ANSWERS FINAL SUMMON

James Henry Callanan, for Twenty Years Editor and Publisher of the Union-Star, and Prominent in Civic Life of His Community, Dies at the Age of Fifty-two.

James H. Callanan, for twenty years editor and publisher of the Schenectady (N. Y.) Union-Star, died at 2:30 last Sunday afternoon at the Jackson Health Resort, Dansville, Livingston County, N. Y., following a stroke which rendered him unconscious eight days previous. Mr. Callanan's family and several of his relatives were with him at the end.

Mr. Callanan went to Dansville on Thursday, April 12, accompanied by William G. Schermerhorn, president of the Citizens' Trust Company, of Schenectady. He had been there but a few days when he began to complain of a peculiar feeling in his head, but it was not until the 19th that he took to his bed and allowed Mr. Schermerhorn to wire Mrs. Callanan.

Dr. Frank M. Clement, brother-in-law of Mr. Callanan, and a leading physician of Chicago, was summoned and took charge of the case. Several specialists were called into consultation, and it was not until the last few hours that hope was abandoned.

James Henry Callanan was born in South Bethlehem, Albany County, August 18, 1865. He was educated in the public schools, at the Union Classical Institute in Schenectady, and at Pennington Seminary, New Jersey. He first took up the profession of teaching and was Principal of Schools in Coeymans, N. Y., and New Orleans, La.

In February, 1892, Mr. Callanan accepted a position on the reportorial staff of the Albany Evening Journal, and subsequently filled every editorial post on that newspaper, including that of managing editor, and it was there that he laid the foundation of his successful journalistic career.

In July, 1897, he and his brother, Olin S. Callanan, purchased the Schenectady Union. The partnership continued until May 28, 1898, when Olin S. Callanan retired from business. The office was at that time located in the Central Arcade, Schenectady.

MERGED TWO DAILIES.

In 1904, Mr. Callanan bought land at 205 Clinton Street, and the following May the Union Building was occupied—the present home of the paper. About the same time the Schenectady Publishing Company was formed, with James H. Callanan as president. In August, 1911, the Evening Star property was purchased, and since that time the consolidation has been known as the Union-Star. Under Mr. Callanan's able direction the paper has grown in importance and power, the business having increased over ten-fold since it was first acquired in 1897.

In addition to his business interests in Schenectady, Mr. Callanan was one of the principal owners of the Durango iron property in Durango, Mexico, one of the richest ore properties in the world.

Mr. Callanan was Postmaster of Schenectady from January 1, 1904, until August 1, 1913. He was a member of the Knights of Pythias, of the B. P. O. E., and the Cornelius Van Dyke Chapter of the Empire State Society of the Sons of the American Revolution. He had served as president of the Postmasters' Association, and for a long time was president of the Associated Dailies of the State of New York.

On July 1, 1893, Mr. Callanan married Carrie Van Zandt Hauenstein, of Burlington, Vt., who survives him, with three children, Marion, Carolyn, and James. He is also survived by a brother, Olin S. Callanan, of Albany, N. Y., and by a sister, Mrs. Clement, of Chicago.

Under the terms of Mr. Callanan's will, filed for probate on Wednesday, Mrs. Callanan inherits the Union-Star. It is understood that she has directed that the present management continue under the direction of F. R. Champion.

DEATH OF E. JESSE CONWAY

Well-Known Newspaper Man Suddenly Stricken While on Duty.

WASHINGTON, May 2.—E. Jesse Conway, of the Washington Bureau of the New York American, and well known in newspaper circles in Washington, died suddenly yesterday afternoon following an attack of acute indigestion. He was stricken while at work in his office.

Mr. Conway had just returned to his office from luncheon when he was stricken. It was only a short time afterward that he died.

Mr. Conway, who was thirty-six years old, was a native of Indianapolis. He received his early newspaper training in his native city. About seven years ago he was connected with the Cleveland Leader, and after working there for several months he went to New York and worked on the New York World. He then came here to work for the Associated Press, where he remained for about a year and a half. He later went back to New York and was connected with the New York Evening Mail and the New York Herald. While there he also directed the publicity campaign for the Belgian Relief Committee. Mr. Conway is survived by his wife and two children.

Through a remarkable coincidence Mr. Conway's brother Walter, who lived in Indianapolis, died in that city at practically the same hour of the death of Mr. Conway here.

OBITUARY NOTES.

MAJOR J. W. DOWNS, aged seventy-nine years, founder of the Waco (Tex.) Examiner in 1867, and for thirty years proprietor and manager of that newspaper, retiring from newspaper work in 1903, was burned to death in his home at Waco, on April 23. Major Downs was one of the best known of the early day journalists in Texas. Major Downs was trapped in his burning home and was unable to escape when fire consumed the building. He is survived by his wife and three children.

DAVID E. MOFFITT, of Pilot Point, Texas, veteran newspaper publisher and editor, died at his home in Pilot Point on April 26. Mr. Moffitt established the Pilot Point Post in 1878 and was actively in charge of the paper until 1913 when he retired. He was an active member of the Texas Press Association.

WILLIAM H. BRAINARD, aged sixty-two, a veteran legislative correspondent at the New York Capitol, died in Albany on April 27, of pneumonia. Mr. Brainard was born in Macon, Ga., but went to Albany in his youth. He was connected with the Albany Journal for many years and at one time was managing editor of the Albany Argus.

FELIX HALES, who was editor of the Tilden (Neb.) Citizen since he purchased it 21 years ago, died April 24.

HENRY STIVERS, one time publisher of the Des Moines Register, died in Osceola, Iowa, April 25.

CAPT. CHARLES F. O'BRIEN, formerly city editor of the old Kansas City Times, died in Los Angeles, Cal., April 25.

COL. J. T. GALBRAITH, editor of the Carbondale (Ill.) Free Press, died at his home April 26.

FRANK MCMICHAEL, aged sixty-one, who established both the Du Bois (Pa.) Express and the Clearfield (Pa.) Public Spirit, is dead.

JAMES MCKEE SPEAR, for thirty-two years an employee of the Titusville (Pa.) Herald, is dead, aged sixty-three.

JAMES POOTON, formerly a well known newspaper man, died May 1 in Liberty, N. Y. He was born in Brooklyn, September 21, 1870 and was the son of the late James Pooton, first president of the New York Press Club. After he left the newspaper profession he was advance agent of John Drew and others.

GLEN R. GUERNSEY, editor of the Editor's Press, of New York, died in this city April 25, aged thirty-five years.

J. A. ROYCE, aged ninety, died April 27, in Brooklyn, at the residence of his son, 200 Greene Avenue. He was active until a few days before his death. He was the founder and editor of the Lee (Mass.) Gleaner, a weekly newspaper which he established fifty-seven years ago.

J. W. HARTFENCE, aged seventy-three, editor and owner of the Harrison (O.) News, died in his chair at a neighbor's home recently.

EDWARD CUNNINGHAM, forty-two years old, and former owner of the Oroville (Cal.) Mercury, and for twenty years connected with the Marysville Appeal, is dead. He is survived by a wife and four children.

WEDDING BELLS

Announcement is made of the marriage of Miss Myrtle Selene Powles, daughter of Mr. and Mrs. John B. Powles, of Lindsey, Ontario, to Arthur E. Carwardine, son of the Rev. and Mrs. W. H. Carwardine, of Pullman, suburb of Chicago. The groom is associated with the Lord & Thomas Advertising Agency.

American Exporter Subscribes for Bonds

The American Exporter announces to the periodical press, through the Editorial Conference of the New York Business Publishers Association, Inc., that it will subscribe \$5,000 to the first issue of the Government 3½ per cent. war loan. In addition, it has offered to advance funds to members of its staff desiring to subscribe to the loan more heavily than they otherwise could. All such advances to be repaid by weekly deductions from salary payments along the lines of the policy pursued by many British firms.

Newspaper Men's War Greeting

The Association of Newspaper men in New York and Paris and the New York Press Club exchanged greetings by cable Sunday, April 29, over the fact that the United States has joined the Allies in the war against the Central Powers.

Flag Is Always Flying

Not only by day, but by night, also, does the flag fly over the building of the St. Louis Globe-Democrat. By the aid of large arc lights, it is illuminated all night long as it waves from the flagstaff of the building.



Berton Braley

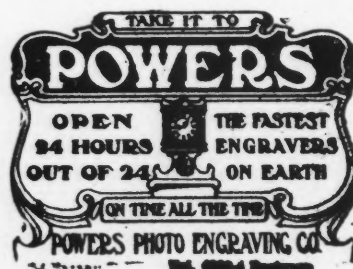
is the best known and most popular newspaper poet of the day.

YOU can get his poems for your page only with NEA service.

THE NEWSPAPER
ENTERPRISE ASSOCIATION
1279 West Third Street
Cleveland, Ohio

QUALITY CIRCULATION BUILDER

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



The True News
—FIRST—
Always—Accurately
International News Service
238 William St., New York City

USE
UNITED
PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

Canadian Press Clippings

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

The Dominion Press
Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

**NEWSPAPER ADS CUT
THE COST OF LIVING**

Publishers of Daily Papers, Who Are Members of Newspaper Departmental of the A. A. C. W., Will Discuss the Part They Play in Helping the People Economize.

There will be two sessions of the newspaper departmental at the annual convention of the Associated Advertising Clubs of the World at St. Louis, in June. One hundred newspapers constitute this departmental, the meetings of which promise to be among the most interesting of the many that will be held. It is expected that the largest attendance of newspaper men in the history of the organization will be held. At a meeting held in New York recently, at which there were present Lafayette Young, jr., of the Des Moines Capital, president of the departmental; J. B. Woodward, advertising manager of the Chicago Daily News; Rowe Stewart, advertising manager of the Philadelphia Record and president of the Poor Richard Club; G. Edward Buxton, treasurer of the Providence Journal and Bulletin; T. B. Spencer, advertising manager of the New York Tribune, and J. D. Barnum, publisher of the Syracuse Post Standard, it was decided that the subject of "How Newspaper Advertising Lowers the Cost of Living" will be the subject for discussion at the St. Louis meeting.

The members of the Newspaper Departmental are being canvassed for further suggestions to make the participation of the newspapers in the St. Louis gathering worth while.

NEWSPAPER MEMBERS OF DEPARTMENTAL.

