

The Editor & Publisher

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

\$2.00 a Year

FEB 29 1916

NEW YORK, FEBRUARY 26, 1916

10 Cents a Copy

LIBRARY

More Than A Million Lines

1,054,571 lines of Automobile Advertising, display and classified, is the record made by The Chicago Tribune in 1915.

—470,440 lines more than was printed by the highest of the other six Chicago papers.

There is no mystery or magic in the making of a record such as this. It is simply the result of *service*—sincere, efficient service—to readers and to advertisers.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

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

Member Audit Bureau of Circulations

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

TRADE AND INVESTMENTS IN SOUTH AMERICA.

WHY THEY SHOULD APPEAL TO CAPITAL HERE

Fortunes of War and Peace Likely to Affect Nations of This Hemisphere Identically - United States in Need of Exports of Southern Countries - English Holdings of South American Securities Probably to be Offered Here

THE SOUTH AMERICAN countries are... The nations of Latin America have the... The investments in South America will...

INVESTMENTS IN BELIEVED LANDS... Suppose we had made investments in the... INVESTMENTS IN BELIEVED LANDS... Suppose we had made investments in the...

THE INVESTMENTS IN SOUTH AMERICA... The nations of Latin America have the... The investments in South America will...

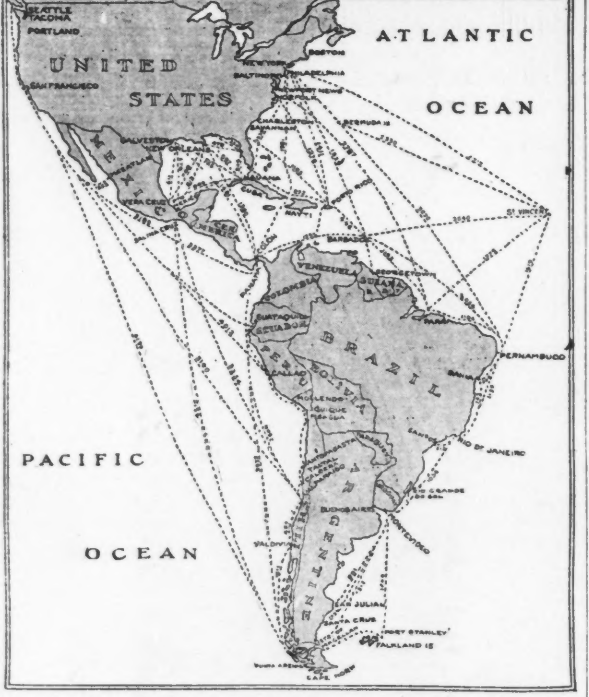
SOME OF THE HIGHEST DEPOSITS OF IRON... Some of the highest deposits of iron ore... Some of the highest deposits of iron ore...

THE GREAT PRESENT SOURCE OF THE WORLD'S... The great present source of the world's... The great present source of the world's...

THE GREAT PRESENT SOURCE OF THE WORLD'S... The great present source of the world's... The great present source of the world's...

THE GREAT PRESENT SOURCE OF THE WORLD'S... The great present source of the world's... The great present source of the world's...

TRADE ROUTE MAP OF WESTERN HEMISPHERE



Steamship Connections Between the United States and South America. Distances Given are in Nautical Miles

THE PRICE HAS MORE THAN DOUBLED... The price has more than doubled since... The price has more than doubled since...

SOME OF THE HIGHEST DEPOSITS OF IRON... Some of the highest deposits of iron ore... Some of the highest deposits of iron ore...

THE GREAT PRESENT SOURCE OF THE WORLD'S... The great present source of the world's... The great present source of the world's...

THE GREAT PRESENT SOURCE OF THE WORLD'S... The great present source of the world's... The great present source of the world's...

THE GREAT PRESENT SOURCE OF THE WORLD'S... The great present source of the world's... The great present source of the world's...

ECONOMY IN ARGENTINA; FINANCIAL CONDITIONS

NEW AMERICAN LOAN ARRANGED FOR \$6,000,000.

Reduction of \$30,000,000 Shown in Budget Prepared to the Congress - Chance for American Investments to Take Root - Foreign Interests Not Antagonistic - Reasonable System of Commercial Arbitration Has Been Devised.

THE WELL-KNOWN RANGE OF SOUTHERN... The well-known range of Southern... The well-known range of Southern...

THE WELL-KNOWN RANGE OF SOUTHERN... The well-known range of Southern... The well-known range of Southern...

THE WELL-KNOWN RANGE OF SOUTHERN... The well-known range of Southern... The well-known range of Southern...

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THE WELL-KNOWN RANGE OF SOUTHERN... The well-known range of Southern... The well-known range of Southern...

SOUTH AMERICA

The great natural resources of the southern half of the Western Hemisphere - South America - offer unlimited possibilities to capital and genius, manufacturers and industries of the United States. Information and assistance cheerfully given inquirers of THE SERVICE DEPARTMENT of The New York Evening Post, 20 Vesey St., New York.

COMPANIA GENERAL DE OBRAS PUBLICAS. Sociedad Anonima. BUENOS AIRES. Capital \$50,000,000. Construction for: Waterworks, Railways, Harbors, Public and Private Buildings, Canals, Sewerage, Hydroelectric, etc.

SCOTT & HUME. Engineers & Contractors. Established 1872. Head Office: Calle Comagui 564, Buenos Aires.

H. D. MURRAY & CIA. 231 SAN MARTIN, BUENOS AIRES. GENERAL CONTRACTORS. See all buildings completed.

Thomas Duncan & Co. Calle Peru 765, Buenos Aires. IMPORTERS - Food Products, etc. EXPORTERS - Seeds, Oil Cakes, etc.

J.F. MACADAM & CO. 25 de Mayo, 215-221. BUENOS AIRES. Importers and Manufacturers of: Pink Paper, White Paper, Special Colored Paper, etc.

Palace Hotel. OVERLOOKING THE RIVER. 25 de Mayo, 215-221. BUENOS AIRES.

PHOENIX-HOTEL. The only English Hotel in Buenos Aires. 459, Calle 25 de Mayo.

Ernesto TORNOQUIST & CO. Limited. BUENOS AIRES. Largest Financial House in South America. ESTABLISHED IN 1910. Fully paid-up Capital, Reserves and Surplus, over \$12,000,000 Gold.

F. de C. M. HERIOT. BROKER. 400 N. BROADWAY, N. Y. C. Real Estate, Stocks, Bonds, etc.

LAWYERS. SANTIAGO G. O'FARRELL, LUIS M. BOERR, SANTIAGO HECHART, LUIS P. O'FARRELL. BUENOS AIRES.

Robert R. Prentice ARCHITECT. 32 Calle Florida, BUENOS AIRES, ARGENTINA.

DONNELL & PALMER. Manufacturers' Representatives. Moreno 562-570. BUENOS AIRES.

LUIS R. SCHEINER & HIJOS. CORRIENTES 1455-59. BUENOS AIRES. General Importers and Representatives.

PROVENCE HOTEL. 459, Calle 25 de Mayo. Special facilities given to American tourists.

BANCO HOLADES. de la America del Sud. BUENOS AIRES (Arg. Rep.). Capital \$4,000,000 - U. S. Gold.

BRAVO BARROS & CO. 231 SAN MARTIN 501. BUENOS AIRES. Real Estate, Mortgages, etc.

V. VILLAMIL & CO. BUENOS AIRES. Wet Fertilizers, Saladeros, etc.

FARRAN & ZIMMERMANN. Cangallo 456, Buenos Aires. Cable Address: "FARRANGER".

South American Government, Municipal and First Class Railway Bonds. Full information on request.

O. H. Stuerth. 14 Wall Street, New York. Rector 8480.

STEAMSHIP LINES FROM UNITED STATES TO SOUTH AMERICAN PORTS. Table with columns for Line, Port of sailing, Ports of destination, Average sailing time, Approx. rates, and Number of sailing.

The Editor & Publisher

and The Journalist

The truth no matter whom it helps or hurts.

Vol. 48, No. 38.

NEW YORK, FEBRUARY 26, 1916

10 Cents a Copy.

HENRY FORD'S PEACE PROPAGANDA

By JAMES SCHERMERHORN

THE Fordphobia artillerymen who have sighted the inception of the nation-wide campaign against preparedness in the sales department of the Ford Motor Co. should proceed straightway to correct the range; at least until plans now under consideration for quadrupling the capacity of the plant reach fruition.

The nearest Sales Manager Norvall A. Hawkins ever comes to using pacifism as a producer of orders is in his own particular rendering of Beatitude VII: "Blessed are the pace-makers, for they shall be top-lined in the Ford Sales Bulletin."

Fact is the full-page pronouncements against militarism that comprise Henry Ford's first curtain of fire in forty-eight commonwealths this week took form in the brain of Allan L. Benson, formerly managing-editor of the Detroit Times, now a powerful proponent of socialism and fierce foe of preparedness in the unpurchasable pages of Pearson's.

Always keen analytically and economically, Allan Lookout Benson, from hiserie tower above Yonkers-on-the-Hudson, has been able to desecry some things in this "To arms! To arms!" hysteria that have escaped the notice of trustful readers of jingoistic newspapers or the consumers of the flamboyant flubdub of the movies.

In his disclosures of the personnel of the Navy League and other vocally patriotic organizations Mr. Benson shows a closeness of relation to the business side of war that suggests a revised version of "The Battle Hymn of the Republic," as follows:

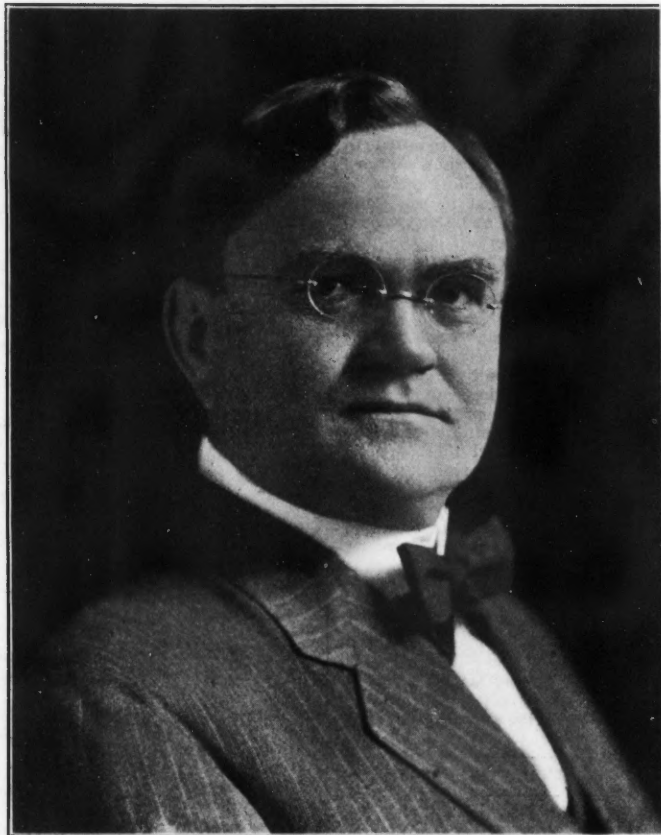
"Bring forth the royal dividend
And crown it king of all."

His treatment of "The Politics of Preparedness" showed that ambitions as well as munitions were back of the clamor for bigger army and navy on the part of those heroes whose personal participation in the clash of arms would be confined, in all probability, to the safety-first precautions of the comic-opera general—

"In enterprise of martial kind,
When there was any fighting,
He led his troops from behind—
He found it less exciting."

When Mr. Benson read the speeches made by President Wilson upon his recent swing about the circle, wherein he vaguely announced (while insisting that there was no danger of the invasion of America) that the national honor required a larger military establishment, he was forced to the conclusion that Mr. Wilson was playing politics, and the silence of the press on the subject indicated that they, like the President, were deferring to the great financial interests in the matter of preparedness. Mr. Benson came to Detroit with the suggestion that Henry Ford call the country's attention to the apostasy of the President and the conspiracy of silence on the part of the newspapers through an extended nation-wide publicity campaign in the advertising columns of the leading dailies. He offered his own services without pay in the preparation of the copy from official data gathered while serving upon the anti-preparedness committee at Washington, and while assembling facts and arguments for his magazine articles.

Mr. Ford, keenly disappointed in the President's capitulation to the clamor for increased armament, adopted Mr. Benson's plan with alacrity—the proposal also being in line with Mr. Ford's first conviction that education alone can avail to free the nation from the war mania. To this cause he dedicated his millions when the tragedy and sordidness of the blood-letting business were borne in upon him; so he cheerfully assumes the hundreds of thousands this



JAMES SCHERMERHORN.

Mr. Schermerhorn is the brilliant, scintillating genius who directs the fortunes of the Detroit Times. He is an eloquent and witty speaker, and is in great demand. He has one of the largest collections of humorous stories always on tap for the delectation of his audiences. He speaks without notes and always compels attention.

other hand Mr. Ford is in receipt of overwhelming evidence that this plan of going to the people with his anti-preparedness cause is evoking grateful sentiments. The following letter from Congressman James L. Slayden, of Texas, suggests the tenor of the expressions that have been pouring in upon Mr. Ford since he pointed to the American advertising columns of the American press and cried to the war-whoopers: "How! on—I speak to millions here!"

"February 19, 1916,

"House of Representatives, Washington, D. C.

"Mr. Henry Ford, Detroit, Mich.

"My dear Sir:

"I was very much gratified to see in the newspapers the other day that you and friends with whom you have associated yourself were about to undertake a campaign of publicity on the preparedness question. It would have an influence in correcting the very serious situation. Nearly all the newspapers for some reason or another, are against us in this matter and the result is that only one side of this question is being presented to the public. It is a great opportunity to do a public service and I congratulate you on your willingness to help.

"Very respectfully yours,

"(Sgd) James L. Slayden.

The duration of this remarkable adventure against jingoism is not fixed but there is disquietude for the defence folk in the grim tenacity with which Henry Ford sticks to things. The cruise of the Oscar II, eventuating in the domiciling of the peace delegates in Stockholm, he considers an unqualified success, and he is prepared to join the American delegation over there when he is needed. This would seem to augur a continuance of the anti-preparedness publicity campaign "until the last armed foe expires."

A. A. C. W. ADVERTISING STARTS ON MARCH 1

Copy for the Campaign to Advertise Advertising Sent to 700 Newspapers This Week—Over 150 Will Run the Ads—Complaint Is Made That They Are Too Large for Use in Metropolitan Dailies.

[Special to THE EDITOR AND PUBLISHER]

ST. LOUIS, February 24.—W. C. D'Arcy, chairman of the A. A. C. W. Committee to Advertise Advertising, this week mailed to approximately 700 newspapers the eleven advertisements that have been prepared for the campaign and approved by the executive committee at its meeting held a few weeks ago in Philadelphia.

The newspapers included both large and small dailies that are members of the American Newspaper Publishers' Association, and the members of the Audit Bureau of Circulations.

To a representative of THE EDITOR AND PUBLISHER Mr. D'Arcy said that over 150 telegraphic and letter acceptances had been received by the committee, from newspapers in New York, Chicago, Minneapolis, San Francisco, Dallas, Fort Worth, New Orleans, and other prominent cities. The advertisements are released for publication on March 1.

PHILADELPHIA, February 24.—The advertisements designed to advertise advertising in a campaign to be inaugurated by the Associated Advertising Clubs of the World were received by the local newspapers this week. From inquiries made by THE EDITOR AND PUBLISHER's correspondent it is apparent that none of the dailies will run the full copy. The most of the business managers are not opposed to giving some space to the advertisements, but object to the size of the copy, the most of which calls for four full columns.

BOSTON, February 24.—As far as can be ascertained, no Boston newspaper will carry all of the Associated Advertising Clubs of the World advertisements designed to advertise advertising. The Globe, Journal, Christian Science Monitor, Post and Record have so declared themselves. It is probable, however, that some space will be given but the advertisements used will have to be much smaller than those at present in hand.

The business managers of the New York newspapers this week received from W. C. D'Arcy, of St. Louis, chairman of the Committee to Advertise Advertising, of the Associated Advertising Clubs of the World, copies of the advertisements that are to be used in the campaign, with a request that space be given to one or more of them in their several dailies.

As the advertisements have already been described in THE EDITOR AND PUBLISHER, it is not necessary at this time to dilate upon them. There are eleven in the list, varying in size from four full columns to four half columns. They are typographically attractive, and the text is clean cut and ably written.

How many of the New York city newspapers will print any of these advertisements remains to be seen. The business managers of the Sun and World told a representative of THE EDITOR AND PUBLISHER that they would not use any of them. At the time of going to press no decision had been arrived at by the Times, the Herald or the American, but it is quite possible that they will run one or two of them at least, but in an abbreviated form.

Howard Davis, business manager of the American, in discussing the matter, said:

"We are desirous of doing our part, but we ought not to be expected to carry these big four-column ads at a time when every effort is being made to keep down the size of our papers. The advertisements are altogether too large. It seems to me that the committee should furnish the newspapers two-column, one-column or half-column ads.