The following newspapers are members of the Departmental:

- Albany (N. Y.) Knickerbocker Press,
- Allentown (Pa.) Morning Call, Aurora (Ill.) Beacon-News, Baltimore (Md.) News, Baltimore (Md.) Sun, Binghamton (N. Y.) Press, Boston (Mass.) American, Boston (Mass.) Transcript, Cheyenne (Wyo.) Tribune, Chicago (Ill.) Daily Jewish Courier, Chicago (Ill.) Herald, Chicago (Ill.) News, Chicago (Ill.) Tribune, Cincinnati (O.) Times-Star, Crawfordsville (Ind.) Journal, Cumberland (Md.) Evening Times, Des Moines (Iowa) Capital, Detroit (Mich.) Times, Dubuque (Ia.) Telegraph-Herald, Dubuque (Ia.) Times-Journal, Duluth (Minn.) News-Tribune, Edmonton (Can.) Journal, Erie (Pa.) Times, Elizabeth (N. J.) Journal, El Paso (Tex.) Herald, Evansville (Ind.) Courier, Fort Worth (Tex.) Star-Telegram, Geneva (N. Y.) Daily Times, Grand Forks (N. D.) Times-Herald, Harrisburg (Pa.) Telegraph, Hartford (Conn.) Times, Harrisburg (Pa.) Patriot, Indianapolis (Ind.) News, Indianapolis (Ind.) Times, Johnston (Pa.) Tribune, Joplin (Mo.) Globe, Kansas City (Mo.) Star; Lafayette (Ind.) Courier, Lexington (Ky.) Herald, Lexington (Ky.) Leader, Los Angeles (Cal.) Examiner, Milwaukee (Wis.) Journal, Milwaukee (Wis.) Free Press, Minneapolis (Minn.) Journal, Minneapolis (Minn.) Tribune, Montreal (Can.) La Presse, Montreal (Can.) Mail, New York City, L. H. Crall Company; New Orleans (La.) Item, New Orleans (La.) Times-Picayune, New York American, New York Editor and Publisher, New York Evening Post, New York Globe, New York Times, New York Tribune, New York Sun, Oil City (Pa.) Derrick, Omaha (Nebr.) World-Herald, Peoria (Ill.) Journal, Pittsburgh (Pa.) Sun and Post, Pittsburgh (Pa.) Dispatch, Philadelphia (Pa.) Public Ledger, Philadelphia (Pa.) North American, Philadelphia (Pa.) Record, Phoenix (Ariz.) Republican,

- Providence (R. I.) Journal, Providence (R. I.) Tribune, St. Joseph (Mo.) News-Press, St. Louis (Mo.) Globe-Democrat, St. Louis (Mo.) Republic, St. Louis (Mo.) Post-Dispatch, Sacramento (Cal.) Bee, San Antonio (Tex.) Express, San Jose (Cal.) Mercury-Herald, Shreveport (La.) Times, Syracuse (N. Y.) Herald, Syracuse (N. Y.) Post-Standard, Topeka (Kan.) Capital, Troy (N. Y.) Record, Tulsa (Okla.) Democrat, Vancouver (B. C.) The Province, Washington (D. C.) The Evening Star, and Waterbury (Conn.) Republican.

BIG MEN FOR ST. LOUIS IN JUNE

A. A. C. W. Programme Provides for Informative Talks by Industry Captains.

According to the National Press Bureau of the Associated Advertising Clubs of the World, some of the biggest business men in America will appear on the programme of the 13th annual convention at St. Louis, June 3 to 7.

Among those who have accepted places on the programme are: John H. Patterson, President of the National Cash Register Co., Hugh Chalmers, President of the Chalmers Motor Co., Louis K. Liggett, President of the United Drug Co., Thomas E. Wilson, President of Wilson & Co., Louis W. Hill, President of the Great Northern Railway, Festus J. Wade, President of the Mercantile Trust Co., (St. Louis.) W. L. Saunders, President of the Ingersoll-Rand Co. and Vice-Chairman of the U. S. Naval Consulting Board, Charles M. Schwab, President of the Bethlehem Steel Co., and John N. Willys, President of the Willys-Overland Co. These men will tell what advertising has done for them by way of lowering their selling costs.

TWO MILLION SIGNED PETITION

Mr. Hearst's Newspapers Acquaint Congress With Popular Opinion.

Congress received the largest petition in its history last week as a result of the intensive campaign for universal military service conducted in the Hearst newspapers. More than 2,000,000 names were signed to the petition. The voluminous bundles filled a five-ton truck to loading capacity.

Under the direction of William S. Gill, the campaign was conducted by telegraph from the office of the New York American and the cooperation of fifty other leading newspapers in leading population centres was enlisted.

Less than two weeks elapsed from the time the campaign was started till the presentation of the huge petition to Congress, just five minutes before a vote was taken on the bill. While the campaign was in progress 70,000 of the blank petitions were dropped on Manhattan and outlying points by a squadron of fourteen aeroplanes and the response to this alone brought in more than 300,000 signatures.

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

JERSEY EDITORS TALK ABOUT PAPER ADVANCES

Problems Publishers Face on Account of the Increasing Costs of Materials Considered by Publishers at Their Meeting in Trenton—Papers Read Before the Meeting.

News print was the important topic of discussion on the part of the members of the New Jersey Press Association at its meeting in Trenton May 1. J. Lyle Kinmonth, of the Asbury Park Press, read a paper on "What are you Doing to Meet the High Cost of Production?" He detailed the manner in which he handled the situation by the elimination of the free list, curtailing exchanges, dropping plate matter, and in other ways reducing costs.

Dinner was served to the editors at the Trenton House, following the business session in the Assembly Chamber of the State House, over which President Charles H. Folwell, of the Mt. Holly Mirror presided.

August S. Crane, of the Elizabeth Journal, spoke, his subject being "A Review of the Meeting of the American Newspaper Publishers Association."

Acting Governor Gaunt delivered an address at the morning session. He urged publishers to use their influence to get their readers to raise more crops, and not to plant too many perishable ones, but to produce corn, potatoes, beans and others that will keep.

NEWS PRINT DISCUSSION.

Walter M. Dear, of the Jersey Journal lead the discussion on the subject of news print. He thought the prosecution of the paper makers might nullify the agreement made with the Federal Trade Commission to reduce prices and spoke of the efforts of the American Newspaper Publishers Association to develop additional tonnage. There may not have been a conspiracy, he said, but after that meeting in Canada, prices of news print went "sky rocketing over night." In spite of indictments it is doubtful, he said, whether anyone will go to jail.

D. P. Olmstead discussed "Free Advertising," William H. Fischer of the Toms River Courier spoke on "How to Write a News Story," J. W. Naylor, of the Allentown Messenger, spoke on "How to Solicit and Hold Advertising." Charles L. Stryker, of the Washington Star told "How to Obtain and Keep

**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

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

Country Correspondence." F. A. Bristol, of the Passaic Herald, gave his views on "The Constructive Policy for a Country newspaper." W. B. Bryan, of the Paterson Press-Guardian, spoke on "Would it be Advisable for the New Jersey Dailies to Adopt Uniform Column Width of Twelve and One-Half Ems?" Fred W. Clift, of the Summit Herald and R. W. Cook, of New York spoke on "Foreign Advertising—Should Every Newspaper Have a Representative?"

FLAG ON EVERY PLOUGH

Georgia Editor Starts Intensive Campaign for Farm Production.

Editor Isodore Gelders, of the Fitzgerald (Ga.) Leader-Enterprise, has launched a campaign for intensified food production with the slogan, "Nail a flag to your plough and work for your country as you would fight for it." The idea was endorsed at a mass meeting of citizens of Ocilla, and has been taken up by newspapers all over the State. A number of patriotic publications have been running cartoons. Committees of safety in a number of counties have announced that they will furnish every plough with a flag, hoping thus to stimulate the patriotism of the farmer. A whirlwind campaign covering every section of the State will be made by leading citizens, headed by Editor Gelders, and every plough equipped with a flag.

for **BETTER BUSINESS in Baltimore**
Concentrate in
THE BALTIMORE NEWS

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

Special Representatives
DAN A. CARROLL NEW YORK
Tribune Building,
J. E. LUTZ
First National Bank Building, CHICAGO

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street
SAN FRANCISCO

N. Y. DAILIES USE LESS PAPER, PRINT MORE ADS

News Print Consumption for Month of April, Just Past; Lower Than for the Corresponding Thirty Days in 1916—April Comparisons for the Past Three Years.

The sixteen daily newspapers of New York city printed 139,338 more lines of advertising during the month of April, 1917, than for the corresponding period in 1916, not counting the amount printed by the Press one year ago, that paper having been consolidated with the Sun. The lineage for the past month was 10,188,706, compared with 10,049,338 one year ago. Losses were shown by eight newspapers, running from 4,266 to 51,897 lines. The figures are taken from those furnished by the New York Evening Post's statistical department.

Eliminating the Press figures, the sixteen papers printed 11,006 pages in April, 1916, and 10,232 for April, 1917, a saving of 774 pages. In other words, they printed about 54 more pages of advertising during April, 1917, though they printed a total of 774 pages less, showing a large saving of news print, which is indicative of the manner in which they have reduced consumption.

THREE YEAR'S COMPARISONS.

The number of lines of advertising printed by all of the papers for the month of April for the years 1917, 1916, and 1915, including the Press, follow:

	1917.	1916.	1915.
American	888,635	930,024	738,600
Brooklyn Eagle ..	854,508	891,340	778,101
Evening Journal ..	660,096	662,858	712,890

	1917.	1916.	1915.
Evening Mail ..	419,977	411,898	417,492
Evening Post ..	328,272	327,683	283,271
Evening Sun ...	506,723	527,396	467,483
Evening Telegram	671,000	583,086	660,533
Evening World...	476,062	461,583	677,446
Globe	481,842	535,815	469,620
Herald	743,252	737,429	701,923
Press	155,298	155,298	170,693
Staats-Zeitung...	350,040	401,937	384,853
Standard Union.	499,242	503,508	526,457
Sun	407,971	348,854	295,013
Times	1,175,021	1,112,219	817,559
Tribune	450,839	399,817	258,724
World	1,275,136	1,214,091	881,516
Totals	10,188,706	10,204,666	9,142,174

FOUR MONTHS' ADVERTISING RECORD.

The figures for January, February, March, and April, 1917, one-third of the year, show a gain of 1,968,977 lines in advertising matter, with losses shown by only four papers, the range being from 10,924 to 118,133 lines. The other twelve papers exhibited gains of from 18,720 to 613,393 lines, with the figures for the Press excluded from the totals. The lineage of advertising carried for the first four months for 1917, compared with 1916, follow:

	1917.	1916.
American	3,180,950	3,201,636
Brooklyn Eagle ..	3,047,848	3,058,772
Evening Journal ..	2,414,495	2,338,725
Evening Mail	1,635,890	1,423,824
Evening Post	1,329,061	1,220,087
Evening Sun	1,897,716	1,812,721
Evening Telegram ..	2,596,942	2,129,318
Evening World	1,746,563	1,661,390
Globe	1,891,847	1,982,360
Herald	2,642,619	2,510,934
Press	613,283	613,283
Staats-Zeitung	1,386,398	1,504,531
Standard Union	1,872,116	1,853,396
Sun	1,505,511	1,300,987
Times	4,053,981	3,703,961
Tribune	1,754,068	1,384,499
World	4,685,018	4,071,025
Totals	37,641,026	35,672,049

TECH. ASSN. DINNER MAY 10

Lecture by Mr. Easton upon Dealer Helps from Manufacturers' Standpoint.

The Technical Publicity Association will listen to an illustrated address on the occasion of the next monthly dinner at the Advertising Club of New York, Thursday evening, May 10th, at 6:30, by W. H. Easton of the Publicity Division of the Westinghouse Electric and Manufacturing Company.

Mr. Easton's theme is "Dealer Helps as Furnished by Manufacturers from the Manufacturers' Standpoint." Mr. Easton's address will be followed by 1,000 feet of motion picture film entitled "The Education of Mrs. Drudge."

Z. M. Hyer, of the United States Electric Shops, will talk on the subject "Dealer Helps as Furnished by Manufacturers from the Dealers' Standpoint," and Carl H. Dunning, of the Display Company of New York city, will discuss "Conventions and Convention Exhibits."

ADS LOWER FOOD COST

By Causing Quick Distribution, Says Frank M. Gregg.

The D'Arcy Advertising Company, of St. Louis, recently was host at a banquet to a number of manufacturers interested in the advertising and distribution of food products on modern lines. Among other statements made at the meeting was that of Frank M. Gregg, president of the Cleveland Macaroni Company, who claimed that the broad-minded manufacturer and advertiser today must give service to those who handle his commodity and to those who consume it.

The manufacturer, retailer, and consumer, he said, must all be instructed by means of educative advertising. The goal of a national advertiser of a food product is to give a maximum of quality, and also quantity, at a minimum price. It was claimed that the most economical method of food-product distribution was by national and local advertising. Statistics were given which proved that advertising lowers the cost of distribution, and causes quickest "turn-overs" of the retailer's stock.

Senator Johnson's Secretary Sues

A suit for damages in the sum of \$100,000 has been filed, in Los Angeles, against the Times-Mirror Company and H. G. Otis by Paul Herriott, private secretary to Senator Hiram Johnson. The suit is based upon an editorial in the Los Angeles Times.

Union to Buy War Bonds

Newspaper Webb Pressmen's Union No. 3, of Boston, has voted to purchase \$2,000 worth of United States Government war bonds as soon as they are offered for sale. A communication was read in the meeting from the international body of the union calling on all locals to care for members who enlist in the army, navy, or marine corps. All who enlist will be carried on the books of the international union from the time notice of enlistment is filed.

News Print Economy or Waste of the New York Newspapers April, 1917, Compared with 1916. (In Pages)

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

	Total Pages Printed		Gain or Loss.	Total Vol. of Advertis'g		Advertising Gain or Loss.	Total Reading		Reading	
	1917.	1916.		1917.	1916.		1917.	1916.	Gain or Loss.	Gain or Loss.
Morning Papers.										
American	922	1,042	120 loss	375 3/4	392	16 3/4 loss	546 3/4	650	103 1/4 loss	
Herald	936	1,066	130 loss	313	211 1/2	101 1/2 gain	623	854 1/2	231 1/2 loss	
Sun	644	710	66 loss	172 3/4	147 3/4	25 gain	471 3/4	562 3/4	91 loss	
Times	966	1,000	34 loss	496	469 3/4	26 1/4 gain	470	530 3/4	60 3/4 loss	
Tribune	648	702	54 loss	190 3/4	168 3/4	21 1/2 gain	457 3/4	533 3/4	75 1/2 loss	
World	968	988	20 loss	538 1/2	512 3/4	25 3/4 gain	429 1/2	475 1/4	45 3/4 loss	
Staats-Zeitung	550	576	26 loss	147 3/4	169 3/4	22 loss	402 1/4	406 1/4	4 loss	
Total	5,634	6,084	450 loss	2,233	2,071 3/4	161 1/4 gain	3,401	4,012 3/4	611 1/4 loss	
Evening Papers.										
Journal	550	578	28 loss	278 3/4	279 3/4	1 loss	271 1/4	298 3/4	27 loss	
Mail	376	388	12 loss	177 3/4	174	3 3/4 gain	198 3/4	214	15 3/4 loss	
Post	518	558	40 loss	138 3/4	138 3/4	0 gain	379 3/4	419 3/4	40 3/4 loss	
Sun	410	458	48 loss	214	222 3/4	8 3/4 loss	196	235 1/4	39 1/4 loss	
Telegram	586	566	20 gain	283 1/2	246 3/4	37 3/4 gain	302 1/2	319 3/4	17 1/4 loss	
World	432	434	2 loss	201	195	6 gain	231	239	8 loss	
Globe	380	450	70 loss	200 3/4	226 3/4	25 3/2 loss	179 3/4	223 3/4	44 1/2 loss	
Total	3,252	3,432	180 loss	1,493 3/4	1,482 3/4	11 1/2 gain	1,758 3/4	1,949 3/4	191 1/2 loss	
Brooklyn Papers.										
Eagle	978	1,058	80 loss	361	376 3/4	15 3/4 loss	617	681 3/4	64 3/4 loss	
Standard-Union	368	432	64 loss	210 3/4	212 1/2	1 3/4 loss	157 3/4	219 1/2	62 3/4 loss	
Total	1,346	1,490	144 loss	571 3/4	588 3/4	17 loss	774 3/4	901 3/4	127 loss	
Summary.										
Total Pages Printed	1917.	1916.		1917.	1916.		1917.	1916.	1917.	1916.
Morning	5,634	6,084		2,233	2,071 3/4		3,401	4,012 3/4	4,012 3/4	4,012 3/4
Evening	3,252	3,432		1,493 3/4	1,482 3/4		1,758 3/4	1,949 3/4	1,949 3/4	1,949 3/4
Brooklyn	1,346	1,490		571 3/4	588 3/4		774 3/4	901 3/4	901 3/4	901 3/4
Total	10,232	11,006		4,298 3/4	4,142 3/4		5,933 3/4	6,863 3/4	6,863 3/4	6,863 3/4

New Orleans States
 Member Audit Bureau of Circulations.
 Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1916
36,660 Daily
 We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
 To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
 Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
New York Chicago St. Louis

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOODMAN,
 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

VINCENT ST. JOHN NEVILLE, who has been engaged in special edition work, has succeeded H. Roscoe Bailey as advertising manager of the Meriden (Miss.) Dispatch.

FRED H. DRAKE, formerly connected with the Cooper Advertising Agency, of San Francisco, has joined the Blum Advertising Agency, of that city, as manager of the service department.

H. A. CROW, general agent of the passenger department in St. Louis for the Chicago & Alton Railroad, has resigned to accept the position of special transportation representative of the New York Street Railways Advertising Co. He will have charge of all of the railroad and steamship advertising of the company.

W. C. D'ARCY, of St. Louis, addressed the members of the Ad-Sell league, South Bend, Ind., last week.

GEORGE R. CULLEN, formerly with the advertising department of the Hudson Motor Co., of Pittsburgh, has joined the advertising staff of the Chalmers Motor Co., becoming associated again with his old chief, W. L. Agnew, director of advertising.

JOHN P. DUNCAN, assistant advertising director of Gimbel Brothers, N. Y., after more than a year's service, has resigned, to take effect May 1. Mr. Duncan has devoted more than a decade to department-store advertising in association with Gimbel Brothers, Simpson, Crawford Co., Greenhut Co., and other large stores. His immediate plans have not been definitely decided.

V. S. HIBBARD has joined the Ross Automobile Company, of Detroit, as manager of sales and advertising. Mr. Hibbard was formerly advertising manager of the R-C-H Company and lately assistant sales manager of the Regal Motor Car Company.

DICK FARRINGTON, former Indianapolis newspaper man, has been made advertising manager of the Parker Rust-Proof Company, Detroit.

EDWARD FRASER CARSON, assistant advertising manager of the Pyrene Manufacturing Company, has just returned to his desk, after a tornado tour of the country, in the interest of the Pyrene spring automobile advertising campaign. Mr. Carson visited every State east of the Mississippi and nine States west of that river in twenty-one days.

J. C. PHELPS, president of the Dallas (Tex.) Advertising League, in an address to the Dallas Association of Credit Men, contended that through advertising credit conditions can be built up for any business.

V. R. CHURCHILL, secretary of the Honig-Cooper Advertising Company, of San Francisco, Cal., is at Orland, Cal., to attend the spring convention of the California Press Association, which will be attended by a large number of editors and publishers.

C. A. DUDLEY, of Boston, has joined the staff of M. D. Hunton, Eastern representative of the Chicago Examiner, at the latter's office, 1834 Broadway.

THE JOHNSTOWN (Pa.) Leader has engaged William Wolfe, late of Reading, Pa., as advertising manager.

F. E. LYMAN has been appointed advertising manager for the Glidden Varnish Co., Cleveland, O.

H. J. WINSTON has been appointed sales and advertising manager of the Schuylkill Silk Mills, Reading, Pa. Mr. Winston was formerly with the Niagara Silk Mills.

H. M. ADLERSTEIN, for a number of years connected with the Federal Advertising Agency in its contract department and more recently advertising

manager of Samstag & Hilder Bros. has resigned from the latter concern. He has not announced his plans for the future.

AD WOMEN WILL HELP.

Join Men in Offering Their Services to the Government.

The offer to the Government of the services of the advertising men of the country, made by Herbert S. Houston, president of the Associated Advertising Clubs of the World, was supplemented by the following letter from the League of Advertising Women of New York city:

"NEW YORK CITY, March 27, 1917.
"My Dear Mr. Houston:

"Please do not forget that the advertising women are as loyal citizens and as ready patriots as the advertising men. I have no idea just what we could do but when the necessity or opportunity arises, we shall not be 'found wanting.' Therefore, please do not fail to call on us if there is anything we advertising women can do in the plans which you advertising men have on hand and when I say this for the League of Advertising Women of New York city, I believe I can reiterate it for the advertising women throughout the United States.

"Yours for Americanism, loyalty, and service,

"J. J. MARTIN, President."

Col. Massengale Optimistic

ATLANTA, May 3.—There is no reason to get uneasy over the financial outlook—the war will bring good times and great prosperity instead of adversity, according to St. Elmo Massengale, the well known Atlanta advertising man, who has made a close study of the situation and who is far from gloomy. He points out that Canadian savings bank deposits have nearly doubled since the beginning of the war, notwithstanding the fact that four hundred thousand Canadians out of a total population of only eight million are actually in the trenches. Expenditures by the United States Government for the raising, training and equipping of an army, for the enlargement and improving of the navy and for the building of thousands of merchant vessels, according to Mr. Massengale, will stimulate every line of business.