CHANGING POSTAL REGULATIONS

Two Bills in Washington Affect Mailing of Printed Matter.

WASHINGTON, February 23.—The Senate Committee on Post Offices and Post Roads has reported to the Senate as an amendment to a bill authorizing a postal savings system, H. R. 562, a new section amending the postal laws relating to the mailing of second-class matter without stamps, but upon which postage is prepaid. The new section provides:

"That under such regulations as the Postmaster General may establish for the collection of the lawful revenue and for facilitating the handling of such matter in the mails it shall be lawful to accept for transmission in the mails, without postage stamps affixed, quantities of not less than three hundred identical pieces of third-class matter and of second-class matter and two hundred and fifty identical pieces of fourth-class matter, and packages of money and securities mailed under postage at the first or fourth-class rate by the Treasury Department: Provided, That postage shall be fully prepaid thereon at the rate required by law for a single piece of such matter."

A bill has also been introduced in the House (and referred to the Committee on Post Offices and Post Roads) which provides that certain matter now mailable at the third-class rate shall be subject to the same rules governing second-class mail matter. The bill provides:

"That on matter embraced in the third class, including circulars, catalogues, pamphlets, price lists, and other similar matter wholly in print of some form, upon which the postage is now paid at the rate of 1 cent for each two ounces or fractional part thereof, fully prepaid either by postage stamps affixed or without stamps under a permit number, the same rate is hereby extended to apply to the mailing of such printed matter in bulk, to varying addresses, irrespective of the individual weight thereof within a limit of four pounds, without stamps affixed, at 8 cents per pound or fractional part thereof, to be fully prepaid in similar manner as now by law provided for the mailing of matter of the second class; but such pound rate shall apply only when such printed matter is offered in quantities of one pound or more."

SUIT TO STOP PUBLICATION

Dry Goods Firm Wants Tribune Restrained from Printing a Criticism.

Benjamin Paskus, counsel for the Greenhut Company, of New York city, has appeared before Justice Cohalan in the Supreme Court and argued an application to make permanent a temporary injunction restraining the Tribune from publishing an article by Samuel Hopkins Adams, dealing with the sale by the plaintiff company of the stock of the A. D. Matthews' Sons, Inc. It was contended that the proposed article would reflect on the honesty of the plaintiff.

Mr. Paskus said that the very existence of a department store depended upon its ability to protect its good will and that it was difficult in a suit to prove damages to such an intangible thing as good will.

Colonel Henry W. Sackett, for the Tribune, said in effect that the proposed publication of Mr. Adams's article was in the public interest and that if the article in question was libelous the plaintiff could punish the defendant by both civil and criminal actions.

Justice Cohalan reserved decision. The suit is somewhat uncommon. There have been other similar suits that have been carried to the higher courts. At Colonel Sackett's office it was said that none of them had been successful.

It is impossible for a person to produce anything without weaving himself into it.

VIGOROUSLY ATTACKS STEVENS PRICE BILL

Vice-President Walters of Jordan-Marsh Company, Points Out Its Evils—Would Deprive Consuming Public of Merchants' Competition—Little Chance of Measure Passing Congress.

"This bill, if it becomes a law, will give certain manufacturers the right to fix the retail price of their products. We are unalterably opposed to this principle or any other idea that attempts to give manufacturers the control over the retail price at which we dispose of our goods," declared W. F. Walters, vice-president of the Jordan-Marsh Company, Boston, Mass., in a discussion of the Stevens Price Maintenance Bill.

"It would seem to us," continued Mr. Walters, "that such a law would be a class legislation, being in favor of a comparatively small number of manufacturers, at the expense of their smaller competitors—also the retail merchant and the consumer.

"It would deprive the consuming public of the benefits of merchants' competition, which is not only in the interests of the public, but is recognized as an incentive to promote business efficiency among merchants.

"It will mean an interference with the retailer's conduct of his own business, as we feel he should have the right, when purchasing an article outright, to resell it at any price he may consider to the mutual advantage of himself and his customer.

"It would prevent legitimate competition by the small manufacturer who will be unable to compete in business with the large and wealthy manufacturer who can afford to create a demand for his products by a long and continued advertising campaign. It is evident that having choked out the smaller competitor, he then will be able to raise his retail prices.

THE NEWSPAPER

If St. Paul, or any of the apostles, or any of the great religious leaders, were living to-day, they would work and preach through the modern newspaper—if the newspapers would have them—and from the public platform. The pulpit would be too narrow for them.

You see, the newspaper goes out to every citizen, every day; it does not wait till Sunday. It goes forth every morning and every evening; it is taken into the home and read in the family circle. If the newspaper is animated by the highest ideals of patriotism and of spiritual purpose in life, the newspaper can perform a service that no one, speaking from the pulpit, can approach under present conditions.

Hitherto the newspapers have done just what the churches have done in the past. They have laid chief emphasis on non-essentials; they have been shallow and of little worth. But since the great war began, a change has come over the press. Our Eastern papers, at any rate, have been going deeper and deeper into the spiritual foundation of life; they have been setting forth more plainly the principles of right and wrong; they have been laying more and more stress upon the inner forces that make society. And how could it be otherwise, when humanity is testing with its very life blood the principle that right is more powerful than might; that truth, justice and honor are greater than blood and iron and barbarism?

REV. CHARLES A. EATON,
New York City.

FRANCIS TO BE AMBASSADOR

Unless Russia Objects he Will Represent This Country at Petrograd.

David R. Francis, Secretary of the Interior in Cleveland's Cabinet, ex-Governor of Missouri, and owner of the St. Louis Republic, told President Wilson on February 22 he would accept the post of Ambassador to Russia to succeed George T. Marye, who has resigned. His nomination will be sent to the Senate as soon as inquiry can be made of the Russian Government as to whether he is acceptable. Mr. Francis was offered the post of Ambassador to Argentina early in the present Administration, but declined because of the press of personal business.

In 1912, the Republic raised \$20,000 to support Champ Clark's candidacy for the Democratic Presidential nomination, but when Wilson was nominated the Republic gave him ardent support.

Mr. Francis, who is one of the foremost men of Missouri, was born in Richmond, Ky., on October 1, 1850, and went to St. Louis when he was sixteen. He is a banker and business man. He was Mayor of St. Louis, 1885-89; Governor of Missouri, 1889-93; and president of the Louisiana Purchase Centennial Exposition of 1904. He has been decorated by the rulers of the principal countries of Europe and Asia.

The St. Louis Republic passed into the control of Mr. Francis on August 11, 1911, his entry into the newspaper field causing much speculation at that time, when William Randolph Hearst was negotiating for the purchase of the St. Louis Star, then in the hands of a receiver.

MAYO WITH EVERY WEEK

Becomes the Director of Advertising on That Publication.

A. D. Mayo, formerly publisher of the Chicago Record-Herald, has been made advertising director of Every Week, succeeding Barrett Andrews who resigned.

To a representative of THE EDITOR AND PUBLISHER, John H. Hawley, president of the Every Week corporation, stated that there would be no other change in the organization. Walter P. Wheeler will remain as advertising manager, Guy C. Pierce, as Western advertising manager, and Irving J. French, New England manager.

McCutcheon Back From the War

John T. McCutcheon, the famous cartoonist of the Chicago Tribune, is back again from his second excursion to the battle fields of Europe. The Tribune is looking natural again with his daily cartoons on its front page. McCutcheon was absent for five months, most of which time he spent in the Balkan theatre of war. He is as able a war correspondent as he is an artist and his mail stories from the front had the additional charm of being illustrated by sketches made on the spot.

Advertising Sells Fruit

Addressing the State Horticultural Society convention at Campaign, Ill., on "Modern Methods of Coöperation," J. E. Byrnes, a member of the Chicago Fruit Exchange, said: "The success of the California Fruit Growers' Exchange is due to advertising. The Exchange plans to spend \$400,000 for newspaper advertising alone next year," added Mr. Byrnes, "yet the cost of advertising oranges has never been more than 1.5 cents per box. The cost of both the marketing and the advertising service furnished by the association is only 15 per cent. of the total gross receipts of fruit sales, or 5½ cents per box." When Vermont apple growers awake to these opportunities the orchard will net big profits. The difficulty seems to be in securing coöperation of the growers."

THEATRES MAY BAR NEWSPAPER CRITICS

New York Court of Appeals So Decides in Case of A. S. Woolcott, New York Times Critic, Against the Shuberts—Civil Rights Act Does Not Apply—No Question of Race, Color or Creed.

ALBANY, February 23.—A decision of unusual interest to newspaper publishers, indeed one of the most important newspaper decisions in years, was handed down by the Court of Appeals here on Tuesday. It definitely determines a question long debated and decides that a theatre manager has the right to exclude from his theatre a dramatic critic of a newspaper whose criticisms displease him. The appeal was that of Alexander Woolcott, dramatic critic for the New York Times, against Lee Shubert and others, from an order of the Appellate Division, First Department, affirming an order of Justice Hendrick at the New York Special Term, denying Woolcott's application for an injunction to restrain the Shubert interests from preventing him from attending their theatres as a critic. Alfred A. Cook represented the appellant and Charles H. Tuttle the respondents.

JUDGE COLLIN'S OPINION.

The opinion in the case was written by Judge Collin and was concurred in by all the other judges. It states that the primary question presented is: May the proprietor of a theatre lawfully exclude from it a person upon any ground other than that of race, creed or color. Woolcott's claim was that the Civil Rights act of the State, as amended by the Legislature in 1913, answers this question in the negative. The Shuberts' assertion was that this act forbids the exclusion upon the ground of race, creed or color only.

Woolcott stated that he wrote and the Times printed "a legitimate and proper criticism" of one of the Shubert productions. It displeased them and as a result they excluded Woolcott from one of their theatres "and refused to permit him to enter it upon the same terms as the general public," he claimed. They also threatened to exclude him from all their theatres. The decision declares:

"ACTED WITHIN THEIR RIGHTS."

"The acts of the defendants were within their rights at the common law. At the common law, a theatre, while affected by a public interest which justified licensing under the police power or for the purpose of revenue, is in no sense public property or a public enterprise. It is not governed by the rules which relate to common carriers or other public utilities. The proprietor does not derive from the State the franchise to initiate and conduct it. His right to and control of it is the same as that of any private citizen in his property and affairs. He has the right to decide who shall be admitted or excluded. His rights at the common law, in the respect of controlling the property, entertainments and audience, have been too recently determined by us to be now questionable. (*People ex rel. Burnham v. Flynn*, 189 N. Y. 180; *Collister v. Hayman*, 183 N. Y. 250; *Aaron v. Ward*, 203 N. Y. 351.) Under the common law, the rights of the plaintiff were not violated by the acts of the defendants."

Those rights were restricted by the Civil Rights act of 1895, the courts says, and it holds that the purpose of that act was "to declare that no person should be deprived of any of the advantages enumerated, upon the ground of race, creed or color, and that its prohibition was intended to apply to cases of that character, and to none other. It is plain that the Legislature did not intend to confer upon every person all the rights, advantages and privileges in places of amusement or accommodation, which might be en-



CLEVELAND LEADER'S BOOTH, COMPLETE BUILDING SHOW, CLEVELAND

The Cleveland Leader has just scored a novel advertising success by its dining-room exhibit at the Complete Building Show. According to George F. Moran, assistant business manager, keen interest has been manifested in this paper since this room was opened at the show. It depicted a table set

for breakfast, with the Leader propped up at one place, and with a card worded "The First Course," attached. A booklet with stories and pictures of the Leader and News building and information on the workings of the different departments was distributed by an attendant.

EDITOR LAIRD DISAPPEARS

Well Known Iowa Newspaper Man is Being Searched for in Chicago.

The C. J. Anderson Special Agency of Chicago, has sent to THE EDITOR AND PUBLISHER the following statement under date of February 21, concerning the affairs of Scott Laird, of Oelwein, Iowa, about whom his relatives are much worried:

"Last November Scott Laird sold the Winona (Minn.) Republican-Herald, of which he was owner, to his brother, W. Hayes Laird. He went to Oelwein, Iowa, bought the semi-weekly Independent and changed it into a daily and was making splendid progress.

"Last week he came to Chicago and mysteriously disappeared from his hotel. His brother, W. Hayes Laird, came to Chicago to search for him and was finally obliged to call on the police department who were no more successful. From the clues and evidence in hand it would seem as though he had deliberately planned his disappearance. Why we do not know unless it was that his mind snapped because of overwork. In the last few weeks he had complained of very severe headaches.

"W. Hayes Laird has authorized us to advise all interested that he will immediately take charge of the Oelwein Independent and continue to publish it until his brother is found. This, in connection with his Winona paper, will keep him busy. We write this because we represent both papers in the foreign field."

Minor Tragedy After Greater

A pathetic sequel to the grade crossing accident which occurred at Deming, N. M., recently, in which three daughters of editor Vallandigham of the Deming Headlight were killed, has just come to light. Following the tragedy, Old Jack, the Headlight's office pet, refused to eat or drink, preferring to sit for hours and howl dismally. After the dog had suffered for two days and all efforts to induce him to eat seemed hopeless, it was thought best to destroy him, and he was killed. He was given a decent burial in the rear yard of the Headlight office and his grave was suitably marked by the printers and employees of the office.

SEEKING TO CHANGE BOURNE PUBLICITY LAW

Representative Barnhart Wants It Repealed or Made More Effective—Says Present Working Is Detrimental to Newspaper Business—Would Punish All Dishonest Publishers.

WASHINGTON, February 23.—Legislative machinery has been set in motion either to repeal the Bourne Publicity law which requires publishers of daily newspapers to file with the Postmaster General twice annually statements of the average circulation for the six months previous to the time of filing, or so to amend the law that it will become more effective.

The general complaint now is that the circulation statements filed with the Post Office Department cannot be accepted upon their face value. Circulation statements which are far above the actual average, it is claimed by some, are sometimes filed with the department and to all intents and purposes these statements are accepted in good faith and are placed on file in the department as the actual average daily circulation of the paper in question.

Representative Barnhart believes that dishonest publishers who file "boosted" circulation statements with the department should be handled without gloves. Mr. Barnhart has conferred with the Chairman of the Post Office Committee of the House, Representative Moon, of Tennessee, who in turn has taken the matter up with the Post Office Department. The Post Office Appropriation bill is now pending in the House and some definite action in regard to the Bourne law is shortly expected. Representative Barnhart is deeply interested in any legislation pertaining to newspapers, as he has been connected with newspaper work for many years. He knows the practical workings of a newspaper office, and it is his candid belief that the Bourne publicity act regarding the filing of circulation statements as now applied is detrimental to the newspaper business.

QUIZZING NEWSPAPER MEN

Ottawa Fire Investigators Call Reporters to Witness Stand.

TORONTO, February 22.—The Federal Commission appointed to investigate the origin of the fire which destroyed the Parliament buildings at Ottawa on February 3, have intimated that they purpose taking evidence of the staff of the Providence Journal, which reported that it had received warning of the likelihood of an incendiary fire being started in the House by German sympathizers. Mr. Pringle, chairman of the Commission, stated last week that if it was not possible for the Journal representatives to come to Ottawa the commission would visit them in Providence.

Two Canadian newspaper men have already been examined by the Commission in view of rather startling statements made by them in reports of the fire sent to their respective papers. H. F. Gadsby, of Toronto Saturday Night and A. B. Hannay, Ottawa Free Press, were on the stand, where they were asked to divulge sources of information.

Story of a Famous Theatre.

Horace G. Whitney, dramatic editor of the Salt Lake City (Utah) Deseret News, has issued an interesting and informative booklet, "The Story of the Salt Lake Theatre," covering the history of that famous playhouse from its dedication by President Brigham Young and others on March 6, 1862. Noted names, memorable performances, old photographs and bright little stories about actors who have appeared in the theatre fill this readable pamphlet and make it worth preserving.

HEARST IS NEWS GENIUS SAYS W. C. FREEMAN

Advertising Counsellor Calls Him the Master Editor of America and Gives the Cornell University Club an Idea of His Methods and His Personality as Shown in His Work.

Speaking at the last meeting of the Cornell University Club, William C. Freeman took occasion to pay high tribute to William R. Hearst. He said in part:

"I worked for Mr. Hearst for twelve and a half years. I started to work for him in 1896 and I set out in business for myself in 1908. The average New Yorker thought Mr. Hearst was just a rich youngster who came here from California to spend money on a newspaper which had no hope of success in competition with old-time newspapers.

"It did not take Mr. Hearst longer than six months to make New Yorkers sit up and take notice of him. It took even a shorter time to make the other newspaper owners rub their eyes and wake up.

"The best men in the newspaper world from all parts of the country were impressed into the Hearst service.

THE DIRECTING FORCE.

"But if any of you have any doubt as to whose master-mind it is that directs the Hearst newspapers and magazines, ask any man in the organization and he will tell you very quickly and very proudly, too, that it is Mr. Hearst himself who absolutely dominates and controls.

"No man engaged in any line of business—no newspaper man, not even those in his own employ works any harder than does Mr. Hearst. No man studies harder or reads more—no man decides important matters quicker than he does. He makes mistakes, of course—who does not? But he decides right such a big percentage of the time that he is easily the master editor and publisher of America.

"He issues orders sometimes that throw his managers into a panic, and they protest and tell him of direful results that will follow the execution of his orders. He is the most patient and polite listener in the world. He nods his head and smiles at the points made by his men, and they think they are winning him over, but they are mistaken.

"We all know that a man who gets anywhere in any line of business must make decisions, stand by them and see that his plans are carried out. Mr. Hearst decides and his plans are carried out.

NO PUTTY MEN FOR HIM.

"Mr. Hearst, however, does not want men who are paste or putty for him to mould into something worth while. He hasn't the time for that, but he watches their work. He knows what they are doing. Sometimes they make mistakes—serious ones, too. Then they are asked not to make similar mistakes in future. They are told in the pleasantest kind of way why and how they blundered.

"Mr. Hearst never displays any temper. No man was ever more considerate of the feelings of his associates. It takes a long time before a man will make enough blunders to lose Mr. Hearst's confidence, and then it takes a longer time before Mr. Hearst consents to his going out of the organization. He does not willingly listen to men who complain about other men in the organization—he is not responsive when the knocker appears.

"If Mr. Hearst hadn't been a son of fortune—if he had been compelled to make his own living—he would have gone into newspaper work because that has been his natural bent. It would not have taken him very long to have become managing ed-

itor of some big newspaper, because no man on any newspaper has a better idea of what constitutes big and good news than Mr. Hearst.

"As a writer he would have won his place as editor-in-chief of some big newspaper, because he is a close student and knows the world's and his country's history as thoroughly as any man. He also knows men and how to interpret public opinion.

"It is simple justice to say that he has achieved more through the printed world than any other editor or publisher in the world. No man has been damned more by Big Business than he has, yet there is no man who will go further to stand by and boost big, honest business than he will. No man in all America is a more consistent supporter of business than he is."

BRITISH PRESS AGENT WANTED

Northcliffe Says Live Man Is Needed to Offset von Bernstorff.

"I don't know whether our fault is that we are too proud to publish or too stupid, but it is obvious that just as we've got submarine catchers in the North Sea we want a von Bernstorff catcher in Washington," said Lord Northcliffe in an interview recently in London, Eng.

"None of the people at our Foreign Office appears to know anything about propaganda, press or Germany. If I were so unfortunate as to be one of the 22 lawyers and politicians who are running this war I should send out to Washington some one able to deal with von Bernstorff's bombastic mendacities—some one who would treat American newspaper men frankly. I would organize in the Foreign Office in London a bureau to which all neutral correspondents could have access at any time of day or night.

"Doubtless this suggestion will come as a terrible shock to Sir Edward Grey and the charming but totally inefficient young gentlemen who surround him, but I would remind them that Joseph Chamberlain did that very same thing in the Boer War, which causes one to dream dreams. If Chamberlain were alive to-day the German propagandists would have to get up very early in the morning.

"Anglo-Saxon politicians are the same everywhere. Yours talk as much and do as little as ours, but the weekly gathering of reporters at the White House instituted by Roosevelt has beyond question been a move toward good, quick government."

Editors' Home Accepted

LAWTON, Okla., February 23.—E. S. Bronson of El Reno, secretary of the Oklahoma State Press Association, and chairman of the building committee of the Editors' Home at Medicine Park near Lawton, has just made an inspection of the building there and has accepted it from the hands of the contractors. The building cost \$15,000 and is said to be the only one of its kind in the United States. It was built through cooperation of the railroads of Oklahoma and the Oklahoma State Press Association. The railroads financed the building of the home, accepting in return space in the newspapers of the State at regular advertising rates to the amount of the money paid out in constructing the building.

Honors for Temps Editor

For leading his company under a violent bombardment of heavy artillery in an attack upon a trench momentarily lost to the Allies, Captain André Tardieu, political editor of the Temps, Paris, has again been cited in the orders of the day. Captain Tardieu's company succeeded in reoccupying the trench after a struggle of several hours with hand grenades.

NEWSPAPER THE WORLD'S GREATEST "AD" MEDIUM

Press Offers Best Opportunities for Business and Profits to Retailers, Says M. P. Carlock, of El Paso, Texas—Easy Matter to Write Advertisements that Pull, if You Have Article People Need.

"Newspapers, like salesmen, do not all have equal selling ability. Besides the difference in amount, there is also a vast difference in quality of circulation. The selling power of a newspaper is in proportion to its regular paid circulation," said M. P. Carlock, of El Paso, Texas, in an address in that city on the subject, "Direct Advertising from the Retailer's Standpoint."

"A question often asked," continued the speaker, "is: Can you write advertisements that pull? This often means much more than the questioner realizes. To write advertisements that pull requires not only a knowledge of, but a demand for, the article advertised. The goods must be of a quality that people demand, and sold at a price the equivalent—or nearly so—of other articles of a similar character. If you have an article that people need—a necessity and the quality is good and the price low—it is a comparatively easy matter to write advertisements that pull."

Not an ad writer in ten knows how to properly lay out a big sales campaign, he declared. A clearance sale, an anniversary sale, a remodeling sale and any of the many regular yearly events seldom reach expectations because they were not merchandised properly—because they were not advertised properly. Any large event should have some characteristic idea carried out in every advertisement and executed in such a way that these advertisements will be sought out for their uniqueness and news.

A sale properly led up to, he stated, and properly backed up after it is in full swing will invariably sell a third more goods. A few dollars more used in newspaper space may mean hundreds of dollars more in profits. The newspaper is the world's greatest advertising medium and offers the opportunity for increased business and profits to the progressive retailer.

Regarding the essentials to successful advertising, Mr. Carlock said that the most important element in all advertisements is the headlines—the eye-catchers and attractors of attention. If the headline is successful, he declared—the selling talk truthful and forceful—the advertisement will be read and results are sure—otherwise the money is wasted. Two other important essentials to successful advertising he said were quality and price, which he termed the magic purse-openers of the world.

Reporters Turn Actors

ATLANTA, Ga., February 22.—The police reporters of three Atlanta newspapers and members of the staffs engaged in other lines of work to-night were warmly received as actors when they appeared in "Alias Jimmy Valentine" for the benefit of the Police Relief Association. The noted crook play was staged in a manner that showed careful training on the part of the participants and a substantial sum was realized for the policemen's organization. Ward Morehouse appeared as "Jimmy Valentine." He is a member of the staff of the Journal.

Texas Daily Suspends

CORSICANA, Texas, February 23.—The Daily Courier-Light, an afternoon paper, published by the Observer Publishing Company, has suspended publication, as has also the Semi-Weekly Observer, published by the same company. Samuel J. Helm, editor of the two papers and principal stockholder in the corporation, said it was not known just when publication of the two papers would be resumed, if at all.

SEEKS TO CHECK DRUG EVIL

New York American Begins Crusade by Sending Draft of Bills to Albany.

Drafts of two bills were sent to Albany on Friday as the first step in a crusade against habit-forming drugs undertaken by William Randolph Hearst and the New York American. The first bill seeks to prevent the sale of any patent medicine or compound which contains more than 10 per cent. of alcohol, except upon a physician's prescription.

The second bill is to amend the Public Health law in relation to the sale of such drugs as chloral, opium or any of its derivatives, and would prohibit the sale of those drugs in any quantity whatever unless prescribed by a physician.

The crusade thus started is the result of instructions issued by Mr. Hearst on January 9, when he ordered all his papers to reject whiskey advertising and advertisements of ardent liquors or medicinal preparations containing alcohol or opiates in habit-forming quantities.

The American on Thursday morning said editorially:

"To-day the Hearst papers formally begin the campaign for the enactment of this urgently needed legislation.

"The campaign will be carried on until this legislation is enacted. How long it will take to win victory, we do not know. It should require no long time if the representatives of the people will do their duty quickly. But whether it takes a short time or takes a long time, there will be no let-up in the American's warfare upon these evils, which it has determined to have abolished.

"The bills which the American has had prepared for submission to the Legislature have been most carefully drawn with the two-fold purpose of curing and caring for unfortunate drug victims and of preventing the creation of more victims by the wicked sale of habit-forming drugs in the guise of medicines and restoratives. The American earnestly asks the cooperation of all good men and women in this campaign against a monstrous and shameful public evil, and does not doubt that with that cooperation it will achieve a complete victory and abolish forever this immoral, cruel and abominable traffic."

"TEDDY" CAUSED THE BIG WAR

At Least, Maybe, Possibly, Perhaps, the Kaiser Blames Him for It.

If the Army and Navy Journal is right, the following story was related in a debate before the City Club of Hartford, Connecticut:

"Who caused the war? That is a long story. Richard Harding Davis went to Europe to find out—that was his business as a reporter. He went into Buckingham Palace and said:

"Now, George, on the level, as between two friends, who caused this rumpus?"

"Ah—well—I don't know; you go and ask Nick."

"So Davis went to Petrograd and said, 'Now, Nick, who was it?' And Nick said, 'I don't know; you better go and ask Bill.' So he went to Berlin, slapped Bill on the back and said, 'Bill, old chap, who was it?'"

"Teddy?"

"Teddy?"

"Yes, after he got through being President he went to Africa to hunt for a while; then he went to Stockholm to get a peace prize and then he came here and we fixed up a little battle for him without getting too near. When the battle was over, he said to me, 'Bill, that's a bully army you've got; you can lick any army in the world.' Now how in he—was I to know he was a blank liar?"

Be the stopping place for gossip.



STAFF MEETING, EDITORIAL DEPARTMENT OF THE CLEVELAND PLAIN DEALER.

THOSE in the picture are: Standing, left to right—I. S. Metcalf, assistant night editor; Ralph Horton, art director; J. H. Donahey, cartoonist; Paul Bellamy, city editor; Archer Shaw, chief editorial writer; W. G. Vorpe, night editor; Erie C. Hopwood, managing editor; R. T. F. Harding, telegraph editor; Edward N. Moore, assistant city editor; V. B. Gray, head of local copy desk; W. W. Reynolds, editor woman's page; William Robertson, real estate editor; Henry P. Edwards, baseball editor. Seated, left to right—A. C. Brackett, telegraph copy desk; P. A. von Blon, local copy desk; Richard Cull, telegraph copy desk; C. C. Caldwell, telegraph copy desk; E. L. Bowker, local copy desk.

KENTUCKY CHIVALRY RESPONDS

Blue Grass Editor Warmly Defends the Kiss of To-day.

An indignant Kentucky editor who resents the recent publication in an Eastern paper of the statement: "We don't believe that kisses from the lips of a pretty girl taste as good now-a-days as they did twenty years ago" has filed the following brief for Kiss of To-day, et al., defendants in the case:

"Well, by the dimples on Cupid's anatomy, if that isn't rank treason and sacrilege to our most cherished institution, we'll eat the office towel! Taste as good as they did twenty years ago? Why, there never was a time from the instant upon which Adam and Eve collaborated on the pristine kiss when one didn't taste good. The silvery stars sang for joy in the silent heavens until the golden moment when the kiss was born. The rose and the violet were noxious weeds and nectar was as flat as circus lemonade until the world's first lovers felt the soul-stirring thrill of that bubble of bliss—the kiss.

"Taste as good as they did twenty years ago? Oh, benighted brother, they taste as good now as they did when Mordecai kissed Esther, when

Leander kissed Hero, when Anthony kissed Cleopatra, when Aueassin kissed Nicolette, when Romeo kissed Juliet, when Dante kissed Beatrice, when John Alden kissed Priscilla, when Hermann kissed Dorothea, just as good, you sour-souled sinner, as they did on that night of nights a score of years ago when you and she were darlings of the gods and she held up to you those quivering rosebuds to let you sip the honey they contained.

"Does a kiss taste as good—? Does it? You KNOW it."

Ottawa Editor Assaulted

OTTAWA, Can., February 22.—As a result of the stand he has taken in his paper on the bilingual question, which is at present agitating certain sections of Canada, Omar Chaput, managing editor of *Le Temps*, Ottawa, was the victim of a savage assault on Monday of last week. A bilingual sympathizer named Bonhomme, who resented Mr. Chaput's editorials, entered the office of *Le Temps*, hunted up the editor, leaped over a counter and struck him in the face. Mr. Chaput hit back in self-defence and knocked down his antagonist. In the scuffle a window was broken. An information charging Bonhomme with an assault and damage to property was subsequently sworn out by Chaput.

Death of Edwin M. Bacon

Edwin M. Bacon, formerly managing editor of the *New York Times*, and later successively editor-in-chief of the *Boston Globe*, the *Boston Daily Advertiser*, and the *Boston Post*, died at his home in that city on Monday, in his seventy-second year. He was born in Providence, R. I., and educated in private schools. At nineteen he became a reporter on the *Boston Advertiser*. Following this he was connected with the *Illustrated Chicago News* and then went to the *New York Times* with which he remained until 1872 when his health failed and he went to Boston where for a time he was the *Times's* correspondent.

Connecticut Daily Publishers Meet

The annual meeting of the Daily Newspaper Publishers' Association of Connecticut was held in the Hall of Commerce, New Haven, on Tuesday, February 15th. The following officers were elected: President, J. M. Emerson, *Ansonia Sentinel*; vice-president, E. J. Thomas, *Norwalk Hour*; secretary, William J. Pape, *Waterbury Republican*; treasurer, William A. Hendrick, *New Haven Times-Leader*; directors, for two years, William H. Oat, *Norwich Bulletin*; Clayton P. Chamberlain, *Hartford Times*; trustee Beneficent Fund (for four years), William H.

Oat. The association voted to hold a dinner and outing in the near future. William H. Miller, Eastern sales manager of the Thompson Type Machine Company, addressed the meeting on *Typecaster Facts*.

The annual summer meeting of the Virginia Press Association will be held in Staunton, Va.—the birthplace of President Wilson—on Tuesday, July 25. It is probable that the session will continue four days. Robert S. Barrett, editor of the *Alexandria Gazette*, is president, and J. L. Hart, editor of the *Farmville Herald*, is secretary. These officials will work up an interesting program, and it is also planned to have a few "gridiron club" features for the entertainment of the members and their guests.

Maine State Editors Sized Up

The *Lewiston (Me.) Journal* is printing each week biographical sketches of the leading editors of Maine written by Sam E. Conner. J. H. Ogier, editor and publisher of the *Camden Herald*, and Harry M. Bigelow, editor of the *Portland Press*, were the subjects of recent articles.

There is only one aristocracy in this country and that is the aristocracy of brains and decency.

PRICE FIXING WRONG DECLARES F. H. RIKE

Dayton (Ohio) Merchant Strikes Responsive Chord in National Dry Goods Association Delegates—Goods Bought by Retailers Are Theirs, and Can Be Disposed of as They Will.

The National Retail Dry Goods Association held its annual convention at the Hotel Biltmore, New York city, on Thursday, Friday and Saturday of last week. Delegates were present from all the principal cities of the United States.

At the open meeting on Friday, the Stevens price maintenance bill was discussed by Frank W. Whitcher, head of the Frank W. Whitcher Company, Boston, Mass., favoring the measure, and Frederick H. Rike, of the Rike-Krummer Company, Dayton, Ohio, opposing the bill.

Supporting the bill Mr. Whitcher said:

"To sum up the whole question, price-cutting tends to reduce the quality of goods delivered, and leads to poorer service; lessens remuneration of both wholesaler and retailer for distributing the goods, and causes lower credit risks and more failures. Kills and destroys the benefits derived from advertising and causes the manufacturer to gradually discontinue advertising. Takes away and destroys the good will of producer. Pirates a manufacturer's trademark and good name; lessening the incentive to new development, invention and initiative.

PRODUCES RUINOUS COMPETITION.

"Price-cutting is the policy of destruction and ruinous competition. By taking away the right to establish and maintain resale prices, the business world is deprived of the liberty of contract, which is so vital to all. It is necessary for the protection of the public that a law permitting the establishment and maintenance of prices should be enacted by Congress, in order that it may receive the best of service, and, under which methods, the business of the manufacturers and distributors may become strong and prosper."

Mr. Rike struck a responsive chord in the delegates when he declared:

"What we buy and pay for is ours, and can be disposed of as we will under rights inherent in the constitution, and supported by economic usage."

He said that no one can or will deny that there are frauds and abuses in retail distribution, but these never can be or will be abolished by legislation. The remedy, he stated, was to be found in distributing merchandise at a profit through liberal advertising, and closer cooperation between manufacturers and merchants.

WHAT THE PROPONENTS SAY.

Mr. Rike asserted that the proponents of the Stevens bill used as an argument in its favor that "cut-throat" methods brought about a great amount of damage, but asked who is to complain of the arbitrary power such legislation would give the manufacturer, and what protection is afforded the consumer against the price as well as the exaggeration and even falsehood contained in the claims for many widely-advertised trade-marked articles which by means of advertising have reached a large demand.

He pointed out that if the manufacturer was given the privilege of naming the price at which his merchandise could be sold and the price maintained by the Federal law, that the manufacturer is thus protected and assured of his profit, but inquired who would be the judge as to whether or not the price was fair. He declared that the Stevens bill protected only one of three interests and neglected the portion greatest in numbers in need of protection. He asserted that the charge that price-cutting is done with an ulterior motive was untrue, and said that it was done with the idea of bringing people to the stores.