To Consolidate Newspapers

The business men of Bowman, N. D., have by subscription raised \$9,500 of the \$10,000 needed to buy the two local newspapers. They will be consolidated and run as a community newspaper, taking no political, religious, or partisan stand, but giving free access to all county publicity and everything tending to promote the community welfare.

Florida Falls in Line

The Senate bill, which excludes liquor advertisements from newspapers in the State of Florida, has passed the House and all that remains to make the bill a law is the signature of Gov. Sidney J. Catts, erstwhile Baptist minister. It is almost certain that Governor Catts will sign the bill, which is a drastic one.

Here and There

Jno. M. Cooney, director of the department of journalism at the University of Notre Dame, will teach at the New York University during the coming summer school.

Apathy is one of the dual-barriers that arises to block every sale. The other is of little consequence.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA	MONTANA
NEWS Birmingham Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER Butte Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.
CALIFORNIA	NEW JERSEY
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL Elizabeth
MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C.	PRESS-CHRONICLE Paterson
GEORGIA	NEW YORK
BANNER Athens A gilt edge subscription—not a mere circulation claim.	COURIER & ENQUIRER Buffalo
JOURNAL (Cir. 57,531) Atlanta	IL PROGRESSO ITALO-AMERICAN New York
CHRONICLE Augusta	DAY New York The National Jewish Daily that no general advertiser should overlook.
ILLINOIS	OHIO
HERALD-NEWS (Circulation 15,190) Joliet	VINDICATOR Youngstown
IOWA	PENNSYLVANIA
THE REGISTER AND TRIBUNE... Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	TIMES Erie
SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	DAILY DEMOCRAT Johnstown
KENTUCKY	TIMES-LEADER Wilkes-Barre
MASONIC HOME JOURNAL... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 80,000 copies monthly.	TENNESSEE
LOUISIANA	BANNER Nashville
TIMES-PICAYUNE New Orleans	TEXAS
MICHIGAN	CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	UTAH
MINNESOTA	HERALD-REPUBLICAN Salt Lake City
TRIBUNE, Morning and Evening... Minneapolis	VIRGINIA
MISSOURI	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Photogravure 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
NEBRASKA	POST-INTELLIGENCER Seattle
NEW YORK	BOELLETTINO DELLA SERA New York

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS	NEBRASKA
SKANDINAVEN Chicago	FREE PRESSE (Cir. 128,384) Lincoln
NEW YORK	

NEWSPAPER ADS BRING THE QUICKEST RESULTS

Thomas H. Moore, Associate Director of the Bureau of Advertising of the A. N. P. A., Advocates the Newspaper Against All Other Methods of Promoting General Store Publicity.

The use of newspaper advertising in preference to outdoor signs, street-car cards, bill posting, and other methods for a new store about to open, and with a \$20,000 advertising fund, was advocated by Thomas H. Moore, associate director of the Bureau of Advertising of the A. N. P. A. Monday, April 30, before the Retail Merchants' Association of Newark, N. J.

In order to bring out the views of all on the question of the advertising policy of a new store, about to open, the various interests were asked to discuss the subject. In order to be specific, it was assumed that the new store is to be located in the city of Newark. Mr. Moore spoke for all the papers of that city.

He started with the proposition that there are 700,000 people in the Newark radius, and 215,000 are purchasers of Newark newspapers, and then proceeded, in part, as follows:

NEWSPAPERS SELL A MARKET.

"Your Newark papers don't come offering to sell space—they come offering to sell a definite market.

"The newspaper goes into the home. It is part of the home, part of the family. Newspaper advertisements are read under the most favorable circumstances. They are read because people want to read them, and not merely because they are thrust upon them. People who read them paid money for the privilege of doing so.

"It is the force of the newspaper behind the advertisement that gives it its big punch. If there were no advertisements the newspaper would still exist, because it fills a great human want. Advertising that exists merely because it is advertising can only be given a supplemental value. The advertising is part of the newspaper because people expect it. It is there because it is news and service to the reader. Newspaper advertisements come to the people by their direct commission, and at their request.

NEWSPAPER ADVERTISING LEADS.

"The local merchants of this country spend more than \$300,000,000 a year in newspaper advertising. This is a little less than one-half the total amount spent in all sorts and kinds of advertising, including the millions spent in postage and direct mail work.

PREFER NEWSPAPERS.

"What of successful businesses that have been launched? I turn for reference to the opening of Wanamaker's and Stern's and Gimbel's, in New York, of Filene's in Boston, of Kauffman-Baer's in Pittsburgh, of Field's new store in Chicago, and I find newspaper advertising was and is the backbone of their appeal. I find in many cases newspaper advertising was the only thing used.

"I find five successful stores using newspaper advertising alone, to one using a combination of mediums.

"To secure some even more specific reference, I have made inquiries among the stores in Newark.

"One department-store manager tells me he is about to withdraw all what he terms 'supplementary means' of advertising, because he finds he can get better and more direct results from

newspapers. Another man, the advertising manager of one of your leading stores, has written this letter:

It has been our consistent experience that newspaper advertising is vastly more productive of immediate results than any other medium ordinarily used by a retail enterprise. That explains why 80 per cent. of our year's advertising appropriation invariably goes for newspaper space.

"Even stronger evidence in favor of newspapers can be had from the records of some great businesses to-day that started from small beginnings. If we inquire into the history of these businesses we usually find that they began to grow with the first little advertisement that was put into the daily newspapers. You will find in every city, stores whose newspaper advertising has increased from year to year as their business has grown proportionately.

Fifty-six years ago two men opened a clothing store in an adjoining city with a capital of \$4,000, and now the turnover is \$50,000,000 yearly.

"In June, last, the founder of this business was asked his opinion of advertising values, and turning back to his first experience as his starting point, he said:

WANAMAKER TRIBUTE.

Our little allowance of advertising money went to the newspapers then, as it goes nearly altogether to-day, because, if I ever have a monument for discovering anything, it will be for finding out that the only advertising of direct and instant benefit to both merchant and customer, is in the daily newspaper of known circulation. All others are vanity and vexation of spirit. To have learned this fact has greatly helped my enterprises, though often there has been serious discomfort in saying so publicly.

"The hand that wrote this tribute to newspaper advertising was the hand of the world's greatest merchant—John Wanamaker."

LOUISIANA PRESS MEETING

Usually Well-Attended Meeting Discusses Newspaper Problems at Alexandria.

Woman ruled the day at the thirty-eighth annual session of the Louisiana Press Association in Alexandria, La., April 23-25. Mrs. J. Vol Brock, editor of the Franklinton Era-Leader, the first woman president, was in the chair and delivered a masterly address. Three ladies were on the programme for papers.

Foreign advertising as a means of revenue for the country paper was championed by Professor Blain, of the department of journalism of the Louisiana State University, who made an exhaustive report, with recommendations.

Other matters of interest were the report of the legislative committee, to the effect that the next Legislature should be assigned to one man, who could watch all legislation pertaining to the newspaper business; the address of the president, who sounded the keynote in her call to the editors of Louisiana to do their duty by their communities and their State in this crisis; a resolution assuring President Wilson of the loyalty and patriotism of the Louisiana press;

and the many courtesies extended the Association by the people of Alexandria.

The principal features of the programme were: "Relations of the Press of Louisiana to the Louisiana Press Association," by Mrs. Conrad J. Lecoq, of the Pointe Coupee Banner; "The House that Jack Builds," by Mrs. C. L. Breazeale, of the Natchitoches Enterprise; "The Mission of the Country Press," by Miss Hattie Buckner, of the Amite Times; "Power of the Country Press," by Hon. E. M. Stafford, of New Orleans; "The Progress of Journalism," by F. A. Leaming, of the Mansfield Enterprise; "Neglected Sources of News," by W. E. Krebs, of the New Orleans Bee; "The Editorial Page," by W. H. Bennett, of the Clinton Southern Watchman; "Importance of Knowledge of American Institutions," by H. G. Goodwyn, of the Colfax Chronicle; "Print Paper Prices," by W. M. Knight, of New Orleans.

More Newspaper Men Enlist

The staff of the Savannah (Ga.) Press is suffering from the ravages of war. William Garard, jr., city editor of that paper, recently resigned to go into advertising and publicity work, and now the new city editor, recruited from the ranks of the morning contemporary, the Savannah News, and two reporters, A. P. Hill and Robert Golden, have enlisted for service in the army and navy in the war with Germany.

Mr. Hearst Wins Injunction Suit.

The Appellate Division of the New York Supreme Court on April 27 affirmed the decision of Supreme Court Judge Benton in granting an injunction of William R. Hearst enjoining the Associated Press from stopping its service to the San Francisco Examiner. It is believed that the case will go to the Court of Appeals. The action hinged on the Examiner's Oakland edition, which was so headed that it looked like the Oakland Examiner, the words "edition of the" being printed in small type. The Oakland Tribune had protested that

You MUST Use the
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN 150,000

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

The
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 NEW YORK Lytton Building CHICAGO

this made it a separate paper, and infringing on the franchise from the Associated Press, to the effect that no paper was to receive the Association's report in another territory without the consent of publishers in that territory.

Eagle's Current Events Bee

The Brooklyn Eagle has conducted Current Events Bees for the past two years, which took root in an old-fashioned spelling bee conducted by that newspaper four years ago. Since then the event has been one of the Eagle's yearly contributions to the educational and social activities of that city. This year the event was won by Victor Cooperstein, of the Boys' High School. The contest was in the form of a large number of questions to be answered. The boy who replied to them correctly had to be mighty well posted. That's the reason young Cooperstein won.

Progressive Newspaper Woman

The Morganton (N. C.) News-Herald has moved into its new home. The entire plant is located on the ground floor, with glass front and back. The career of the newspaper has attracted considerable attention because of the fact that when Editor T. G. Cobb died, his daughter, Miss Beatrice Cobb, became manager and editor. She replaced the equipment in every department, doubled the size of the paper and improved it generally. Then she purchased the entire stock of the company and is now sole owner. A few weeks ago she purchased the Mortimer Building, into which she moved the plant.

The Times-Dispatch
Richmond, Virginia
A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.
Story, Brooks & Finley
Special Representatives
200 Fifth Ave. New York
People's Gas Building Chicago
Mutual Life Building Phila.

The New Orleans Item
Largest Circulation of any Louisiana Newspaper
Largest afternoon Circulation in the entire South.
(October Post Office Statement)
Sunday 68,942
Daily 55,365

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

**ATTENDANCE ROSTER OF
A. N. P. A. CONVENTION**

Register Contains 360 Names, Breaking All Records of Past Meetings—Enrollment Includes Representatives from Every Part of the United States and Canada.