Legislation fixing retail prices is wrong, Mr. Rike said, because it would add to the cost of distribution, and declared that price maintenance is a question of distribution, both as affecting cost and protection afforded the consumer.

One of the subjects which was to have been discussed by the convention was the proposition to organize a subsidiary corporation to manufacture certain branded articles for the 500 stores holding membership in the association, but F. Colburn Pinkham, the retiring secretary of the organization, who had the project in hand, decided that this was a subject for the consideration of the board of directors, rather than the association, and announced that he would submit the matter to the board at a future meeting.

CANADIAN COMEDY OF ERRORS

Soldiers Thought Editorial Called Them Dogs and Threatened Newspaper Office.

TORONTO, February 22.—The threatened attack on the office of the Edmonton Bulletin by soldiers garrisoned in the Alberta capital, to which reference was made in last week's issue of THE EDITOR AND PUBLISHER, was aired in the House of Commons at Ottawa on the 18th inst. Hon. Frank Oliver, proprietor of the Bulletin, asked if the Minister of Militia had heard anything of the disturbance. To this General Sir Sam Hughes replied that he had only heard rumors, but did not believe they amounted to much.

Mr. Oliver then proceeded to explain what had taken place. The trouble had arisen through a misinterpretation on the part of the soldiers of an editorial in the Bulletin. The editorial had simply drawn public attention to the number of dogs running at large upon the streets of Edmonton, concluding by saying that "if the hides of these battalions of mongrels were nailed to the fence it would be better for the community at large." The soldiers had imagined that they were the dogs referred to and had adopted a threatening attitude towards the Bulletin, which was only settled after the patrol had been called out and the manager of the paper had assured the angry soldiers that the editorial had no reference to them. Mr. Oliver told the House that he was of the opinion the trouble had been started by one of his political enemies, who had seen a good opportunity to do him and his paper an injury.

EDITOR AS BOSTON'S GUEST

Orator on Evacuation Day Will be Representative Keating.

Congressman Edward Keating of Pueblo, Colo., publisher of the Pueblo Reader, will be the guest of the city of Boston and the South Boston Citizens' Association on March 16 and 17.

Ever since Mayor Curley assumed office he has been endeavoring to secure Congressman Keating as an official visitor in Boston. Two years ago the Mayor went to Washington and invited Mr. Keating to come to Boston for March 17. The invitation was accepted, but at the last moment the Congressman was prevented from coming by the death of a relative.

Congressman Keating went with his parents from Kansas to Colorado when 5 years old and, leaving the public schools when 14, rose from copyholder to editor of the leading papers of the State, where he served about 20 years.

Congressman Keating is the leader of the Western "get-together" movement in newspaper life, and was president of the Denver Press Club in 1905-1907, and president of the International League of Press Clubs in 1907.

He was a member of the 63d and 64th Congresses. Congressman Keating is the father of the Child Labor bill, which seeks to establish uniform child labor laws for all the States.

SAVED MONEY FOR THE STATE

Tulsa World Will Not Have Representative on Floor of House.

OKLAHOMA CITY, Okla.—An unusual honor was bestowed on Glenn Condon, news editor of the Tulsa (Okla.) World, when, during a recent visit to the House of Representatives, he was invited by special resolution to address the House. Condon accepted and in his remarks, he said:

"You will remember that many hours of time were consumed at the regular session in 1915 in discussing whether or not the Tulsa World should have representation upon this floor. I figured that the time consumed in these discussions cost the taxpayers of the State just \$14,000, and after thinking it over, the management of the World decided that in the interests of economy and to prevent a repetition of this wanton waste of public funds, they would not send me back here to cover the extraordinary session."

Referring to the recent action of the Senate in expelling Joe O'Brien, reporter for the Daily Oklahoman, of Oklahoma City, from the floor on account of an article he wrote, Condon declared that no greater tribute could be paid a reporter than to be denied the privileges of the press table by a Democratic Legislature.

At the conclusion of Condon's address, Nesbitt of McAlester suggested that the House adopt a resolution of thanks to Mr. Condon and the World for the money they had saved to the taxpayers of the State.

Vlasto Decorated by King of Greece.

The King of Greece has conferred on Solon Stylien I. Vlasto of New York the golden cross of the Officer of



SOLON STYLIEN I. VLASTO.

the Savior, Greek Legion of Honor. This was in recognition of his work as editor of Atlantis in raising a million dollars here for Greek relief.

Woman Editor Leaps to Death

Mrs. Estelle Garrett Baker, society editor and special writer of the Atlanta Georgian, who had been suffering from a serious nervous trouble, leaped from a tenth story window of the Colonial Studios, 39 and 41 West Sixty-seventh Street, New York city, on Washington's Birthday night, and killed herself. Mrs. Baker arrived in New York from Atlanta on Monday. She had been persuaded to come to New York for treatment, by her sister, Mrs. Emma Garrett Boyd, and lived with her at the studios while consulting a nerve specialist in New York. No reason could be assigned by Mrs. Boyd for her sister's suicide.

Misers are the greatest spendthrifts, and spendthrifts often end in becoming the greatest misers.

ARE SHRIEKING SIGNS TO COME?

Dire Possibilities Lurk in Exploitation of Acoustical Optics.

When every little twinkling light
Shall sing a different tune,
I fear we'll lie awake at night—
Then sleep 'til almost noon.

The other day a mechanical wizard fabricated an electric light bulb from whose tongue of fire he succeeded in making audible waves of sound to issue. The gulf hitherto existing between acoustics and optics was bridged and the two philosophies joined hands to take a syncretical place among the world's marvels.

The achievement was at the time heralded far and wide with scare headings, but in reality the thing still rests in the experimental stage, which accounts for our not having heard anything more about it for many weary months and years.

The magnificent possibilities that lurk in this marvel are, however, simply staggering. When they shall have passed the research period and emerge from their present dormancy to enter into the commercial application that awaits them, the imagination halts in its contemplation of what can be done with the partnership of sound and light.

If the light of the sun can be converted into collateral sound—but what's the use?

In a minor key there is a large field for conversion in the tungsten filaments and in the flaming arc.

If to the dazzling light of the modern electric signs, now so attractive to our rural visitors as well as to the natives of our great city, shall be added the resonance of sound the result will, in many ways, be typical of a healthy boiler factory.

"Shrieking" will only faintly describe the ultimate condition of things in the new dispensation.

We may indeed confidently look for an early application of the future developments of the marriage of sound with light in the advertising field that is so sensitive to the enlargement of publicity as a tillable field.

When the flood of light that streams from theatrical fronts and vaudevilian houses, shall take on the speaking voice the megaphone shall hide its head in very shame and in dire confusion. The sound of the human barker, for obvious reasons, will no longer be heard in the land.

Color music will then come into its own and optical sonatas and light songs with words will have their day.

The society for the suppression of useless noises will necessarily take on a new lease of life and in the coming state of futurism there will be many sighs for the good old days that now seem so unbearable when light and sound were separate entities.

There is something exceedingly fascinating about talking light, but before inconsiderately embracing it let us take a leaf out of the railroad book and "stop, look and listen!"

ADVERTISING AIDS RECRUITING

Canadian Merchants Take Space Which Government Refused to Buy.

TORONTO, February 22.—So far the Canadian Government has not seen fit to launch a national campaign of advertising to encourage recruiting, though the matter has been strongly urged by the Canadian Press Association. In the absence of such national publicity, various schemes are being devised by the officers of battalions now being raised to fill its place. In Lambton County, where the 149th is being recruited, a somewhat novel plan has been adopted. All merchants, who use advertising space in the Lambton newspapers, are being canvassed and asked to donate part of their space to the recruiting organization. A good response has been made and the combined space thus obtained admits of some very effective display advertising.



A Populous, Compact and Wealthy Market

Here is a remarkable market—the 39 cities and towns of Metropolitan Boston. It is populous, compact and wealthy.

These cities and towns with a total population of 1,587,093 (State Census, 1915) are all within 13 miles of Boston's City Hall.

These cities and towns are connected by a perfect network of trolley lines, subway, elevated and railroad lines. The establishment of a local depository cuts selling cost and reduces freight charges to a minimum. There are no long jumps for salesmen—no waste motion in the selling organization.

Such cities as Cambridge, Lynn, Somerville, Malden, Newton, Everett and Chelsea are within the 13 mile limit and are easily and quickly reached by train or trolley from Boston.

The Savings Banks, Co-operative Banks and Credit Unions of Metropolitan Boston have on deposit over one-ninth of the savings of the people of the United States.

The total valuation of assessed estate is over \$2,630,000,000.

The amount of wages paid during the year by manufacturing establishments alone is over \$107,000,000. The salaries of nearly 40,000 professional men and women, the salaries and incomes of bankers, merchants, manufacturers and the salaries of thousands of well paid clerks in stores and offices must be taken into consideration.

And these people are in favor of advertised goods. Boston dealers claim that the majority of their customers ask for advertised goods by name and that the number is increasing. This demonstrates Boston's *ability* to buy and Boston's *willingness* to buy advertised goods.

The Boston American will help you cover this remarkable market efficiently and economically. The Boston American will, upon request, supply valuable information regarding Metropolitan Boston. This information will help you plan your campaigns with greater certainty.

Write for details concerning the Boston American's plan of co-operating with advertisers—it will interest you.

The Boston American does not accept advertising of whiskey or habit-forming drugs

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

New York Office
1789 Broadway

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U. S. PATENT OFFICE TO BE REORGANIZED

Rapid Increase in Applications for Registration of Trade-Marks Has Swamped Whole Bureau — Registered Trade-Marks Now Number 101,613—"Speeding up" of Office Will Be a Benefit.

[Special to THE EDITOR AND PUBLISHER]

WASHINGTON, February 23.—Advertising and publishing interests should benefit to a considerable extent by the reorganization of the United States Patent Office which is provided for by the bill just passed by Congress and signed by the President. For one thing, this new law will pave the way for greater efficiency in a Federal institution that is the custodian, in a sense, of some of the most valuable assets of national advertisers and newspaper publishers. On top of that is the equally important promise of a "speeding up" in the handling of patent and trade-mark applications.

Particularly will the new status spell improvement in the Trade-Mark Division, a branch of the Patent Office where the congestion has worked seriously to the disadvantage of many marketers of new articles, impatient to launch local or general advertising campaigns. In referring to the situation in the trade-mark section the Commissioner of Patents recently expressed himself as follows:

WHAT THE DIVISION DOES

"The trade-mark division of designs and trade-marks examines applications for patents for designs, applications for registration of trade-marks and of prints and labels. The work in this division has steadily increased. As the reference files constantly grow larger and the number of applications filed is constantly increasing, the force provided is unable to keep pace with the work and is gradually falling farther and farther behind. This is bad both for the office and for the commercial public. Applicants are compelled to wait for long periods of time before the first action can be made by the office, and after response to the office action is made by the applicant the congestion of the work necessitates another delay on the part of the office. I therefore asked Congress to provide one additional first assistant and four second assistant examiners for the trade-mark division, so that the important work gradually piling up in the division may be properly disposed of within a reasonable time after its receipt."

BETTERMENT OF CONDITION.

Another long step in advance made possible by the action just taken by Congress will be a betterment of conditions in what is known as the Division of Interferences. Here come all the disputed questions that arise in the Patent Office with respect to both inventions and trade-marks. With the growth of advertising and the increase in the number of trade-marks there has been in recent years a tremendous proportionate increase in the number of controversies as to the rightful ownership of coveted trade-marks—clashes that call for review by the Examiner of Interferences. Indeed, as matters have stood lately fully one-third of the work in the Interference Division has involved trade-marks. That is to say, the trade-mark division alone has been sending to Interferences half as many cases as all the other 42 examining divisions of the Patent Office combined. Thus the number of interferences that must be passed upon by the Examiner of Interferences became so large that it was impossible for him personally to examine the records submitted. Now a solution is to be sought by dividing the work between two Examiners of Interferences one of whom will devote all his time to the contested trade-mark cases, leaving to the other the interferences involving inventions.

The total number of trade-marks registered at the United States Patent Of-

fice has now reached—according to statistics just completed—101,613. During the calendar year 1915 there were filed at Washington applications for the registration of trade-marks to the number of 8,432, and 6,262 certificates of registration were issued. These figures indicate that the trade-mark volume continues to show the increase indicated in the Commissioner's report for the last fiscal year (the twelve months ended June 30, 1915) the figures from which were printed in THE EDITOR AND PUBLISHER a few weeks ago.

PROTECTING DESIGNS

Type-founders and other firms in the printers' supply field as well as advertisers in such lines as furniture, wall-paper, lace, silverware, etc., will welcome a pronouncement on the subject of the protection of designs which was recently sent to Congress by the Commissioner of Patents. He said:

"The present method of protecting designs is cumbersome and so costly that designers make little use of it. The problems of a court in passing upon the validity and infringement of design patents are so simple, generally speaking, as not to require the assistance of expert opinion. Little or nothing, therefore, is gained by examination prior to the granting of a patent. It is recommended that the protection of designs be put upon a registration basis and the fees be greatly reduced."

Advertising of a kind employed by numerous patent attorneys is criticised by the Patent Commissioner in the report to Congress above referred to. Says he: "Last year toward the end of the session a bill was passed by the Senate and failed to pass the House of Representatives, which declared it to be unlawful for any person, firm or corporation practicing before the Patent Office to use the name of any member of either House of Congress or of any officer of the Government to advertise said business. I recommend that a law be enacted in the terms of this bill. The attorneys who make use of letters from Members of Congress for purposes of advertising are not, as a class, entitled to be commended to their constituents."

MANY APPLICATIONS FOR NUT LOCKS

"A recent investigation showed one concern in Washington which had pending for different applicants 94 applications for nut locks. This is doubtless an exceptional instance but it is nevertheless true that these advertisers take applications which conflict without considering the fact that they are representing conflicting interests. They made searches which careful examination will show to be inadequate and inaccurate and they induce people whose circumstances they do not know to file applications both in this country and abroad which no attorney should permit a client to file. In this way they collect hundreds of thousands of dollars every year from people scattered all over the United States, and, on the whole, people of the poorer class."

Louisiana Press Association

The thirty-seventh annual meeting of the Louisiana Press Association has been called for May 1, 2 and 3, at Baton Rouge, by Leo de Coux, of New Orleans, president of the association. The notice says: "An attractive business, literary and social programme is in course of preparation, and it is promised on behalf of the people of the capital city that the association will be heartily welcomed and royally entertained. The public printing laws of the State will form a leading subject of discussion, and it is probable action will be taken towards recommending to the general assembly the passage of legislation similar to the Arkansas publicity act, which is claimed to be operating to the advantage of the people and press of that State. A full representation of the newspapers of Louisiana at the Baton Rouge meeting is therefore particularly desirable."

A PROVIDENCE HOUSEWARMING

Beautiful New Quarters of Pen and Pencil Club Formally Opened.

PROVIDENCE, R. I., February 23.—Although it was not until three months ago that the first steps were taken to organize the Pen and Pencil Club of Rhode Island, its fully equipped clubhouse was opened yesterday with an informal entertainment.

The club's home is in Benefit Street, adjoining the University Club and opposite the famous Pendleton Collection, and its back windows command a view up Waterman Street, which curves in a semi-circle around it. It is an old Colonial three-story brick house, with



COLONIAL DOORWAY TO PEN AND PENCIL CLUB, PROVIDENCE, R. I.

many fireplaces in its roomy walls, and the doorway is a fine example of the old New England entrances so characteristic of Providence.

The Pen and Pencil Club has a first-class kitchen and taproom, two billiard rooms, a reading room and two sleeping apartments, and there is room in the yard for a summer garden. Rhode Island artists of fame will paint the burlap panels of a lounging room, and the club altogether will have an atmosphere of its own.

Nearly one hundred active daily newspaper men of the State are active members. The associate list of sixty members includes former newspaper men, persons connected with art and letters, and various men in public life, including Senator Lippitt, Representative Gerry, Colonel Colt and Governor Beeckman. The president of the Pen and Pencil Club is James C. Garrison of the Providence Journal; the vice-president, Frederick N. Luther, of the Providence Tribune; second vice-president, Thomas M. Walsh, of the Woonsocket Call; treasurer, Samuel E. Lincoln, of the Providence Tribune; secretary, Alfred H. Gurney, of the Providence Journal. Other members of the board of governors are: Leslie W. Merrill, Archibald G. Adam, Horace G. Belcher, Harry Sandager, Arthur W. Talbot, Frank E. Jones, Charles B. Coppen, William H. Mason, ex-Governor D. Russell Brown, and S. Ashley Gibson (chairman of the house committee).

Roastfest Souvenirs from Gotham

The Rochester Newswriters' Club sent Bartley Brown to New York a few days ago to buy souvenirs for the club's annual roastfest on the night of March 4. What he got will be known at the dinner. He did a lot of hustling while in the metropolis and spent some money. The limit of acceptances for the dinner, \$50, was reached on February 17.

Georgia Weekly Press Association

ATLANTA, Ga., February 21.—Planning to conclude their annual three-day convention in Decatur and Atlanta with a trip by sea from Savannah to Jacksonville, the executive committee of the Georgia Weekly Press Association has decided to accept the invitation of the people of Jacksonville to place a Clyde line steamship at their disposal for the outing. The annual convention will begin July 17 with a night session. The following day will be devoted to association business and the editors will leave for Savannah on the evening of July 19. Meetings will be held alternately in Atlanta and Decatur. Among those at the meeting were C. E. Bennis, Butler Herald, secretary; P. F. Callahan, DeKalb, New Era; Ernest Camp, Walton Tribune; W. G. Sutlive, Savannah Press; Paul T. Harbor, Commerce Observer; Rush Barton, Lavonia Times; W. T. Anderson, Macon Telegraph; James R. Gray, Jr., Atlanta Journal; J. E. Whitman, American Press Association; Raymond Daniel, Decatur Board of Trade; W. R. Massengale, Atlanta Ad Men's Club; Julian K. Robert and B. C. Broyles, Keystone Type Factory; Frank E. Coffee, Western Newspaper Union; D. A. Carson, Whitaker Paper Company.

Steak for Brooklyn Press Club

The Brooklyn Press Club held its annual beeksteak and vaudeville at the club's new quarters, on Thursday evening. The event this year was doubly attractive to the members owing to the fact that John F. Lane, treasurer of the club, was the guest of honor. Much of the rapid progress and success of the organization have been due not only to the careful handling of the finances, but the general all-around work of treasurer Lane since the club's inception. The beefsteak was served at 7 P. M. and during the serving the Porray Five, consisting of Eddie Porray, pianist, and Eugene Doyle, Richard Doyle, Howard Howard and Jack Berry, vocalists, entertained. During the course of the evening headline vaudeville artists from the various Keith vaudeville houses appeared.

Halton Press Association

At the fourteenth annual meeting of the Halton (Ont.) Press Association, held at Burlington, Ont., the following officers were elected: President, W. J. Fleuty, Record, Oakville; first vice-president, G. G. Mitchell, News, Oakville; second vice-president, Wm. Panton, Champion, Milton; secretary-treasurer, H. P. Moore, Free Press, Acton; assistant secretary, R. White, Reformer, Milton; executive committee, E. A. Harris, Gazette, Burlington; A. S. Foster, Star, Oakville; J. M. Moore, Herald, Georgetown, and R. D. Warren.

New Club Rooms Opened

The formal opening of the new club rooms of the Newspaper Club of Dallas, Texas, took place last Thursday night. A programme of headliner attractions had been arranged under the direction of president Brice Hoskins and his committees. Charles Chaplin appeared on the screen and Lew Dockstader in the flesh. There was also a musical programme in which the leading artists of Dallas appeared. A chicken dinner was served. Numerous newspaper men from Fort Worth and other near-by cities were guests.

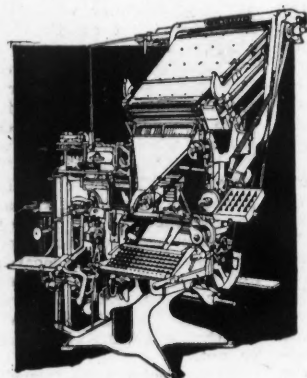
Novel Feature of St. Valentine Dinner

At the St. Valentine's dinner of the Little Rock (Neb.) Press Club a novel feature was introduced. Each woman guest was given a caricature of one of the members present and when she had identified the one person it represented, the latter escorted her to dinner. Robert O. Schaefer drew the caricatures and although some of the subjects would not admit that the drawings were their likenesses no mistakes in identification were made.

MODERNIZED

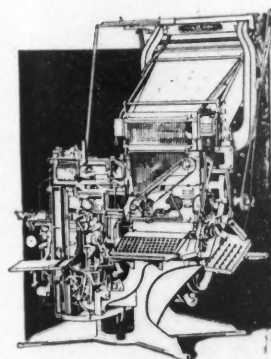
The Composing Room of the
Philadelphia Public Ledger

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MULTIPLE MAGAZINE LINTYPES



MODEL 9
Four Magazines

The recent installation of 22 more of these machines supplanted single-magazine Linotypes which had been in constant use for

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TORONTO: CANADIAN LINOTYPE, LIMITED

NEWSPAPERS BEST FOR CHURCH ADVERTISEMENTS

Religious Bodies Have Come to See Need of Dignified, Persistent Publicity, says Rev. C. L. Overstreet—Success of Western Churches Pointed to in Reply to Question, Does It Pay?

"Church publicity is a necessity. We have come to the point where we see the need and wisdom of such publicity; that dignified, definite and persistent advertising is as fruitful of results in religious as in commercial life," said the Rev. C. L. Overstreet of El Paso, Texas, in an address delivered recently in that city on the topic, "Church Publicity."

"Aggressive, wide-awake churches recognize this fact," continued the



REV. C. L. OVERSTREET

speaker, "and are providing for it accordingly. Some of our larger churches are spending thousands of dollars annually just for publicity work. They say, in substance, that it is bad business and poor religion to have two or three hundred thousand dollars tied up in a religious plant and to spend nothing toward letting people know where you are and what you have to offer."

Speaking of the methods of church advertising, Mr. Overstreet said the church, above all institutions, should tell the truth in its advertising. If good music is announced, it should deliver good music. The preacher has no business, he declared, drawing people to his church under false pretenses. He stated that if the church is not friendly and cordial, it is wicked—and bad business—to advertise, "a church with a warm welcome."

As to the kinds of advertising that may be employed by the church, Mr. Overstreet said that the newspaper is the usual medium, because it is the most effective, but the advertisements must be prepared by men trained in church publicity. For special occasions, he advocated the use of street banners, cards on street cars, window cards and personal letters.

In reply to the question, "Does It Pay?" Mr. Overstreet cited the successes attained through publicity by the Messiah Lutheran Church of Philadelphia, Pa., which by following the advertising methods mentioned had increased their evening attendance to capacity houses, within a year; the First Christian Church of Cedar Rapids, Iowa, which had doubled their church attendance in

two years, and increased the Sunday school attendance from 150 to 500; and the Fourth Presbyterian Church of Chicago, which, he said, has become one of the liveliest spiritual forces in all the country—every Sunday witnessing large accessions to the membership.

The church must advertise, said Mr. Overstreet in conclusion, not only in a way that people can see if they are interested, but in a way they MUST see whether they are interested or not, and seeing repeatedly they will become interested, and, being interested, their confidence may be inspired.

People can get away from the church, he declared, and a great majority of them do, but they do not get away from the daily papers. Business men in the churches, he stated, are coming to see that the modest, timid methods formerly pursued by the church, MUST give place to the bold, confident tones of the modern advertising ideas. We are becoming ashamed, he said, of seeing the things that are good for men's souls set forth in timid type and small space, while things that are BAD for man—body and soul—are set forth in bold type and large space.

THE OLD GUARD DINES

In Celebration of the 44th Year of New York Press Club Prosperity.

Last Saturday night the Old Guard of the New York Press Club gave a dinner in the big dining-room of the club house, in commemoration of the 44th year of "Club Prosperity." It was notable in many ways, over 50 of the club's older members gathering for the celebration, without the customary addition of "guests of honor." The honors of set oratory being thus eliminated the boys enjoyed themselves greatly.

The organization of the Old Guard within the club merits a word of explanation. While its membership is confined to those who joined the club 20 years ago, it is by no means exclusive and warmly welcomes from time to time those who become eligible. And it speaks well for the virility of club members that more men are joining the Old Guard, year after year, than the grim reaper carries away.

Major George F. Williams, the senior member, whose record of active service extends well over the half-century, presided at the dinner, but early in the evening handed his gavel to John A. Hennessy. Under his guidance jollity and mirth paraded hand in hand with good fellowship through the entire evening. The prevailing thought seemed to be that expressed by Dave Curtis who said he had forgotten the past and lived only in the future. "Thank God," he said, "that is stainless."

Short speeches by a good many of the diners alternated with songs, Thomas Ford having assembled a group of clever musicians and having arranged a musical programme for which he wrote the lyrics himself.

"The Old Guard dines, but never surrenders," said Henry Gillig, as the company dispersed.

German Press Club Carnival

The German Press Club, of New York city, held a carnival at the Waldorf-Astoria Hotel, New York, last Saturday night, for the benefit of the German and Austrian war sufferers. More than 3,000 Germans and Austrians were present, and between \$10,000 and \$12,000 was raised. A concert followed by dancing was held in the grand ballroom, and moving pictures were shown in the laurel room. The rose room was turned into a theatre for the production of war tableaux and an operetta. On the musical programme were Mme. Schumann-Heink, Carl Jörn, Frieda Hempel, Mme. Matji Niesen Stone and Mme. Albertina Rasch.

EXPOSITION STAFF SCATTERED

Few Left in San Francisco to Celebrate "One Year After Day."

SAN FRANCISCO, February 20.—To-day is the first anniversary of the opening of the Panama Pacific Exposition and an elaborate programme was observed for a "One Year After Day." Many clubs and civic organizations united in making a popular demonstration in favor of the "Preservation" movement. The gate receipts will be devoted to the preservation of the great Column of Progress.

The Press Building, which was a hive of industry last year, is now utilized as a warehouse. The "chestnut tree" which was planted by the Association of Press Humorists of America on the lawn at one end of the building has died an untimely death, but the tombstone with the epitaph "Here Lies Dull Care," planted by the Press Club at the other end, is still intact.

O. H. Fernbach of the department of awards is about the only newspaper man still remaining in the employ of the exposition. Louis Levy who was connected with the exposition publicity in the early stages, was appointed manager of the exposition auditorium two months ago, but owing to a dispute as to his salary his tenure of office now appears to be very uncertain. George H. Perry, who was chief of exploitation of the exposition has returned to the East on business. Hamilton M. Wright, the editor-in-chief of the exposition's exploitation department expects to leave for the East within a few days and may stay in New York city for some time. Grant Wallace, a well-known newspaper writer, who wrote up special events in Festival Hall during the closing month of the exposition, is now spending much of his time at work on his seed farm at Dutton's Landing in Solano County. A. H. Dutton, who was superintendent of the news division in the press building, during the exposition, is now publicity man for the California Wine Association. Guy Kinsley, who held an important position in the department of special events, has gone to southern California, where he is doing publicity work for the Panama-California Exposition at San Diego, which will be continued throughout 1916.

BRITISH PRESS PLIGHT BARED

Newspaper Men Show no Inclination to Bid in London Standard.

The plight of the British Press was bared at the public auction of the London Daily Standard, held recently at the lounge of Anderton's Hotel, Fleet Street, London.

The only public bids were £200 (\$1,000) for the good will and copyright, and £3,000 (\$15,000) for the physical property, including the presses, linotypes, stereotype outfit and delivery department.

The receiver of the plant expatiated in vain on the spiritual value of the good will and copyright, for he revealed the fly in the ointment when he admitted that, while before the war the Standard had been making a moderate profit, the advertising fell off heavily beginning with the fateful month of August, 1914. So, after he raised the only outside bid to £500 (\$2,500) on behalf of the debenture bondholders, the transaction was declared no sale. Then the receiver attempted to dispose of the physical property, but withdrew it from sale after entering a bid of £10,000 (\$50,000) in behalf of the debenture bondholders.

Among the spectators were many representatives of other London newspapers, but as they knew that, with the cost of white paper mounting daily and advertising practically only one-fourth the amount published in normal times, the issuance of a daily newspaper during war was an invitation to bankruptcy they showed not the slightest inclination to buy.

NEW TRADE COMMISSION BENEFITS ADVERTISERS

Several Rulings Recently Handed Down by Federal Body Touch Upon Rights of Advertisers—Bad Practices Discontinued in Some Cases as Soon as Brought to Commission's Attention.

WASHINGTON, February 23.—The rights of advertisers are touched upon directly or indirectly in several rulings recently handed down by the newly created Federal Trade Commission. One case in particular that might have served to afford a precedent of wide interest in advertising circles was passed up by the Trade Commission because the advertiser complained of agreed to discontinue the form of publicity which had been made the subject of protest. This particular advertiser issued a publication or house organ designed to give trade news but it was alleged that under the guise of trade news misinformation was printed of a character very injurious to the business of a competitor. He promised the Commission that this method would not again be resorted to either with respect to the rival firm that complained or to any other.

An advertiser who sent out circulars containing an alleged letter from a dissatisfied customer of a rival concern likewise made haste to discontinue publication when the matter was brought to the attention of the Trade Commission. Various advertisers of cut prices on standard articles have been complained of to the Trade Commission but inasmuch as the advertising has been done only in local newspapers and interstate commerce is not involved the Commission has ruled that it had no jurisdiction to determine whether such methods were unlawful or not.

A fine point with respect to trademarks was brought before the Commission when complaint was lodged against a firm engaged in the manufacture of bottle crowns because the firm refused to make certain crowns for a prospective customer on the ground that such crowns would constitute an infringement of the trademark of another customer, a competitor of the man placing the order. The Commission refused to act on the ground that the circumstances did not disclose a method of competition.

Publishers of newspapers will be interested in the refusal of the Commission to make any move to help the management of a newspaper that appealed to the trade body alleging that it was menaced by a boycott of its local advertisers who threatened to withdraw their patronage from the paper unless the management changed its policy. The Commission ruled that the facts in this case did not disclose the violation of any law which the Commission has jurisdiction to enforce.

Ladies' Night at Frisco Club

SAN FRANCISCO, February 17.—The second "ladies' night" of the Newspaper Men's Club of San Francisco was a distinctive success. The attendance was large. Frank Fogarty, the Dublin minstrel, was the star of the entertainment. He predicted the success of the club and related several of the stories that have made him famous. Fogarty was introduced by Waldemar Young, president.

The annual session of the National Negro Press Association was held at Nashville, Tenn., last week, Melvin J. Chison, of Oklahoma, presiding. At the morning session "The Standardization of Advertising" and "Clubbing of Newspapers" were the principal topics of discussion. At noon the delegates visited Fiske University where brief speeches were made, and in the afternoon a session was held at Meharry Medical College.

WHELOCK PRESIDENT MINNESOTA EDITORS

Final Proceedings of the Annual Meeting in Minneapolis—Effective Address by Merle Thorpe—Golden Jubilee Banquet Calls Forth Various Speeches of Interest.

[Special to THE EDITOR AND PUBLISHER]
MINNEAPOLIS, Minn., February 21.—Following are the new officers of the Minnesota Editorial Association, which closed its semi-centennial convention in Minneapolis on Saturday: President, Harry M. Wheelock, Wheelock's Weekly, Fergus Falls; first vice-president, Fred C. Hadley, Winnebago City Enterprise; second vice-president, Harley A. Dare, Walker Pilot; third vice-



HARRY M. WHELOCK

president, A. O. Moreaux, Rock County Herald, Luverne. Treasurer H. C. Hotaling and secretary Herman Roe were re-elected. The members of the old executive committee were also re-named.

The address of Merle Thorpe of the department of journalism, University of Kansas, was the best feature of Friday's proceedings. He elucidated the relation between university schools of journalism and the State press and said a paper to be worth anything as an advertising medium must be of the kind that subscribers watch for impatiently and welcome eagerly. A proposition to appropriate \$5,000 toward the establishment of a central advertising bureau was considered and a committee of three appointed to investigate and report to the executive committee which is empowered to act. The remainder of the programme as already printed in THE EDITOR AND PUBLISHER was carried out.

THE JUBILEE BANQUET.

The Golden Jubilee banquet in the evening tendered by the Minneapolis printers' supply men gave Governor J. A. A. Burnquist a chance to offer suggestions of solid worth in his address of welcome to the State. He said that while the privileges of the press had sometimes been abused, its honest criticism was welcomed heartily by all right-minded public men. The Governor acknowledged the excellent work of the Minnesota newspapers in promoting the development of the State. Secretary Herman Roe brought out bright lights from the records of former meetings of the association, and M. J. Dowling, long a newspaper publisher but now a banker, answered as well as he could the question of toastmaster Jens K. Grondahl of Red Wing as to how a newspaper man could descend to the business of a banker. "Father" B. B. Herbert of Chicago announced that the chances of the Twin Cities getting the 1917 convention of

the National Editorial Association were promising. Prof. W. P. Kirkwood told of the successful operation and high promise of the Minnesota University School of Journalism, of which he is the head. Winthrop B. Chamberlain of the Minneapolis Journal, and Frank Meyst, long connected with newspaper union concerns, spoke happily.

MR. THORPE'S ADDRESS.

In the afternoon Mr. Thorpe addressed the school of journalism at the university. His words were of a highly instructive character and he pronounced the life of Rudyard Kipling "a story of a man who had a nose for news."

On Saturday, M. J. Stewart of Duluth favored an allied federation of printers and publishers. He spoke as president of the Northwest Printers' Cost Congress. R. G. Lee of the extension division, University of Wisconsin, described the method whereby he, as field man, surveyed and presented to newspapers cost systems. E. K. Whiting of the Owatonna Journal-Chronicle lectured on "System in the Front Office," showing how accounts could be kept at 50 to 60 per cent. less bookkeeping work. The resolutions committee in its report read by Mr. Moreaux favored good roads and other means of civic betterment and the preparation of a full biographical directory devoted to association members. E. C. Huntington read the report on necrology. Mr. Hodges urged that a large delegation from the association attend the National Editorial Association in New York in June in order to bring that body to the Twin Cities in 1917.