The attendance at this year's convention of the A. N. P. A. was the largest in the history of the organization. On Thursday afternoon at the close of the business session, every member of the Association, with the exception of three, was reported to have enrolled, the roll book showing 360 names. The following is the list of those registered, with the exceptions of only four that were entirely undecipherable:

- A**
- E. P. Adler, Davenport (Ia.) Daily Times.
H. C. Adler, Chattanooga Times.
Felix Agnus, Baltimore American.
H. J. Allen, Wichita (Kan.) Beacon.
J. H. Allison, Nashville (Tenn.) American.
W. T. Anderson, Macon (Ga.) Telegraph.
C. N. Andrews, Easton (Pa.) Free Press.
Roland F. Andrews, Hartford Times.
Sam B. Anson, Columbus (O.) Monitor.
Benjamin H. Anthony, New Bedford (Mass.) Standard.
Lynn J. Arnold, Albany (N. Y.) Knickerbocker Press.
Chas. D. Atkinson, Atlanta (Ga.) Journal.
George A. Auer, New York American.
H. J. Auth, Newark Star-Eagle.
- B**
- W. H. Bagley, Fort Worth Record.
Prentice Bailey, Utica (N. Y.) Observer.
Frank S. Baker, Tacoma (Wash.) Tribune.
Edbert H. Baker, Cleveland Plain Dealer.
H. K. Barney, Rutland (Vt.) Herald.
J. D. Barnum, Syracuse Post-Standard.
E. W. Barrett, Birmingham (Ala.) Age-Herald.
W. C. Barrett, Danville News.
F. G. Bell, Savannah Morning News.
R. E. Bennett, Binghamton (N. Y.) Press.
C. F. Becknell, Fort Wayne News.
Willard E. Binford, Pawtucket (R. I.) Times.
Charles O. Black, Pawtucket (R. I.) Times.
C. K. Blandin, St. Paul Dispatch.
Joseph Blethen, Seattle Times.
C. R. Boardman, Oshkosh (Wis.) Daily Northwestern.
E. W. Booth, Grand Rapids Press.
George F. Booth, Worcester (Mass.) Gazette.
Ralph H. Booth, Grand Rapids Press.
M. T. Bowman, Toronto Telegram.
E. R. Boyle, Oil City (Pa.) Derrick.
J. A. Bradley, Scranton (Pa.) Times.
H. L. Bridgman, Brooklyn Standard-Union.
J. E. Brown, Raleigh (N. C.) News-Observer.
H. F. Brown, Indianapolis News.
W. O. Brown, Youngstown (O.) Vindicator.
Louis H. Brush, East Liverpool (O.) Review.
John S. Bryan, Richmond (Va.) News-Leader.
W. B. Bryant, Paterson (N. J.) Press-Guardian.
M. Bunnell, Duluth (Minn.) News-Tribune.
E. M. Burke, Indianapolis Daily Times.
P. E. Burton, Joplin (Mo.) News-Herald.
H. D. Burrill, Syracuse (N. Y.) Journal.
B. T. Butterworth, New York Times.
- C**
- Edward P. Call, New York Journal of Commerce.
Edward T. Carrington, New Haven Journal-Courier.
P. P. Carroll, Evansville Courier.
Willard E. Carpenter, Lincoln (Ill.) Courier-Herald.
A. G. Carter, Fort Worth Star-Telegram.
Joseph Cashman, Wall St. Journal.
Garth W. Cate, Boston C. S. Monitor.
Harry Chandler, Los Angeles Times.
W. G. Chandler, Cleveland (O.) Press.
Clayton P. Chamberlain, Hartford Times.
A. B. Chivers, New York Globe.
Thomas M. Clark, Buffalo Times.
Wm. H. Clark, Norwich (N. Y.) Sun.
H. Clay, Zanesville (O.) Times-Recorder.
Calvin O. Cobb, Boise (Ida.) Statesman.
Bernard L. Cohn, Memphis (Tenn.) News-Scimitar.
Harry R. Cook, Pensacola (Fla.) Journal.
Thomas E. Conklin, Baltimore American.
Henry H. Contand, Hartford Courant.
Gardner Cowles, Des Moines Register Tribune.
August S. Crane, Elizabeth (N. J.) Journal.
R. A. Crothers, San Francisco Bulletin.
W. J. Curtis, Rochester (N. Y.) Union-Advertiser.
- D**
- R. Damon, Salem (Mass.) News.

- Josephus Daniels, Jr., Raleigh (N. C.) News-Observer.
E. R. Davenport, Elmira (N. Y.) Star-Gazette.
Wm. H. Day, Cincinnati Post.
W. A. Dealey, Dallas News.
J. J. Devine, Clarksburg (W. Va.) Telegram.
Walter W. Dear, Jersey City Journal.
Leonard G. Diehl, Butte (Mont.) Miner.
Charles F. Dodd, Newark (N. J.) News.
D. F. Dodge, Cincinnati Post.
A. W. Dodsworth, N. Y. Journal of Commerce.
H. F. Dorwin, Springfield (Ill.) State Journal.
J. S. Douglas, Toronto Mail and Empire.
Wm. H. Dow, Portland (Me.) Express.
J. H. Durston, Butte (Mont.) Post.
Fred H. Drinkwater, Portland (Me.) Express.
Walter F. Dunser, Reading (Pa.) Telegram.
T. F. Dwyer, Providence Tribune.
- E**
- John M. Eastman, Hamilton (Ont.) Times.
E. T. Earl, Los Angeles Express.
C. S. Estabrook, Syracuse (N. Y.) Post-Standard.
Robert Ewing, New Orleans Star.
- F**
- J. J. Faher, New Haven Union.
C. H. Fentress, Cleveland Press.
Wm. H. Field, Chicago Tribune.
Edgar M. Foster, Nashville (Tenn.) Banner.
M. E. Foster, Houston (Tex.) Chronicle.
Geo. B. Frease, Canton (O.) Repository.
L. Friberg, New York Forward.
John C. Fulmen, Utica (N. Y.) Herald-Dispatch.
- G**
- L. S. Galvin, Lima (O.) News.
Frank E. Gannett, Elmira (N. Y.) Star-Gazette.
B. W. Garsten, Cumberland (Md.) Times.
J. E. Giest, Topeka (Kan.) Daily Capital.
J. W. Gill, York (Pa.) Gazette.
Frank P. Glass, Birmingham News.
R. C. Gordon, Waynesboro (Pa.) Record.
Wm. A. Gracy, Geneva (N. Y.) Daily Times.
George E. Graff, Williamsport (Pa.) Sun.
H. J. Grant, Milwaukee Journal.
A. W. Grue, Kansas City Star.
S. W. Gunnison, Brooklyn Eagle.
Harry F. Guthrie, Muncie (Ind.) Star.
Herbert F. Guanson, Brooklyn Eagle.
- H**
- Harry B. Haines, Paterson (N. J.) News.
Frederick P. Hall, Jamestown (N. Y.) Journal.
Bruce Haldeman, Louisville Courier-Journal.
Chas. W. Halsted, Lansing (Mich.) State Journal.
D. R. Hanna, Jr., Cleveland News.
Louis Hannoeh, Newark Sunday Call.
M. F. Hanson, Philadelphia Record.
Victor H. Hanson, Birmingham (Ala.) News.
J. A. Hardman, North Adams (Mass.) Transcript.
E. J. Hardy, Oshkosh (Wis.) Daily Northwestern.
M. R. Harrigan, Bangor (Me.) Commercial.
W. C. P. Harris, Toronto Star.
C. E. Hasbrook, Richmond (Va.) Times-Dispatch.
C. H. Hastings, Lynn (Mass.) Item.
J. A. Hayden, Waterbury (Conn.) Democrat.
Arthur D. Tecox, Albany Knickerbocker Press.
J. N. Helskel, Little Rock Gazette.
Wm. A. Hendrick, New Haven Times-Leader.
E. F. Hicken, Lynn (Mass.) News.
J. H. Higgins, Boston Herald.
James R. Holaday, Atlanta Constitution.
W. W. Holland, Spartanburg (S. C.) Herald.
Richard Hooker, Springfield (Mass.) Republican.
George A. Hough, New Bedford (Mass.) Standard.
W. B. Howe, Burlington (Vt.) Free Press.
P. S. Huber, Norfolk (Va.) Ledger.
F. G. Huntress, Jr., San Antonio Express.
Gene Huse, Norfolk (Neb.) News.
- I**
- Joha M. Imrie, Toronto, Canadian Press Ass'n.
- J**
- P. E. Johnson, Taunton (Mass.) Gazette.
C. B. Johnson, Charlotte (N. C.) Observer.
Curtis B. Johnston, Knoxville Sentinel.
Jefferson Jones, Minneapolis Journal.
J. I. Jones, East Liverpool (O.) Review.

- W. S. Jones, Minneapolis Journal.
Wm. V. Jones, Utica (N. Y.) Press.
- K**
- J. A. Kantz, Kokomo Tribune.
J. Keeley, Chicago Herald.
A. C. Kelfer, Terre Haute Tribune.
F. W. Kellogg, San Francisco Call and Post.
H. N. Kellogg, Indianapolis.
W. A. Kelsey, Meriden (Conn.) Record.
A. C. Kessinger, Rome (N. Y.) Sentinel.
J. C. Kinnoath, Asbury Park (N. J.) Press.
Edwin J. Kleist, Dallas Times-Herald.
Wm. J. Kline, Amsterdam (N. Y.) Recorder.
Jay E. Klock, Kingston (N. Y.) Freeman.
Gardiner Kline, Amsterdam (N. Y.) Recorder.
H. H. Knickerbocker, Middletown (N. Y.) Times-Press.
J. R. Knowland, Oakland (Cal.) Tribune.
A. L. Kohnfeld, Hoboken (N. J.) Observer.
Arthur B. Krock, Louisville Courier-Journal.
C. Geo. Krogness, Minneapolis Tribune.
- L**
- Charles D. Lamade, Williamsport (Pa.) Grit.
Howard J. Lamade, Williamsport (Pa.) Grit.
Frank Langley, Barre (Vt.) Daily Times.
John D. Larkins, New Haven Register.
Robert Latham, Charleston (S. C.) News Courier.
A. S. Leckie, Joliet (Ill.) Herald-News.
Edward M. Lewis, St. Louis Star.
E. B. Lilley, St. Louis Republic.
W. O. Littick, Zanesville (O.) Times-Recorder.
L. P. Loomis, Muscatine (Ia.) Journal.
Jesse C. Long, Jackson (Tenn.) Sun.
Jess E. Long, McKeesport (Pa.) Daily News.
J. D. Lorentz, Dallas News.
Eugene Lorton, Tulsa (Okla.) World.
J. F. Lubben, Galveston News.
B. F. Lawrence, Indianapolis Star.
E. J. Lynett, Scranton (Pa.) Times.
- M**
- J. F. MacKay, Toronto Globe.
Frank P. MacLennan, Topeka State Journal.
P. E. Manson, Williamsport (Pa.) Grit.
Arthur D. Marks, Washington Post.
C. C. Marquis, Bloomington (Ill.) Pantagraph.
E. G. Martin, Brooklyn Eagle.
W. S. Marson, Montreal Star.
Edward McAneeny, New York Times.
John S. McCarreus, Cleveland Plain Dealer.
Robert L. McClean, New York Evening Post.
Samuel G. McClure, Youngstown Telegram.
F. D. McDonald, Dayton (O.) Journal.
P. S. McGlynn, Moline (Ill.) Dispatch.
E. E. E. McInnesy, Springfield (Mo.) Republican.
Robert McLean, Philadelphia Evening Bulletin.
A. N. McKay, Salt Lake Tribune.
R. L. McKenney, Macon (Ga.) News.
John J. Mead, Erie (Pa.) Times.
Sam W. Meek, Philadelphia Press.
F. A. Merriam, Mt. Vernon (N. Y.) Daily Argus.
D. A. Miller, Allentown (Pa.) Call.
A. L. Miller, Battle Creek Enquirer.
Edward H. Mills, Gloversville (N. Y.) Leader.
Owen Moon, Jr., Trenton Times.
C. A. Mooney, Findlay (O.) Republican.
D. D. Moore, New Orleans Times-Picayune.
J. T. Moore, Pittsburg (Kan.) Headlight.
M. S. Montague, New Haven Union.
Geo. F. Moran, Cleveland Leader-News.
C. A. Morden, Portland Oregonian.