Mr. Wheelock, the new president, was authorized to appoint a committee of seven on invitation and reception for the national association and named as such H. C. Hotaling, W. R. Hedges, Stillman H. Bingham, George Ericsson, A. G. Rutledge, P. J. Vasely and Frank Meyst. The next convention of the Minnesota association will be held in St. Paul in February, 1917.

COUPONS AND TRADING STAMPS

The directors of the Dallas Retail Merchants' Association have declared their disapproval of any premium stamp method of advertising and have so recommended to all the association members. The best advertising, they declare, is that in regularly established and well circulated newspapers.

A bill has been introduced in the Legislature of Mississippi to prohibit the redemption of "checks" used in connection with merchandise, except for their full face value in cash.

The Georgia law imposing a tax on redeemable tobacco coupons was held to be discriminatory and unconstitutional by the State Supreme Court.

Assemblyman Alexander Simpson has introduced in the New Jersey Legislature a bill to prohibit the giving of trading stamps.

OHIO DELEGATES APPOINTED

To National Editorial Convention in This City on June 19-21.

President G. W. C. Perry, of the Associated Ohio Dailies (publisher of the Chillicothe Gazette), announces that he has appointed the following Ohio delegates to the National Editorial Convention, which is to meet in New York city June 19-21:

Mrs. Zell Hart Deming, Warren; Gen. John O. Ames, Cambridge; L. H. Brush, Salem; Col. E. S. Wilson, State Journal, Columbus; Hon. Ben J. McKinney, Marietta; Hon. H. E. Taylor, Portsmouth; W. O. Little, Zanesville; F. W. Bush, Athens; R. C. Holles, Alliance; S. J. Flickinger, Hamilton; E. H. Mack, Sandusky; C. H. Spencer, Newark; Hon. S. G. McClure, Youngstown; Hon. Roscoe Carle, Fostoria.

FOR THE LEAST CENSORSHIP

Lord Robert Cecil Tells Foreign Correspondents His View of News Curb.

At a luncheon of the Association of Foreign Press Correspondents in London on February 18, Lord Robert Cecil, Under Secretary of State for Foreign Affairs, was the guest.

M. de Chassaigne, President of the association, introduced Lord Robert, stating that it was he who succeeded in having the censorship upon newspapers removed, so far as foreign affairs were concerned.

Lord Robert expressed his appreciation of the part played by the foreign correspondents in London in presenting the case of Great Britain and her viewpoint to neutral nations. He said he felt strongly that the censorship should be restricted within the narrowest limits that were compatible with the necessities of the defence of the realm and the general prosecution of the war. In matters concerning his own department, he said, he acted on the principle that trained journalists were better qualified to decide what might safely be published than others untrained in journalism.

It must never be forgotten, he went on, that in democracies unnecessary secrecy is dangerous. By removal of the official censorship on questions of foreign affairs the responsible editors and correspondents were constituted their own censors, and he was glad to say that, with very few exceptions, his confidence in their discretion had been justified.

BIRMINGHAM CLUB CHANGES

Constitution Now Provides For Only One Kind of Members.

[Special to THE EDITOR AND PUBLISHER.]

BIRMINGHAM, Ala., February 24.—Sweeping changes in the constitution and by-laws of the Birmingham Newspaper Club made at a meeting held in the club rooms last night, place all members of the club on the same basis, the words, "associate" and "active" being stricken entirely from the annals of the organization.

The principal change in the by-laws of the club affects the mode of election and it is provided that there shall be at least one ticket and not more than two in the field. The president of the club, under the changed by-laws, is required to name two nominating committees, each of which will select a ticket. This ticket will be posted in the club and all members notified at least four weeks prior to the date of election, the object being to create as much interest as possible in the annual election of officers.

The terms of the members of the board of governors are changed so that instead of two members holding office three years, two holding office two years, and two holding office one year, all members of the board will hold office only one year, thus necessitating the election of a full board each year. The four executive officers of the club constitute ex-officio members of the governing board.

Oscar C. Turner, who suggested that two nominating committees be appointed by the president, frankly stated that the idea of his suggestion was to get the Newspaper Club, into "politics." Mr. Turner pointed to other organizations in the South that had successfully injected "politics" into their elections. John J. O'Neill indorsed Mr. Turner's suggestion, later changing his indorsement to a motion that Mr. Turner and Judge C. C. Nesmith be made a committee of two to rewrite items nine and ten of the proposed changes, embodying the idea advanced by Mr. Turner. This was done and the items passed by a solid vote. President Mooney stated that he would name the two nominating committees within the next few days.

RULES TRADING STAMPS MAY BE TRADE-MARKED

Highest Tribunal at the United States Patent Office, After Delay Due to Perplexity Through Lack of Precedents, Hands Down Important Decision as to Coupons.

[Special to THE EDITOR AND PUBLISHER.]

WASHINGTON, D. C., February 16.—Trading-stamps may be trade-marked. This is the substance of an important decision just handed down by the highest tribunal at the United States Patent Office. The case involving the eligibility of trading-stamps to Federal trade-mark registration is one which has been pending for a considerable time. Delay has been due, it is understood, to doubt and perplexity on the part of the Governmental trade-mark arbiters as to what disposition should be made of the matter. Naturally, the outcome of the issue has been awaited with keen interest in advertising and publishing circles and the decision itself is likely to figure in future action, legislative and judicial, concerning trading-stamps, coupons, etc.

Question of the right of trading-stamp promoters to trade-mark protection was raised when the United Manufacturers' Service Corporation filed an application for the registration of "Economy" as a trade-mark for coupons or trading-stamps. The Examiner of Trade-Marks who, in the natural course of events, first passed upon this application rejected it, but the United Corporation appealed from his refusal to register to the United States Commissioner of Patents. The final opinion was, however, written not by the Commissioner, but by the First Assistant Commissioner of Patents, who is the trade-mark expert of the Patent Office.

In the presentation of the case effort was made to gain the highest possible status for a trading-stamp or coupon, but we note in the final opinion the explanation that the merchant gives coupons to purchasers "as an inducement to purchase and probably, incidentally as an advertisement." In holding that trading-stamps or coupons should not be admitted to the trade-mark register the Examiner of Trade-Marks contended that they are "merely incidental to the carrying out of a financial scheme and that their sole function is that of evidence of the right to obtain something of value." In short, the Trade-Mark Examiner argued that a trading-stamp is not such an article of commerce as will support a trade-mark. To support this contention he cited a contested case wherein it was held that an insurance policy is not a vendable commodity.

NO PRECEDENTS FOR GUIDANCE

It thus came about that in the appeal from the decision of the Examiner of Trade-Marks, the question of whether "Economy" as employed by the United Manufacturers' Service Corporation is a trade-mark use hinged upon the conundrum of whether or not a trading-stamp or coupon is a "vendable commodity." Answering this question, the reviewing authority says: "Some of the issuing companies claim to give better premiums than others and it becomes a matter of importance for the owner of the stamp to know the issuer and the trade-mark printed on the stamp points to the issuer."

Publicity Women's Ball

BOSTON, February 22.—The Boston Women's Publicity Club costume ball will be held at the Copley Plaza next Tuesday evening when, it is expected, advertising and world achievements will be presented in symbolic form with floats at the court of Queen Scheherazade.

PRESS WARMLY PRAISED BY JAMES MELVIN LEE

Discussing, at the Public Forum of a Church, Newspaper Ethics He Explains the Daily Papers' Attitude Toward Activities of Clergyman and Lauds Decent Advertising.

Newspaper ethics was discussed at the Public Forum of the Park Avenue Methodist Church on a recent Sunday by James Melvin Lee, Director of the Department of Journalism at New York University. In his opening remarks, he showed that the purpose of the church was to give the news of the world to come and to interpret this news in its relation to life here; and that of the newspaper was to give the news of the world to-day and likewise to interpret its meaning.

There were, according to Mr. Lee, as many different kinds of newspapers as there were churches. First of all, there was the conservative newspaper which confined its activities almost exclusively to printing the news and giving a page of editorial comment. This type of newspaper corresponded to the church which opened its doors only to strictly religious exercises. At the other extreme was the newspaper which, while not neglecting the news, was giving its readers a column of humor, a comic strip, a bed-time story to keep the youngsters quiet, a page of helpful hints on how to make the home a better place in which to live, a bit of short fiction, or a continued story to amuse and entertain the older readers, and numerous other special features. In a similar way there was the institutional church with its gymnasium, its men's club, boys' club, King's Daughters, sewing circles, educational classes, mothers' circles, extramural work in the neighborhood, etc. The more sensational type of newspaper found its counterpart in the church which gave motion pictures, furnished brass band concerts, turned its front walls into a bulletin board to feature the attractions of the week, etc.

Mr. Lee expressed his opinion that these various types of newspapers and churches could reach the different classes in no other way than by using the methods now employed to attract readers and hearers.

NO DEFINITE CODE POSSIBLE.

The speaker frankly admitted that so far as American journalism was concerned it was quite impossible to have a definite code for everything as it was something more than a matter of rule of thumb. He pointed out how each succeeding generation had raised the standard a little higher. In the past, he said, churches were supported by lotteries and by the sale of tobacco which was turned in as payment for subscriptions to the minister's salary, and that the newspaper had been supported by somewhat similar questionable means. Yet there was a certain basic principle which might be seen even by him who ran through the files of American newspapers; this basic principle was expressed by the Wall Street Journal as "plain, old-fashioned, unselfish honesty."

A tribute was paid to those newspapers which refused to publish fraudulent advertising. Mr. Lee commended the policy of the Philadelphia North American which refused to accept any medicinal advertising that would tend to form a drug habit, and would not print any advertising of a preparation that guaranteed to cure an incurable disease.

Just as the church was cleaning up the tenements under its control, so the newspaper was ceasing to be a partner in crimes against society. Many of the better papers, for example, were refusing to advertise holes in the ground as dividend paying mines or swamp lakes as desirable real estate.

THE SCIENCE OF ADVERTISING

Publisher Bird, John K. Allen and Geo. B. Gallup Express Interesting Views.

[Special to THE EDITOR AND PUBLISHER] BOSTON, February 21.—"A year ago I should have embarked on the talk on advertising with the utmost eagerness. A year from now I would not dare to speak on the subject, I presume," said Francis W. Bird, publisher of the Advertiser and the Record, who was the luncheon guest of the Pilgrim Publicity Association this afternoon. His subject was "A Publisher's Ideas of Advertising."

"We publishers need to be advertising men as much as the space buyers do," went on Mr. Bird. "It is our duty to our readers. We have an obligation not properly performed until we give to the advertisers the greatest return possible for the space they buy. Newspapers are a part of the merchandising mechanism of every community.

"I believe that most publishers have neglected this part of the business too much. The printing of news has occupied them to the exclusion of advertising. But I must say that I see a change coming in this direction within the next ten years or less."

Mr. Bird spoke of three problems in connection with the publication of a newspaper that he frankly confessed he was unable to solve. With regard to the physical size of the newspaper and the size of the advertisements, and whether it is necessary to use larger copy in a 20-page paper than in a ten-page sheet he is also undecided.

"The third problem is the character of the news that the newspaper prints; its sensationalism, its extravagance. Advertising is only a matter of emphasis and if readers become accustomed to a sensational style you must stir up their emotions. It is utterly impossible to appeal to that class of reader in advertisements set in ordinary sized type. In order to get the emphasis in a paper of that type the advertiser has got to get out an advertisement to appeal to that reader."

John K. Allen, of the Christian Science Monitor, followed Mr. Bird, making a plea for the smaller sized newspaper. He said that he believes the readers of newspapers have been "shamefully neglected" and that he believes the readers want more constructive news and less sensationalism.

"I don't see what chance a small advertisement has in a large newspaper against the big ads," said Mr. Allen. "To me the essence of advertising is emphasis and for this reason I favor the highly classified advertisement."

George B. Gallup, president of the Pilgrim Publicity Association, spoke regarding women readers of newspapers. He said that women are keener in their judgment in regard to advertising than men, and that they read advertisements without special regard to the publication in which they appear. He believes that the advertisement of a store where the woman has met with unfortunate experience tends to lessen the value of that advertisement.

Tailors to Co-operate in Advertising

ST. LOUIS, February 23.—The members of the Merchant Tailors' Association of St. Louis have decided to start a new system of advertising. Each member is to contribute \$10 a week to a fund to be used for advertising in the leading newspapers of St. Louis.

Grand Rapids Has a Press Club

One hundred and ten charter members have joined the Grand Rapids Press Club which was organized recently for the mutual benefit of all newspaper men in the city. The following officers were elected: President, J. W. Hannen; first vice-president, W. J. Goldsborough; second vice-president, John B. Mills; secretary, R. R. Retan; treasurer, Fred K. George; directors, E. W. Dickerson, A. H. Vandenberg and A. W. Stace.

WANT A "FRANK L. STANTON DAY"

Ad Men's Club of Atlanta Will Ask Georgia Assembly to Honor Editor-Poet.

ATLANTA, Ga., February 22.—The movement to set aside October 27 in Georgia as "Frank L. Stanton day" by legislative enactment took definite form to-day at a luncheon given to Mr. Stanton by the Ad Men's Club of Atlanta. He spoke feelingly of the honor bestowed upon him and high tributes were paid to him by the speakers.

The request that the anniversary of the birth of Washington be known also in Georgia as "Stanton day" will be presented at the next session of the Georgia General Assembly, next summer. A committee was named to-day to assume active charge of the movement and to present the matter in tangible form to the Assembly.

Mr. Stanton is a native of Charleston, S. C., but has spent most of his life in Georgia, removing to Savannah when a boy. He entered newspaper work as a printer. His first editorial experience was at Smithville, Ga., where he went from the composing room to the editorial department, becoming editor of the Smithville News.

The popularity and freshness of his jibes and verses secured for him an attractive position on the Rome (Ga.) Tribune and in 1875 he moved to Atlanta to join the staff of the Constitution. He has been with that paper continuously since. Each morning his column, "Just from Georgia," is read by hundreds of thousands, and he has won fame as a poet and humorist. Personally, he is modest and unassuming and dislikes to discuss the work which has won fame for him wherever the Constitution is read.

Evidence of his popularity is presented by the hundreds of letters which have been received from all sections of the country congratulating the Ad Men's Club upon its decision to honor the State's best known poet and offering to aid in the movement.

POOR RICHARDS CELEBRATE

Observe the Club's Tenth Anniversary by a Revel at Bellevue-Stratford.

The Poor Richard "party" on Monday night given in celebration of the tenth birthday anniversary of the organization and the first time in its history when there were women guests at the revels, was one of the most successful and beautiful affairs ever given by the club. The frolic, which was held in the Bellevue-Stratford ballroom, took the form of a cabaret and supper-dance and for once the club members sat back and enjoyed themselves, while outsiders did the "stunts."

In a Japanese garden setting, illuminated with hundreds of colored lights, were placed fifty tables, gay with red electric and green foliage. Here the notables and their friends sat and watched the entertainment which ranged from fancy roller-skating to an operetta. Later they were served with a delicious supper, and then took the floor "hesitate"—the latter not a strong point with the Poor Richards by the way.

George Nowland and C. C. Green had charge of the arrangements and among the guests were Thomas Burke, advertising manager of the New York Press; H. A. Ahern, of the New York Evening Post, and others from New York, Baltimore and Washington. President Richard H. Durbin was seated at the table with Thomas Martindale, who led the club for the first three years of its existence and after an interval of one year was again elected president for another term.

If a man has high ideals and is satisfied with nothing but the best that can be produced, then the product put out by himself or his company has the high character of such a personality.

ADS MUST HAVE NEWS DECLARES M. F. HOUSE

The Public Wants Lots of Action, Says President of Advertising Service Company, Addressing Montreal Publicity Association—How Ad Men Might Learn Something From News-Gatherers.

M. F. House, president of the Advertising Service Company of Montreal, Canada, in a recent speech before the Publicity Association of that city, said in substance:

The advertising copywriter can profitably take a few lessons from the men in the news rooms of our daily papers. Those newspaper men do not get big salaries, as a rule. They make few claims to literary skill. Their hastily-written stories are not embellished with pictures, nor surrounded by fancy borders. Yet those hasty articles, about everything under the sun from murder to the tariff, are read, promptly and eagerly by the same public that declines to admit interest in "ads." Why? Because they contain news. People want news. They will read it. They will pay for it. They will even stand on a street corner in the rain while the old paper-woman hands out their copies of the "last edition."

HOW TO GET ATTENTION.

The best way to get ads. read is to put news into them. What is news? I am reminded of a definition given by a cub reporter who had been taken to task by his city editor. "Have you any idea of what news is, anyway?" the editor demanded. "Sure," replied the cub, "it's when something happens."

Unwittingly, he had hit upon the quality that distinguishes news from all other information. When "something happens" there is action, and action is the essence of news. Action is also the secret of attracting public attention, of arousing curiosity and compelling interest.

The street faker attracts a crowd by making motion with his hands and a pack of cards. On the other side of the street may be a wonderful monument, but the crowds pass it by unheeding. It is static, obvious. It holds no promise of action—nor of surprise.

The most convincing way to express any fact is in terms of action. We desire, say, to describe the strength of John Smith. One way is to say that John Smith is large, six feet high and 42 inches around the chest; that he weighs 260 pounds, that his muscles are well-developed and powerful.

PUTTING IT ANOTHER WAY.

Here we have used 32 words and while we know several of John Smith's characteristics, we still have only a hazy idea of his strength.

But when we say John Smith lifts a horse, we immediately realize that John Smith must be a very powerful man. We know what a horse is, and how few men could lift one. If we were thinking of hiring John Smith to do our piano-moving, those five words would get him the job at once, where the 32 in the other description would leave us wanting further particulars.

News has another quality—which gives it its name. It must be new. If the cub reporter had included this in his definition, he would have said that news is "the first report of something that has happened."

Cleveland Ad Men Work for Auditorium

CLEVELAND, February 24.—A civic enterprise, in which publicity and advertising work will be an important feature, has been undertaken by the Cleveland Advertising Club in connection with the movement for an auditorium in this city. The club has appointed committees which will work for a two-thirds vote on a \$2,500,000 issue for the auditorium. William Ganson Rose, president of the club, has been named chairman of a committee of 100 to get the votes.

**DU PONT POWDER CO.
SEES A NEW LIGHT**

**"Second Largest Corporation in America"
Establishes Publicity Bureau to Give
Facts—Charles K. Weston Leaves Phi-
ladelphia Public Ledger to Take Charge
—His Associates Honor Him.**

PHILADELPHIA, February 23.— Considerable interest, both friendly and envious, pervades this city over the departure of Charles K. Weston, ex-city editor of the Public Ledger, to his new post as chief of the recently established publicity department of the du Pont de Nemours Powder Company, the "second largest corporation in the United States, ranking next to Standard Oil." The installation of the bureau marks a changed policy in the affairs of the Wilmington concern, which has had troubles of its own with the newspapers added to the burden of what is a difficult and dangerous business even in normal times. These problems are



CHARLES K. WESTON

now increased by political and international complications and ever-present menace of spies and plotters, armed with the deadly bomb and time-fuse.

The need of a publicity director, which is a very different thing from a press agent, had become a crying want of the company and had been recognized by more than one newspaper man in Philadelphia, several to my knowledge having reached for the more or less indigestible plum which has fallen into the not unwilling and supremely capable hands of Mr. Weston.

IT IS SOME JOB HE TACKLES.

Proper care of the publicity of a concern, according to Mr. Weston, is not in the least a matter of concocting soothing-syrup for the press with the amiable advertising of the company held foremost in mind. There is no idea of measuring up space secured in the news columns or of manipulating facts to hoodwink the public. The directors' idea, heartily concurred in by the du Pont people, is to establish a policy of honest, reliable dealing with the papers of the nation and to assist them in their newsgetting in order that they may publish only accurate reports. Of course, this is where the "yellow" journals fling up their hands and step outside. But the "yellows" are a diminishing quantity in newspaperdom.

"The handling of the news of the du Pont Company," says Mr. Weston, "will be precisely like what I would go after were I still city editor of the Ledger—straight, impartial facts."

I am told by those who know, that the methods of the company in the past have been those of silence, or attempts to hush up difficulties or deny the finding of reporters. This plan will now be abandoned, with the thought that

the immense concern, following in the footsteps of the Pennsylvania Railroad, and one of the big coal corporations in the State, will serve its own interests best by the most open dealing with the press of the country, cooperating with the papers so that the authentic news of the plant may be placed before the public, and when necessary, of course, furnishing them with the official standpoint.

Publicity of this sort is not only an absolute necessity with important organizations, but is a valuable and welcome service to newspaper editors. Mr. Weston called attention the other day to the experience of his paper with the "Pennsy" when Ivy Lee took control of the publicity of that railroad. "We did not at first trust him fully," he said. "When a story came over the wires from an up-State correspondent that 40 people had been injured in a wreck and the report from Mr. Lee stated that only five persons had been hurt we were disposed to use our own story with a stick or two at the end giving the official report. It was not long before we could depend on the information sent us by the railroad. Whether five or forty persons were victims, we were told the truth."

The new chief, who was formerly a resident of Wilmington, had been city editor of the Ledger for two years, previously serving for 12 years as night city editor and in other capacities. He was at one time with the North American and was city editor of the Press before he went to the Ledger. He celebrated his 25th anniversary as a newspaper man last fall.

LUNCHEON IN WESTON'S HONOR.

A luncheon was given at the Bellevue-Stratford last Friday, when over a hundred Ledgerites met to toast and praise their associate and to wish him luck in his new career. Charles W. Duke, senior member of the reportorial staff of the Public Ledger, presided and speeches were made by Cyrus H. K. Curtis, John J. Spurgeon, executive editor, James S. Chambers, news editor, Edmund Stirling of the editorial staff, and P. H. Whaley, executive editor, and Henry M. Eaton, managing editor of the Evening Ledger. A tribute to the retiring city editor written by John St. George Joyce, assistant city editor, was read by Samuel D. McCoy, one of the star reporters.

R. M. M. Carpenter, chief of the development bureau of the du Pont Company, told how recent and close association with newspaper men had completely changed his former opinion of them and of their profession. "Not so long ago," he said, "I looked on every newspaper man as an enemy. I thought that they and their papers desired to make every happening as sensational as possible. I have since found that this is not the case and that the papers only seek the truth of a story."

CARTOON CREATES AMUSEMENT.

There was the usual humorous souvenir, containing office jests and good-natured rallery, with a cartoon by Weed, showing Mr. Weston with his foot on a barrel of gun-powder. Several fake telegrams were reproduced, the funniest being from the Cohoes Dispatch asking, "Have you ever tried sticking your finger in a bucket of water and seeing if you can find a hole?" This was signed Sweeney and Armstrong, two members of the Ledger staff who left that paper a few months ago, and cruelly quoted Mr. Weston's own words at that time. A handsome clock was presented to the guest of honor and a fountain pen to Francis J. Byrne, of the staff, who accompanies him as his assistant.

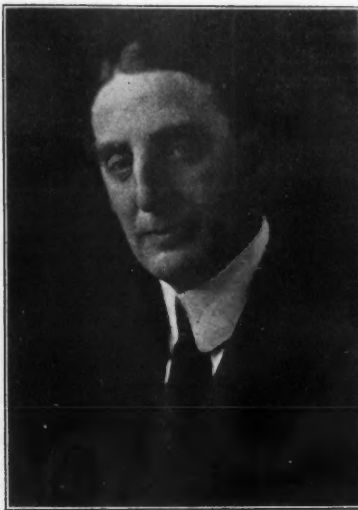
CURTIS WAGER SMITH.

The High Strung Order of Pep-o-Mists has been organized by members of the Milwaukee Ad Club to stimulate interest among advertisers in the A. A. C. W. Convention to be held in Philadelphia in June.

HOW WYLE HAS FORGED AHEAD

**Business Manager of the Baltimore News
Has Done Some Tall Hustling.**

Herbert Wyle, the treasurer and business manager of the Baltimore (Md.) News, is a quiet but dominating force in helping to make the News



HERBERT WYLE

one of the best paying newspaper establishments in the eastern half of the United States.

Before he was a newspaper man Mr. Wyle was a professional musician. He entered newspaper work when he was 28, and then it was by accident. He was in the theatrical business as an orchestra director, at Montour, Pa., and to keep him with the theatre the owner made him business manager of the Montour American, which paper Mr. Wyle raised from a non-paying

basis to a profit-making plane.

From Danville Mr. Wyle went to Staunton, Va., and was business manager for a time of the Staunton Dispatch and News, one of Virginia's leading newspapers. Mr. Wyle made it a leading paper. It printed live news, led in advertising, and its independent and progressive editorial policy made it a power in the community. From Staunton he went to Fairmount, W. Va., where he was manager of the Fairmount Times. It was while there that Stewart Olivier made him an offer to go to Baltimore, shortly after Mr. Munsey bought the News. He went to Baltimore, and after ten weeks was transferred to Philadelphia, where he helped to start the Evening Times. He remained there eight months.

Mr. Olivier and Mr. Wyle then together purchased the Staunton (Va.) Dispatch, and he remained there two years, when Mr. Olivier asked him to return to Baltimore, in 1913, to become business manager of the News; and when Mr. Olivier bought the paper he made Mr. Wyle treasurer. Mr. Wyle says that whatever success he has had in newspaper work is due to the fact that he is fascinated by the business end of it. He asserts that he is so much in love with this work that no other sort of business would satisfy him; that if he were offered a position that carried with it twice the salary he would refuse it.

Told of Newspaper Man's Life

BALTIMORE, Md., February 21.—G. Franklin Wisner, president of the Baltimore Press Club, delivered an address at the monthly meeting of the Men's Club of St. Margaret's Protestant Episcopal Church. His subject was, "The Life of a Newspaper Man." Mr. Wisner related many interesting incidents in his experience incident to the gathering of news and gave an insight into the newspaper game. Following the meeting refreshments were served.

The circulation of
the Sunday edition
of The New York
Times exceeds four
hundred thousand
copies.

EDITORIAL

"THE APPETITE FOR FREE ADVERTISING GROWS DAILY"

THE New York Sun, in a recent editorial, shouts for "Help, Help," to its readers. With good nature hardly justified by the circumstances it appeals "for mercy" at the hands of the promoters of "the innumerable enterprises which, wearing the compelling uniform of charity, seek to enlist its aid in the filling of their treasuries."

The Sun believes that "if every other newspaper would speak the word that is in its mind a united press would join in the plea."

"The demands for space, for endorsements, for violent assaults on the public pocket-book, become insupportable," continues The Sun. "The disposition to impose on sympathetic good nature is too plain to be disregarded. The appetite for free advertising grows daily. We give a paragraph and a column is demanded; we comply with a modest request and are informed that we have enlisted for a long campaign; we question the propriety of paying commissions of 80 per cent. to professional collectors, and are charged with heartlessness."

The newspapers are perhaps more easily influenced to give of their space to appeals for charitable funds than by any other species of assault upon their columns. Aside from the fact that a newspaper cannot hope to appease this appetite for free publicity through catering to it moderately, there is another, and a sinister, aspect of the matter.

In about all large cities there has grown up a new profession—that of "collector" of funds for charitable and other enterprises. The men and women who follow this vocation work on a commission basis retain sometimes merely a generous portion and sometimes a scandalously large share of the money secured as donations for this or that cause. As the Sun intimates, this commission for the professional collector sometimes runs as high as 80 per cent. of the amounts contributed by charitable people.

Thus a shameless vocation is made profitable, in many instances, solely through the prestige and backing of the newspapers. For example, if one of these professional collectors is able to show to his prospective victim that a newspaper of high standing is giving of its space generously for appeals for contributions to the cause for which he is collecting, his task is lightened, and he is pretty well assured of a profitable campaign.

Why should not newspapers subject all charities, seeking free space for their appeals, to investigation? And, in cases where these professional collectors are employed, why should not the readers of such newspapers be apprised of that fact, and of the amounts of commissions allowed these collectors on donations given through them?

HAVE you noted the growing tendency, with newspapers advertising in THE EDITOR AND PUBLISHER, to explain to national advertisers other things than circulation figures? It is realized that the value of a newspaper for advertising depends greatly upon the close hold it has gained upon the interest of its readers. And some of our advertisers are producing evidence in this direction which is both interesting and valuable to users of space. Every good newspaper contains features which hold the intimate interest of its readers—such features as the "Bed-Time Stories Club" of the New York Globe, and the educational talks on advertising in Mr. Hearst's newspapers. These things are "advertisable."

NOW and then we hear of a publisher of a newspaper who expresses the view that "if the coupon and trading stamp are bad things they will fail because of that fact, hence it is not necessary to fight them." Could a newspaper take that attitude in regard to civic abuses? Certainly. But any newspaper doing so would soon degenerate into a mere circular, without influence, without prestige, without any record of public service. Most "bad things" die because newspapers let the people know that they are bad, and why.

The spice of life is battle; the friendliest relations are still a kind of contest; and if we would not forego all that is valuable in our lot, we must continually face some other person, eye to eye, and wrestle a fall.—Stevenson.

SIDESTEPPING THE CASHIER'S OFFICE

HOWARD ELLIOTT became president of the New York, New Haven and Hartford Railroad on September 2, 1913. Just two hours before he assumed the chair of authority a disastrous wreck occurred. From that time until February 22, when the Milford wreck took place, it is claimed that no passenger on this road has lost his life through a wreck. Considering the record of the road for wrecks previous to Mr. Elliott's advent—one of the most shameful records in the history of railroading—this official may be said to have won high distinction in the public service.

Recently Mr. Elliott addressed the students of the Pulitzer School of Journalism. The World quoted him as saying that "It takes more courage for me to face one reporter after a wreck on my railroad than to face a thousand bayonets."

As, aside from the wreck bequeathed to him on his first day in office, and the one of the present week, Mr. Elliott could not have had to undergo this fearsome test of courage, his timidity seemed rather grotesque.

In the Times, of the following day, there appeared an article setting forth that Mr. Elliott's speech had been misquoted—that he had merely referred to Napoleon's remark about preferring to face a battalion of bayonets than one newspaper, and that railroad officials sometimes felt the same way. Not a very serious misquotation—but it evidently served the purposes of the railroad's able publicity regulator, Mr. Riggs, whose business it seems to be to keep the public thought about this particular railway system nicely stabilized. We have been told that Mr. Riggs, an ex-newspaper man, receives an annual salary of fifteen thousand dollars, and that he is in charge of an expenditure of about a hundred thousand dollars a year. This sum of money is rather large, it seems to us, for a propaganda campaign, if not any of it is spent for legitimate advertising, but all of it for railroad propaganda, adroitly managed through the news columns of the newspapers.

It seems to be another instance of side-stepping the advertising columns of newspapers. Employing as propagandist an able newspaper man, a big corporation relies upon him to give the color of news interest to matters which belong solely to the advertising columns. In falling in with this plan the editors of our big newspapers often go to such lengths of generosity as to render the use by such corporations of paid advertising space quite unnecessary.

A department store is a public service institution, too; but the publishers of newspapers would act very promptly, would have an understanding with their editors of a very clear and definite sort, if these stores, instead of advertising themselves fully in the advertising columns, elected to conduct their propaganda chiefly through the news columns. If these big merchants, in all cities, should employ press agents, in addition to their advertising managers, and it were made the duty of these press agents to secure a great deal of news space, the publishers would consider it revolutionary, and would take steps to stop it. Yet, without encountering any insurmountable opposition, the theaters and the railroads "get away with it."

A "press agent" who earns the money paid him by his employer costs the publishers of newspapers a great deal more than the salary he receives. And the fact that any press agent can "make good," from the viewpoint of his employer, is an injustice to the merchants and business men who carry on their own publicity campaigns through the advertising columns.

"WORDS FITLY SPOKEN ARE LIKE APPLES OF GOLD"

HERBERT J. TILLY, of Philadelphia, addressed his fellow members of the National Retail Dry Goods Association, at their annual meeting in New York last week, on "Better Business Through Better Ethics."

When he came to the subject of advertising, Mr. Tilly spoke with authority, and voiced the convictions of not only progressive merchants but of enlightened advertising men and publishers of newspapers.

"Advertising, to be useful to patrons of a store, must give them needed information of the store's activities; must, if the merchant is one who assumes to know value, uses, dependabilities of his wares, give education along these lines to the readers of his daily announcements. If advertising is placed solely with the idea of the immediate dollar to be gained, and with no regard to ultimate dollars which may be earned, because of the advertising's usefulness, its truthfulness, and its need from the customer's standpoint, it will degenerate, as it has in many places, to the point where it is unprofitable because not economically right."

Thus, to the two hundred big merchants present, from all sections of the country, Mr. Tilly preached sound and unshakable doctrine about advertising. That his phrases should so closely resemble those used in this newspaper recently in its editorial treatises on the same theme is not surprising, for he was aiming at the same mark, following the same straight path of reasoning. And it is gratifying to have so able a man as Mr. Tilly as an ally in this task of clearing the thought of both merchant and store customer as to the real functions of legitimate advertising. For the matter had been, of late, considerable clouded by the loud insistence of the trading stamp-coupon people that the functions and service of these devices were, also, to advertise.

If, at this recent annual meeting, the members of the National Retail Dry Goods Association had heard nothing else whatever of profit to them, yet had thoroughly digested Mr. Tilly's remarks on advertising, the session would still have been for them one of notable helpfulness. For he said the right things at exactly the right time and to precisely the right people!

MADE DR. ADLER RETRACT

THE New York Times in a long editorial recently took Dr. Felix Adler, of the Society for Ethical Culture, sharply to task for having expressed in his Sunday morning address, a high opinion of the morality of the German people and a very low opinion of the morality of American newspapers. Speaking upon the general subject of preparedness he said that "the moral sentiment of the German people" would never permit Germany to "make a raid on this country and seize New York and other large cities in order to hold them for ransom," but while acknowledging that "public opinion is moulded largely by the newspapers" he declared that "the opinions of some newspapers are moulded in the counting houses."