- C. D. Morris, St. Joseph (Mo.) Gazette.
C. H. Motz, Cincinnati (O.) Times-Star.
J. A. Muchling, Manchester (N. H.) Leader.
George Mudram, Brooklyn Eagle.
M. M. Murphy, Wichita (Kan.) Eagle.
J. T. Murphy, Superior (Wis.) Telegram.
J. T. Murray, New Bedford (Mass.) Standard.
- N**
- Fleming Newbold, Washington Star.
- O**
- D. P. Olmstead, Perth Amboy (N. J.) News.
E. J. Ottaway, Port Huron (Mich.) Times-Herald.
F. R. Oyster, Harrisburg (Pa.) Telegraph.
- P**
- C. M. Palmer, St. Joseph (Mo.) News-Press.
G. J. Palmer, Houston (Tex.) Post.
Wm. J. Pape, Waterbury (Conn.) Republican.
Gustav A. Parsons, Waterbury (Conn.) Republican.
J. J. Paskall, Erie (Pa.) Dispatch.
Grove Patterson, Toledo (O.) Blade.
Paul Patterson, Baltimore Sun.
W. J. Pattison, Scranton (Pa.) Republican.
Wm. J. Peck, Pittsford (Pa.) Daily Gazette.
Henry M. Pindell, Peoria (Ill.) Journal.
J. D. Plummer, Springfield (Mass.) Union.
John Poppendieck, Jr., Milwaukee Sentinel.
A. L. Poorman, Springfield (Ill.) State Register.
James F. Powell, Ottumwa (Ia.) Daily Courier.
S. A. Perkins, Tacoma News-Ledger.
W. B. Phillips, Louisville Times.
D. B. Plum, Troy (N. Y.) Record.
H. Ponting, Detroit (Mich.) News.
Harry M. Powell, Peoria (Ill.) Star.
- Q**
- Oliver A. Quayle, Albany (N. Y.) Journal.
- R**
- E. Leasing Ray, St. Louis Globe-Democrat.
John R. Ratliff, Providence Journal.
John G. Rauch, Reading (Pa.) Eagle.
Wm. H. Reed, Taunton Gazette.
Thomas Rees, Springfield (Ill.) State Register.
C. H. Rembold, Cincinnati Times-Star.
F. St. John Riebars, St. Louis Globe-Democrat.
Victor F. Ridder, New York Staats-Zeitung.
John V. Riley, Rockford Star.
Elzey Roberts, St. Louis Star.

(Continued on page 30)

Boston Evening Record

Government statement six mos. ending March 31.. 41,961

Average net paid month of March over 53,000

The Record is growing at a faster rate than any other Boston paper.

Represented in New York by

I. A. Klein
Metropolitan Tower

The PITTSBURG PRESS

Has the **LARGEST** Daily and Sunday CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago
Foreign Advertising Representatives

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives
LOUIS GILMAN
World Building, NEW YORK
HARRY E. LASHER
Tribune Building, CHICAGO

The Best Known Slogan in St. Louis

—don't say Paper Say "STAR"

Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

MANHATTAN PHOTO-ENGRAVING CO

ENGRAVERS AND DESIGNERS

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

ALONG THE ROW

ANOTHER VICTIM.

First Goat—"You are looking thin?"
Second Goat—"Yes—this high cost of living is making my slats protrude. The great advance in the price of news print has caused people to save old paper, and consequently I haven't had a square meal in a month."

IN PETROGRAD.

Alexandrovitch—"Who is that man who just passed us with such a haughty air, and his chest extended half a foot?"

Ivan—"That is Knockemoff, the editor of the Gazette. He has just got out an extra telling of how the Czar lost his job."

Alexandrovitch—"It must be a great day for Knockemoff?"

Ivan—"It is. Besides being able to print the news, he licked three ex-censors last week in the Neva Café."

HEARD IN THE CITY ROOM.

Smith—"Mulligan is a rattling good city editor, but he lacks discretion once in a while."

Smythe—"How so?"

Smith—"Why he's just assigned Brown to cover the dinner of the Friendly Sons of St. Patrick, and Brown is suffering from dyspepsia."

FROM ART TO ELEPHANTS.

Met our old friend Harry Staton the other day, and he is looking fine and fat. For years Harry was on the staff of the Brooklyn Standard Union, and until it suspended, was art editor of the defunct New York Press. Harry is now looking after the publicity end of the Barnum and Bailey Show, and when we asked him how he liked his new job, he said "Fine."

"You see," he added, "all I have to do now is to go around with a grip full of electrotypes of elephants, tigers, leopards, wild cats, and other savage, shaggy, surly, snarling, suspicious specimens of beasts, throw them at Sunday editors, and let the art make-up man worry as to how he is to dovetail them in with Mary Pickford, Maud Adams, Henry Miller, and Johnny Get Your Gun, on the theatrical page. It's a great relief."

HER "SCHEME."

"I was reading in my paper this morning," said the sweet young bride to her husband, "that on account of the high cost of paper, that all the great New York dailies lose money on every copy they print."

"Yes, dear," he answered.

"Well then I have an idea. I want you to buy a hundred papers every morning, and at your lunch hour go and sell them back to the publishers, and then next season we can buy a bungalow."

NEVER HAPPENED HERE.

Learn that a publisher out West has just cashed a check that he had forgotten for twenty-eight years. Such a thing could not happen on the Row. If any newspaper man in this neighborhood got a check it would be cashed in less than twenty-eight seconds at Crowley's or Perry's.

DEAR OLD FRIENDS.

The price of onions and of spuds
Don't worry us—oh, no.
They are not on the bill-of-fare
In lunch rooms on the Row.
Year in, year out, aye for all time
The menu is the same.
Old beef and beans and sinkers hot
Still dominate and reign.

TOM W. JACKSON.

ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

AT THE A. N. P. A. BUREAU OF ADVERTISING LUNCHEON on April 25, a hitherto unbreakable rule was broken, and a lady was a guest—the first and only.

The lady in question was Miss Jean Dean Barnes, who, he it known, is one of the two women in this broad land of ours who run regular, honest-to-goodness advertising agencies—agencies recognized by the A. N. P. A.

Not only is this little lady a regular advertising agent, but it was Miss Barnes who, as agent, persuaded the B. Priestly Company to get off the bill-boards and into the newspapers with their advertising, a change that has been profitable, not only to Miss Barnes and the Priestly Company, but to the newspapers and the world at large, as well.

It goes without saying that Miss Barnes is a hustler, and has ability, but her work demonstrates the fact that there is room for women to do big things in the advertising business, if the women themselves have the ability, the grit, and the determination to make a success.

LAST WEEK WAS A BIG WEEK, lastwise journalistically speaking and referring to New York City.

The annual meeting of the Associated Press and the American Newspaper Publishers Association brings to the Waldorf the doggondest conglomeration of brains, beauty, and business ability possible to assemble under the roof of any village tavern in this broad land of ours.

Some of this talent lives in New York, but lots and lots of it comes from more or less remote points, and you can bet your sweet life that this old land of ours runs an awful chance of running on the rocks while the heavyweights are all in one spot, instead of being distributed across the country, as is generally the case.

It's a big time for big men, just the same, and one of the nice things about it is to notice that these men are so big, so important, and so wise that they can put more work and more play into twenty-four hours than the general run of ordinary humans could crowd into a week.

IT IS PLEASING, INDEED, to be able, occasionally, to record one man's appreciation of another man's work. However, when one man is sufficiently whole-hearted and broad-minded to flatter others right and left, it is an indication that he has risen above the plane along which most of us weak mortals travel toward the great adventure.

In the advertising business most of the men who create are busy trying to do something out of the ordinary—something distinctive and different—and when one is found who can and does take all the good ideas out of all the contemporaneous copy and co-ordinate it into a great, big, dandy, composite whole, his work stands out, away and apart from the ordinary, one-idea copy, distinctive and noticeable, as is the heavily bandaged sore thumb when worn with a full-dress suit.

Such copy is now being produced at Macy's. Frank Irving Fletcher was one of the first to realize that from a literary standpoint he started jouncing with a foeman worthy of his fountain pen, or typewriter, or lead pencil, or whatever he used to write copy with, when he started his campaign for Franklin Simon & Co.'s hand-tailored clothes. It didn't get by unchallenged, unanswered, but furnished a fitting theme for several Macy ads.

Then Jos. H. Appel, the guiding genius of the Wanamaker advertising (and incidentally the pace-maker for lots of other advertising) started a campaign of one-column copy for men's clothing in the morning papers, or some of them.

This idea evidently looked good to somebody at Macy's, for Macy's Men's Clothing is now being placed before the gentle public in single-column copy in morning papers.

One night not so long ago, Bloomingdale's advertising came out with narrow-strip pictures heavily underscored. The illustrations were distinctive—different—and now Macy's copy contains many such illustrations.

It must be that these incidents are indications of whole-souled appreciation, for it is said that imitation is the sincerest flattery, and when it comes to high, wide, and handsome imitation, Macy's copy is certainly there, with lard in its hair and its ears pinned back, as they used to say up in Michigan.

So few advertising men are really big enough to render this public acknowledgement of others' constructive ability, that when such people are found they should be appreciated, especially by those who have been flattered, but, after all is said and done, most advertising men are but humans, and being humans are cursed with human traits and probably fail to see the implied compliment.

Buffalo Press Club Frolic

The annual frolic of the Buffalo Press Club, held last Sunday evening (April 29), in the Majestic Theatre, was an unqualified success, according to President William G. Hippler. A varied programme was presented. One of the star acts was the singing of songs written by Jack Yellen, who is in New York devoting all his time to the preparation

of lyrics. Jack is a former Buffalo newspaper man.

PRINTERS TO STUDY ECONOMY

Personal Experience Meetings on Better Methods in the Print Shop.

Practical methods of economy and efficiency in newspaper publishing and in job printing, as actually tried by printers and publishers are to be the feature of the third State Conference on Printing and Newspaper Publishing, to be held at Madison, Wis., May 17, 18, and 19.

"That's my experience. What's yours?" is the slogan for these personal experience talks, which are to be given by some 100 Wisconsin printers and newspaper publishers.

Jason Rogers, publisher of the New York Globe; N. A. Huse, of the American Press Association; Joseph A. Borden, secretary of the United Typothetae, and J. L. Frazier, of the Inland Printer, are to be the speakers from out of the State.

Mr. Rogers's theme is: "How I Met the High Cost of Paper by Efficiency Methods."

Three More Papers for David

The Geo. B. David Co., Inc., publishers' representatives, New York and Chicago, has been appointed representative in the national advertising field for the Miami (Fla.) Herald, the Cadillac (Mich.) News, and Le Devoir, of Montreal.

"America's Largest and Best Newspaper Industrial Advertising Agency."

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

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

There is always room for the best feature

Goldberg's
Cartoons

for example

The Evening Mail Syndicate
203 Broadway, New York

INVESTIGATE THE STARR COST SYSTEMS.

Some Quotations From Publishers—Names on Request

"Tells Cost at a Glance."

"Investment Paying Handsome Dividends."

"Its Simplicity Commends It."

"Employees Interested in the System."

PIERRE C. STARR, 548-9 Transportation Bldg., Chicago

WILL START BIG \$50,000 ADVERTISING CAMPAIGN

Rowe Sanitary Manufacturing Co., of Detroit, Mich., Will Send Out Copy in July or August—Newspapers Will Be Used—Tips for the Advertising Manager.

THE STALKER AGENCY, Nasby Building, Detroit, Mich., will start an advertising campaign during July or August, for the Rowe Sanitary Manufacturing Co., of Detroit, Mich., which calls for the expenditure of \$50,000. W. E. Strisky is the advertising manager of the Rowe Company.

THE FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York city, will handle the veillings and chiffon advertising campaign for E. & Z. Van Raalte, 83 Fifth Avenue, New York.

THE MORSE INTERNATIONAL AGENCY, 449 Fourth Avenue, New York city, handles the shoe advertising of the Beck Shoe Co., 326 Lafayette Street, New York city.

THE FRANK PRESBREY Co., 456 Fourth Avenue, New York city, handles the advertising of "Katy Suspenders," of the Ohio Suspender Co., Mansfield, O.

THE JOHN O. POWERS AGENCY, 461 Fourth Avenue, New York city, handles the advertising of Robinson & Peckham, 255 Fourth Avenue, New York. Rodney W. Jones is the company's advertising manager.

THE THOS. E. BASHAM Co., Louisville, Ky., will handle an extensive advertising campaign for "Dyer's Pork and Beans" manufactured by H. M. Dyer & Co., Egansville, Ind.

H. H. Brooks, of the Madison Motors Corporation, Anderson, Ind., will have charge of the automobile advertising of the company, which will be placed direct.

LORD & THOMAS, Maller's Building, Chicago, will handle the olive oil account of Marden, Orth & Hastings Co., 130 North Fifth Avenue, Chicago.

THE McCLOY'S ADVERTISING AGENCY, 642 Liberty Avenue, Pittsburgh, Pa., handles the account of the American Window Glass Co., of Pittsburgh, Pa.

THE JEAN DEAN BARNES ADVERTISING AGENCY, 354 Fourth Avenue, New York city, handles the advertising of Priestley's cravenette suits for men, the first copy going to Southern and Southwestern newspapers this month.

THE WADE ADVERTISING AGENCY, of Chicago, handles the account of the Rowe Manufacturing Co., Galesburg, Ill., makers of gates; the wire wheels account of the Phelps Manufacturing Co., Columbus, O., and the clothes-washers account of the Wendell Vacuum Washer Co., Leipsic, O.

THE FIELD ADVERTISING SERVICE, Chicago, handles the silo account of Lewis McNutt, Brazil, Ind.; the municipal bonds and securities account of the R. L. Dollings Co., Indianapolis, Ind.; the clay products account of the Guernsey Clay Co., Indianapolis, Ind.; the flour account of the Indiana Millers' Association, Indianapolis, Ind., and the farm lands and mortgage account of Straus Brothers, Noblesville, Ind.

STREET & FINNEY, 171 Madison Avenue, New York city, handle the Rexall specialties account of the United Drug Co., 63 Leon Street, Boston, Mass.; the chicken in glass account of the Elmwood Poultry Farms, North Leominster, Mass.; the phonograph account of the Pathé Frères Phonograph Co., 20 Grand Street, Brooklyn, N. Y.; the portable motors accounts of the

Arrow Motor & Machine Co., 30 Church Street, New York.

THE DUNLAP-WARD ADVERTISING Co., Cleveland, O., handles the electric apparatus and toys account of the Electric Set Co., 1874 East Sixth Street, Cleveland, O.

THE TAYLOR-CRITCHFIELD-CLAGUE Co., of Chicago, handles the F-W-D trucks account of the Four-Wheel Drive Auto Co., Clintonville, Wis.

THE R. A. MATHEWS ADVERTISING CORPORATION, Chicago, handles the metal shoes account of the American Metal Shoes Co., Racine, Wis.

THE NICHOLS-FINN ADVERTISING Co., Chicago, handles the tire account of the Racine Rubber Co., Racine, Wis.

LEE-JONES, INC., Chicago, handle the motor account of the Detroit Motors Co., Detroit, Mich.

THE MOSS-CHASE Co., of Buffalo, N. Y., handle the auto truck account of the Eastern Truckford Co., Buffalo, N. Y.

THE MORSE INTERNATIONAL AGENCY, handles the household dyes account of the Sunset Dye Co., New Rochelle, N. Y.

PEARSALL AGENCY is now conducting a campaign for Weeber & Don, Seeds, 114 Chambers St., New York city, double column advertisements in newspapers.

New Advertising Company

The H. E. Reisman Company is the new name of the Sales Service Company, of Chicago. H. E. Reisman is the head of the organization, having worked through every department of a newspaper into the advertising agency business. Fred H. Gillespie, vice-president, has charge of mediums, finances, and the office; Hugh J. Gray will handle railroad, resort and steamship accounts; John A. Simpson will have charge of solicitation, investigation, and general business; E. F. Swan is merchandising counsel, and in charge of sales organization; Sherman C. Amsdon investigation, plans, and copy; George E. Anderson is space-buyer, and Herbert Deming solicitation, advisory, and railroads.

Ad Men Help Red Cross

The Western Advertising Agency Association and the Chicago Public Library have joined in a campaign to assist in raising 150,000 members for the Red Cross. After Walter D. Moody, campaign director for the Red Cross, had addressed the advertising men, they appointed a publicity and advertising committee, of which James O'Shaughnessy is the chairman. The Association told Mr. Moody that it would obtain twenty-two full-page advertisements in the daily newspapers urging Chicagoans to "wake up and enroll."

The Ad Film

Members of the Dallas (Texas) Advertising League were guests of the Jefferson Theatre last Tuesday night to witness a showing of "The Link," the famous motion picture showing the value of advertising in business. The film was produced by some of the biggest business houses in America and is intended to show how advertising is the link between the business house and its trade. Dallas business men were invited to witness the picture along with the ad men and many took advantage of the invitation.

"Newspaper Week" Called Off

Prof. L. N. Flint, of the department of journalism of the University of Kansas, has called off the annual "Newspaper Week", held by the department at Lawrence.

ATTENDANCE ROSTER OF A. N. P. A. CONVENTION

(Continued from page 28)

J. Ross Robertson, Toronto Telegram.
Wm. S. Roelker, Providence Journal.
F. L. Rogers, Johnstown (N. Y.) Leader.
Hopewell L. Rogers, Chicago Daily News.
Jason Rogers, New York Globe.
Wm. F. Rogers, Boston Transcript.
Victor Rosewater, Omaha (Neb.) Bee.
F. F. Rowe, Kalamazoo (Mich.) Gazette.

S
F. E. Sands, Meriden (Conn.) Journal.
Emil M. Scholz, New York Evening Post.
Wm. Scott, Baltimore Star.
George E. Scroggie, Toronto Mail and Empire.
J. C. Seacrest, Lincoln (Neb.) Journal News.
Don C. Seitz, New York World.
Carroll Shaffer, Chicago Post.
R. C. Siegfried, Charleston (S. C.) News-Courier.
S. L. Slover, Norfolk (Va.) Ledger.
Ernest G. Smith, Wilkes-Barre Times-Leader.
Fred E. Smith, Lynn (Mass.) News.
James J. Smith, Birmingham (Ala.) Ledger.
E. E. Smith, Meriden (Conn.) Morning Record.
Wayne C. Smith, Meriden (Conn.) Morning Record.
G. A. Somarindjck, Scranton (Pa.) Republican.
A. M. Snook, Aurora (Ill.) Beacon-News.
Wm. G. Spence, Lowell (Mass.) Courier-Citizen.
R. E. Stafford, Oklahoma City Oklahoman.
E. B. Stahlman, Nashville Banner.
Elmer E. Stamon, Elizabeth (N. J.) Journal.
Garrett H. Starr, Paterson Morning Call.
John L. Stewart, Washington (Pa.) Observer.
Rowe Stewart, Philadelphia Record.
Edward L. Stone, Roanoke (Va.) Times.
W. W. Stonffer, Louisville (Ky.) Post.
Allen C. Street, York Gazette.
J. L. Sturtevant, Wausau (Wis.) Record-Herald.
John Sundine, Moline (Ill.) Daily Dispatch.

T
Chas. H. Taylor, Jr., Boston Globe.
Wallace D. Taylor, Philadelphia.
W. L. Taylor, York (Pa.) Dispatch.
H. S. Thalheimer, Toledo Blade.
W. E. Thomas, Roanoke (Va.) Times.
James M. Thomson, New Orleans Item.
Frederick I. Thompson, Mobile (Ala.) Register.
W. W. Thornton, Cleveland Press.
Frank D. Throop, Davenport Democrat.
H. C. Tice, Brattleboro (Vt.) Reformer.
P. T. Trevarinus, Milwaukee Journal.
Alexander Trupp, New Haven Union.
C. H. Tryon, Meriden (Conn.) Journal.
Arthur F. Turner, Baltimore News.

U
C. H. Underhill, Corning (N. Y.) Evening Leader.
E. L. Underhill, Jr., Corning (N. Y.) Evening Leader.
Geo. B. Utter, Westerly (R. I.) Sun.

V
C. C. Vernam, Newark Star-Eagle.

W
F. Ernest Wallace, Elizabeth (N. J.) Journal.
John K. Wallbridge, Saratoga Springs Saratogian.
F. B. Warren, St. Joseph (Mo.) News-Press.

Robert B. Waters, Albany (N. Y.) Journal.
R. G. Watson, Honston (Tex.) Post.
F. D. Webb, Baltimore News.
H. E. Weber, Cumberland (Md.) Times.
S. Wechsler, New York Forward.
B. A. Westfall, Boston American.
A. C. Weisa, Duluth Herald.
R. H. M. Wharton, Harrisburg (Pa.) Patriot and News.
S. F. Whipple, Lowell (Mass.) Courier-Citizen.
H. G. Whitney, Salt Lake City News.
Milo Whittaker, Jackson (Mich.) Patriot.
Louis Wiley, New York Times.
R. J. Wilhelm, Huntington (Ind.) Press.
Clarence G. Willard, New Haven Union.
G. E. Williams, Geneva (N. Y.) Times.
Everett C. Willson, Hartford Times.
F. C. Withers, Columbia (S. C.) State.
Urey Woodson, Owensboro (Ky.) Messenger.
F. W. Woodward, Dubuque (Ia.) Telegraph-Herald.
J. B. Woodward, Chicago Daily News.
Robert T. Wright, Haverhill (Mass.) Gazette.

Y
Harvey R. Young, Columbus (O.) Dispatch.
Lafayette Young, Jr., Des Moines Capital.
A. H. Yunker, Springfield (Mass.) Republican.

Z
C. J. Zaiser, Milwaukee Free Press.

Backed by Twenty-five Cities

Colorado Springs, Denver, Col., and Springfield, Ill., have added their endorsements to the list of cities backing San Francisco for the 1918 A. A. C. W. convention. This makes twenty-five cities behind San Francisco.

The Ada (Okla.) Daily News, of which Byron Norrell is Editor, has just moved into a new home.

You can capture

Slim Jim

and put him to work in your paper. He's a full page COMIC FEATURE that gets away with a bunch of fun each week.

Furnished in mat form, 20 inches or 21 inches. One, two, three or four colors. Saturday or Sunday release date.

Send for proofs.

World Color Printing Company

R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO

A Kansas Editor says:—

"I think THE AD-ROUTE is one of the biggest things for business building that has come this way in a long time."

The International Syndicate

Features and Newspapers

Established 1889 Baltimore, Md.

INVESTORS PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS

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

Write for Details.

SINGER TOWER, NEW YORK



DOMINATES

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN
General Manager
New York

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 89TH ST., NEW YORK

MEDILL McCORMICK SAYS NEWSPAPERS WILL FIGHT

Warns Congressmen that Great Dailies Will Not Submit to Law Violating Constitutional Guarantee—Will Print the News in the Public Interest, as Northcliffe Did in England.

In the course of the debates on the Espionage bill in the House of Representatives at Washington on Wednesday our reactionary lawmakers were informed, in no uncertain phraseology, that the great newspapers of the country would resent and refuse to abide by any enactment which violates the plain constitutional guarantee of press freedom.

Congressman-at-Large Medill McCormick, of Illinois, part owner of the Chicago Tribune, emphasizing the obvious illegality of the proposed provisions limiting the publication of legitimate news and indirectly suppressing criticism of public policies and officials of the Government, said:

"This bill is even more drastic than the Senate bill. We have already put many burdens on the President, and when we say he shall use his judgment in his proclamation we merely put the power in the hands of the men who first drafted the drastic law originally proposed, and we give them the power to write the regulations for the President.

WOULD PROTECT 'GRAFTERS.

"Supplies, ammunition, and foodstuffs for our army may be defective, but the publication of such facts would be forbidden by this bill. I am sure fearful the Administration of the War and Navy Departments may break down than that there will be publication of information useful to the enemy.

"This bill will be law 3,000 miles and presumably thirty days from the enemy's country, while Great Britain is within forty-eight to sixty hours of the enemy. The censor will control the cables and wireless stations, and material published in this country would not be transmitted directly to the enemy except by leave of the censor.

"But newspapers will not be affected by an air-tight censorship law. They will violate the law when they think they are right and will hire big staffs of attorneys to defend their action. It is the individual and the small newspapers that will be affected. They cannot afford to fight. Lord Northcliffe violated the law, such as proposed here, when he found that unsuitable munitions had caused horrible loss of life of English soldiers. He made public the facts and contributed to future victories. This law would forbid publication of such things as the embalmed beef scandal, and such a law will be challenged."

DINES C. C. GREEN

Merchandizing Manager of W. R. Warner & Co. Honored by Poor Richard Club.

Members of the Poor Richard Club and other friends and associates of Charles C. Green, merchandising manager of William R. Warner & Company, made him the guest of honor at a dinner Wednesday night at the Bellevue-Stratford Hotel, Philadelphia.

It was a typical Poor Richard affair, an entertainment with the mingling of fun and regret, for the dinner was given on the eve of Mr. Green's departure for New York city, where his firm has located.

More than one hundred persons were present, and they gathered in a room flooded with green lights, the menu was green, many of the dishes were green,

the decorations were green, even to the flowers.

Richard A. Foley, who acted as toastmaster, was ably assisted by Howard Story, the well known special representative.

Several gifts were presented to Mr. Green, which he acknowledged in a short talk.

ADVERTISING STAFF PATRIOTIC

Major Walker's Departure from Times Necessitates Changes in Staff.

The New York Times advertising staff gave a little luncheon, in the Times restaurant, Times Annex, on Thursday, in honor of members of the advertising staff who will leave within a week for military service. The guests of honor were Major Harris H. Walker, U. S. R.; Captain R. J. Sprague, Lieutenant J. O. Adler, First Sergeant W. R. Joyce, Sergeant H. Humphrey, F. X. Pavesich, H. M. Buggeyn, C. J. Jenks, and A. W. Kargoll. Benjamin T. Butterworth, advertising manager of the Times, presided.

The speakers were Mr. Louis Wiley, business manager of the Times, and Messrs. Walker, Adler, and Sprague.

Mr. Walker's departure has made necessary several important changes in the advertising personnel. E. M. Wilkins has been appointed assistant advertising manager, succeeding Major Walker. H. L. Goldman has been placed in charge of real estate, resort, and transportation advertising, and W. S. Johnson is now in charge of the credit and collection department.

NAVAL CENSORS AT WORK

All Messages for Points Beyond the Seas to Be Vised in New York District.

Naval censorship is already in force, Commander Arthur Bainbridge Hoff, naval censor, having taken over supervision of cable communications. It is understood that assistant censors and enlisted key operators will be stationed in the main offices of the cable corporations, in order that messages filed for transmission may be immediately passed upon, entailing as little delay as possible. A force of 100 persons under Commander Hoff will occupy offices in the fourth floor of the Mexican Telegraph Co.

Construe your visions as symbols of possible achievement.

Grasp with positive confidence. You will go forth with new freedom, success, and power.

REPORTERS DESK MEN

If you are seeking advancement, now is the time to act. We are in touch with excellent opportunities, east, south and west. Write us at once, giving age, education, newspaper positions you have held and time in each position, also salary expected.

Advertising solicitors and copy writers can find good positions by registering with us. There is no advance fee. We can make nothing, if we fail to place you.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg., Springfield, Mass.

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

For Sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

EXPERT IN NEWSPAPER Publishing Methods

ADVERTISING MECHANICAL CIRCULATION DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor *Advertising News*.

CHAS. S. PATTESON

Prince George Hotel, New York City

NEWSPAPER BUILDER

The manager who can fairly claim to have developed in two years a 4,250 circulation, money-losing daily with 15,000 circulation, and a yearly profit of \$18,000 is some builder. His services are cheap at \$3,000 a year. Now in his prime at 38, with experience as reporter, editor, business manager, and publisher, he is ready for a big job. "He thoroughly understands every ramification of the business has never made a promise that he was unable to fulfill." If your paper needs a wise director, let us introduce No. 872.

Advertising service manager, No. 248, described in this space last week, has been placed with a leading New England daily.

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.

MANAGING EDITOR in city of 20,000 wants place as manager-editor or editorship in larger city. Metropolitan experience and conversant with every phase of modern journalism. Southwest preferred. Address P. 3270, care Editor and Publisher.

A MODERN BUSINESS BUILDER—Newspaper man of wide experience, who has had successful career in upbuilding properties to larger dividend earning capacity, seeks association with a daily paper in a field where there is large possibility for growth. Now ready to assume business management of such a property and would invest several thousand dollars if desired. Full details may be had by principals only upon writing to P. 3272, care Editor and Publisher.

SOMEWHERE there's an agency—a mercantile establishment, a large weekly or daily newspaper, or may be a magazine, who need the services of a man 27 years young, who has had 9 years' advertising agency experience in office management, space buying, printing, engraving, copy, etc., and one year's experience as advertising manager of a large export and importing house. The description fits me, I believe—support you investigate. Address Box R. 3274, care Editor and Publisher.

EDITORIAL WOMAN. Young woman, 24, with six years real experience on Metropolitan newspapers, is looking for a position on staff of a big city daily. Energetic, original, and hard worker. Can handle all beats. Feature writer. Wants change in regular city, and on a regular paper. Address R. 3273, 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.

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.

\$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

\$4,000 Per Annum Net

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

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York

On "Easy Street"

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

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

PUBLISHERS' NOTICE

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

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

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

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

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

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

The Editor and Publisher sells regularly at 10c. a copy. \$3.00 per year in the United States and Colonial Possessions. \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 149 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

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

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

Washington, D. C.—Bert E. Trevis, 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.

THE NEW YORK GLOBE

Offers the National Advertiser the Most
Direct and Effective Approach to

America's Greatest Market Place

the City of New York and Its Immediate Surroundings
—8,000,000 People of the Greatest Purchasing Power.

The Globe's circulation automatically eliminates the worthless in the community. Counting five readers of the right kind per copy, the Globe's 200,000 circulation makes one-eighth of all these people—the eighth you want to reach.

Over ninety-five per cent. of the Globe's circulation is within ten miles of the New York City Hall.

*Concentrated and Intensified Circulation of the Sort
That Sells Goods.*

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