The Times, scoring Dr. Adler for hiding behind an unnamed "reliable authority" in justification of his statements, warmly defended the newspapers and thus challenged the Doctor:

"Dr. Adler's citation of a reliable authority is inadequate for justification and insufficient for concealment. He must himself be held responsible for a slanderous charge publicly made, unsupported by any shadow of evidence, and in the view of those who have knowledge of the fact flagrantly false. Dr. Adler should justify or retract; if he will do neither, at least he should change the name of his society."

On the following day, in a letter to the Times, Dr. Adler withdrew his statement, saying he could not support his charge against newspapers now, but that he may take it up later. The Times did good service in putting it up to Adler to prove his words, as many other critics of newspapers ought to be made to do.

P E R S O N A L S

Victor Murdock, editor of the Wichita (Kan.) Beacon, and former Representative of the State in Congress, returned from a several month's visit to Europe and France where he studied conditions created by the war. He thinks the conflict will end by December.

John F. Fitzgerald, editor of the Boston (Mass.) Republic, and former Mayor of the city, is a candidate for the United States Senate to succeed Senator Henry Cabot Lodge.

W. P. Runkel, of Chicago, has been decorated by Kaiser Wilhelm with a Red Cross medal in recognition of his services in behalf of the German Red Cross. Mr. Runkel was sent to Germany as correspondent by the Chicago Abendpost when the war broke out.

Henry E. Alexander, former editor of the Trenton (N. J.) True American, who visited South America in the interests of the American Association for International Conciliation, and has just returned home, is confident that the year 1916 will mark the beginning of an entirely new era in the foreign trade relationship of the United States with South America.

C. N. Fassett has resigned his place as business manager of the South Bend (Ind.) News-Times and accepted a position on the staff of the South Bend Evening Tribune.

J. S. McLennan, managing editor of the Sydney (N. B.) Post, has been elected a member of the Dominion Senate, succeeding the late Hon. William MacKay.

Bert Perry, sporting editor of the London (Ont.) Advertiser, has been appointed a lieutenant in the Sportsmen's Battalion of Toronto, Canada.

Col. G. C. Porter, for a number of years news editor of the Winnipeg (Can.) Telegram, has severed his connection with that newspaper to establish a news bureau in Winnipeg which will have for its chief object the dissemination of information in regard to the Canadian west, and of Winnipeg in particular.

Irvin Johnston, financial editor of the Montreal Herald, has joined Fletcher's Battery for overseas service.

Lieut. Kenneth Creighton and Lieut. A. E. H. Coo, respectively, city editor and sporting editor of the Winnipeg Telegram, have assumed their duties as officers in the One Hundred and Eighty-fourth regiment. These young men have been valued members of the Telegram staff for many years. Since the outbreak of hostilities, forty-one young men have left the Telegram office to join the colors.

Elias A. Wasser, who founded the Girard (Kan.) Weekly Press during the troublous days of the Land Leaguers' regime, is confined to his home with an attack of the grippe. Mr. Wasser has been editor of the Press for forty-eight years.

E. Butler Hattrick, Jr., is a new arrival at the home of E. B. Hattrick of the International News Service and the International Film Co. of New York. Both mother and son are getting along finely.

David Watson, formerly editor of the Quebec (Ont.) Chronicle, who went to the war as Lieutenant-Colonel, is now C. M. G.

Oliver S. Morris, of the copy desk of the Spokane (Wash.) Chronicle, and Ralph L. Harman, for nine years with the Spokane Spokesman-Review, have joined the staff of the Nonpartisan Leader, at Fargo, N. D.

A. S. Porter, a newspaper editor, manager and advertising manager of long experience in Chicago and Cleveland, has opened in Detroit an office for handling newspaper properties. He reports that there are at present more buyers than sellers in the market.

The greatest and most interesting of all studies is man himself. Astronomy appeals to the imagination; botany, to the love of beauty in floral nature; geology, to the desire to know how the earth was prepared for habitation. But the study of man appeals to every mental and physical quality with which he is endowed. He is still the unsolved riddle of the ages.—Sullerling.

W. J. Showalter, of Washington, D. C., who has for several years conducted the editorial columns of the Harrisonburg (Pa.) News-Record and the Staunton (Va.) Daily News, has sold his interest in those papers, and will devote his time hereafter to the National Geographic Magazine, as assistant editor.

W. O. Payne, editor of the Nevada (Iowa) Representative has announced himself a candidate for Congressman from the seventh district of Iowa. Speaking of Mr. Payne's ability and fitness for the office, the Nevada (Iowa) Journal says that he is one of the brightest and most forceful editorial writers of the country on matters public and political, and is well fitted, both by nature and by training to represent the district in Congress.

Sydney Brooks, the well known London correspondent, and Mrs. Brooks entertained at dinner, on Saturday evening at the Plaza, a number of distinguished New Yorkers, including Elihu Root, Robert Macon, Melville E. Stone and Lindley N. Garrison.

Alderman D. Ralph Dedrick of the Yonkers (N. Y.) Statesman has been appointed chairman of the committee of aldermen and lawyers for the revision of the City Court statutes and ordinances of Yonkers.

Olin W. Kennedy, editor of the Sacramento (Calif.) Evening Star, a Scripps' League paper, has written a serial entitled "The Air Bandit," which was first published in the Star and is now being printed in the San Diego Sun. The story deals with the hold-up of Atlantic liners by airships. The bandit is a young woman who originates the hold-ups in order to prevent her father's bank from shipping gold to a warring nation in Europe.

Lester M. Hart, city editor of the Portland (Me.) Daily Press, and Mrs. Hart, who have been ill of typhoid fever for some time, are on the road to recovery.

T. Francis Lonergan, of the Lewiston (Me.) Sun, has been appointed assistant night editor of the Meriden (Conn.) Republican.

George W. Norton, of the Portland (Me.) Express-Advertiser, delivered a talk upon "The Newspaper Profession" before the students of Westbrook Seminary last week.

Frederick Moore, the traveller and author, and sometime Peking correspondent of the Associated Press, while resident in China, became interested in the collection of old Chinese rugs. His collection of these rugs is to be dispersed at the Anderson Galleries, Madison Avenue at Fortieth Street, on the afternoons of March 2, 3 and 4.

CLEVELAND PERSONALS

Elbert H. Baker, publisher of the Plain Dealer; William P. Leech, publisher of the Leader-News, and William Ganson Rose, president of the Cleveland Advertising Club, are among the prominent citizens who form a committee of 200 working to raise \$25,000 for Associated Charities' Day.

Joyce Kilmer, of the staff of the New York Times and the Literary Digest, will lecture on "Francis Thompson, the Poet," at Holy Name Auditorium, on February 28.

Steven Puky, editor of Szabadsag, and George Kemeny, of the Cleveland Hungarian Daily News, were speakers at the thirteenth anniversary banquet of the Verhovay Hungarian Benefit Society, last Monday.

George H. Bender, publisher of the East Cleveland (O.) News, has taken an editorial stand for James H. Stamberger, chief of police of that city, in the latter's fight to maintain his position of chief of police, from which he has been suspended.

Ross Teney, sporting editor of the Press, will go South with the Cleveland Baseball Club, more popularly known as the Indians, on the spring training jaunt.

Leonard Polk, advertising manager of the E. H. Close Realty Company, Toledo, spoke before the Cleveland Real Estate Board on the value of advertising from the real estate man's point of view.

Edward Hungerford, formerly with the New York Sun, Brooklyn Daily Eagle and Rochester Herald, and now advertising manager of Wells Fargo & Company Express, was the speaker before the Cleveland Advertising Club at its Wednesday meeting this week. Mr. Hungerford's subject was the "Personal Element in the Express Business."

G. C. Skinner, of the advertising department of the Leader-News, put over a good one in getting manager Wilcox of the Alley Club Lunch to take a good sized display ad in the Leader for a jingle competition Wilcox was running. Wilcox says he got 600 jingles in half an hour.

Dr. James A. MacDonald, editor of the Toronto Globe, addressed the members of Adelbert College, Western Reserve University, on Washington's Birthday, on "The North American Ideal."

J. H. Platt, editor of the comic service of the Newspaper Enterprise Association, has gone to New York on a business trip.

Ward C. Mayborn, well known Cleveland newspaper man for several years with the Scripps papers, is now the publisher and general manager of the Denver Express.

W. B. Colver, Cleveland newspaper man for twenty years, and the larger part of that time with the Scripps, but now editor-in-chief of the Clover Leaf newspapers, is recovering from a serious operation he underwent last week. He is at a sanatorium at Battle Creek, Mich. Mr. Colver's newspapers include the Minneapolis News, the St. Paul News and the Omaha News. He makes his headquarters at St. Paul.

CHICAGO PERSONALS

Leston Taylor, conductor of the Tribune's famous Line-o'-Type column, and Mrs. Taylor are rejoicing in the arrival of a baby girl in their home.

Martin J. Hutchens, managing editor of the Tribune, has been confined to his home in Highland Park by illness.

Guy Carpenter, formerly of the Examiner, has gone to New Orleans, where he is working on the Item.

Col. William Lightfoot Visscher, of the Press Club, addressed the Shoe Travelers' Association Saturday.

Frank Honeywell, who covers the county building for the Journal, and Mrs. Honeywell are the parents of a young son, born Monday.

Frank Comford, of the Press Club, is in Los Angeles.

Managing Editor Segner, of the Louisville Herald, and City Editor Montgomery, of the Detroit News, were at the Press Club last week, as guests of W. K. McKay, managing editor of the Evening Post.

Roy O. Randall has been made edi-

tor of the Poster, a local monthly publication.

Miss Hetty Cattel, formerly of the Examiner, is on the Tribune staff.

A daughter has been born to Frank King, Tribune cartoonist, and to Mrs. King.

Floyd Gibbons, of the Tribune, has returned from Washington and is on local work.

BOSTON PERSONALS

Fred H. Thompson, night city editor of the Post, has been confined to his home with illness.

"Jerry" Delaney, who has been with the Journal for some time, has left that paper. It is understood that he will become a member of the staff of a Lynn newspaper.

F. W. Surles, well-known in newspaper circles, is a new addition to the staff of the Journal.

Richard Talbot, night editor of the Journal, who has been ill with an attack of the grip, is back "in the slot."

Robert Norton, political editor of the Post, has returned from Washington, D. C., where he has been writing stories on the political situation.

Harold Johnson is editor of the Traveler. Mr. Johnson has been connected, at different times, with the staffs of the Post and Herald, as well as Lynn and California newspapers.

George Ryan, city editor of the Herald, recently proved that a good newspaper man won't tell. Mr. Ryan was hailed before a high tribunal and asked certain questions in regard to the source of a certain story the Herald printed. Those who interrogated him are still in the dark about the matter, for Mr. Ryan said that he could not and would not break a confidence of this nature. Newspaper men are following the matter with the utmost interest.

A. J. Phillpott, of the Globe, feels good, for his book, "The Quest for Dean Bridgman Conner," has been accepted as a text book on a certain phase of psychology by Columbia University and other schools and colleges. It is said to be the only work of its kind in the world. Mr. Phillpott, who is a well-known member of the Globe staff, is naturally well pleased.

WASHINGTON PERSONALS

Harry Milne, of the New York Tribune Bureau, and Mrs. Milne are the proud parents of a baby girl.

Col. H. V. Jones, editor of the Minneapolis Journal, is a visitor to Washington.

Louis W. Strayer, of the Pittsburgh Dispatch, and President of the Gridiron Club, will be inaugurated Saturday at the February dinner of the famous club.

Henry A. Pindell, publisher of the Peoria (Ill.) Journal, has been mentioned as a successor to Mr. Garrison, former Secretary of War.

W. A. Hildebrand, former Washington correspondent, has sold his interest in the Asheville Gazette News to Charles A. Webb.

Ed L. Keen, for many years Washington correspondent and Chief of the United Press Bureau here, and now stationed in London for the United Press, is visiting Washington for a few days.

The first submarine boat seems to have been the glass barrel in which Alexander the Great was lowered into the depths of the ocean where he sat for hours watching the marine life. Old prints represent astonished whales staring dumb-founded at the Great Alexander.

The Ames (Ia.) Times, a tri-weekly, has become a daily. B. H. Read is the editor.

PHILADELPHIA PERSONALS

Benjamin G. Wells, president of the Press, is displaying a small piece of coarse, greenish cloth just sent him from Germany. It is made from pinecones and besides being harsh to the touch, gives no impression of warmth.

William Davenport, formerly a star reporter of the Ledger, but now on a New York paper, was greeting his old friends in this city a few days ago.

J. St. George Joyce, Jr., assistant city editor of the Ledger, is now acting city editor in place of Charles K. Weston, who resigned to go with the du Ponts as publicity chief. He is a son of the veteran Irish journalist who is with the Evening Ledger, and has served as second in command with 10 consecutive city editors. He is well liked by his associates, who would be glad to see him retain the chair permanently.

Francis J. Byrne of the Ledger, who has gone to Wilmington with Mr. Weston, was publicity manager with Gifford Pinchot in his State Senatorial campaign in 1914. He was Legislative correspondent of the old Evening Times.

H. C. Buxton, formerly of the North American, has joined the Evening Ledger staff.

Earle Harrison of New York, war correspondent and traveller, who served with the Belgian Army, gave an illustrated lecture on conditions in Europe previous to the war before the Curtis Club at its annual meeting. He made a strong plea for preparedness, saying that the war would have been averted had England and France been keyed up to the pitch of Germany.

Will Irwin, magazine and war correspondent, has gone abroad again as the special messenger of Mrs. George Horace Lorimer, wife of the editor of the "Statepost," as Tom Daly dubs it. He will investigate the needs of the hospitals of England and France with the purpose of finding out just what supplies are most necessary and how they should be prepared, in order that the war relief work steadily continuing in this city may be thoroughly practical.

C. F. Halst, a Poor Richard, spoke before the Richmond (Va.) Ad Club last week on the June convention in Philadelphia.

Gilbert E. Gable, one of the directors of the club, likewise boomed the convention at the Charleston (South Carolina) Ad Club, on February 12. Karl Rohrbach, secretary of the Willow Grove and Seashore Convention Committees, was the speaker last Monday night at Oxford, Pa., at a meeting of the press associations of surrounding counties.

Ellery S. Craywood, a Poor Richardite, has been chosen official photographer for the convention. He will make the enormous picture of the delegates standing before Independence Hall.

Leo Carrillo, the clever star in "Twin Beds," which is now enjoying a run in this city at the theatre where Charles Wanamaker, former city editor of the Ledger, is house manager, was ten years ago a newspaper artist on the San Francisco Examiner.

CANADIAN PERSONALS

There are persistent rumors at present that Sir John Willison, editor of the Toronto News, will shortly be appointed to one of the vacant seats in the Dominion Senate.

John J. Kerr, managing editor of the Moose Jaw (Sask.) Evening News, is now attached to the headquarters staff of the 128th Overseas Battalion, stationed at Moose Jaw. He holds a commission as lieutenant. Two brothers are already at the front.

Bert Perry, for several years sporting editor of the London (Ont.) Advertiser, has received a commission in the Sportsmen's Battalion, now being mobilized in Toronto.

P. B. McCafferty has returned to St. John, N. B. after several years' absence in western Canada and is now on the staff of the Telegraph. During his Western experience he worked on the Saskatoon Star and was later night editor of the Western Associated Press in Winnipeg. Subsequently he engaged for a time in the real estate business.

John Cairns, for a number of years business manager of the Saskatoon (Sask.) Phoenix, and latterly its advertising manager, has resigned this position to take a commission under his former chief, Lt.-Col. J. R. Aiken, in the 96th Battalion.

Percy Armstrong, former managing editor of the Saskatoon (Sask.) Star, is taking an officers' training course in Winnipeg.

Among the distinguished Canadians, including Lord Shaughnessy and Sir Frederick Williams-Taylor, who participated in the first telephone conversation between Montreal and Vancouver last week via Denver and Portland, was F. J. Burd, managing editor of the Vancouver Province, who spoke on behalf of the Coast Press.

Frank B. Carter, news editor for several years of the St. John (N. B.) Telegraph, severed his connection with that paper the end of last week. He is retiring with Mrs. Carter to a farm in King's County which he purchased some time ago and where he will enjoy respite from the daily grind of a newspaper office amid charming natural surroundings.

SAN FRANCISCO PERSONALS

L. M. Rankin, of New York, head of the World Syndicate Publishing Company, has taken apartments in the city, with Mrs. Rankin, for a week's stay. They have already toured southern California.

Alfred Holman, publisher of the San Francisco Argonaut, and who also published the Oakland Tribune for a year or two, has gone to Santa Barbara with his family. It is said that Holman contemplates remaining in the millionaires'-winter-resort town for an indefinite period.

W. C. Nichol, a newspaper editor and owner, of Vancouver, B. C., is in the city en route to Honolulu. He will indulge in golf at Del Monte for a few days with Robert Marpole, F. Buscombe and E. J. McFeeley, who came from the north with him for a longer stay in and around San Francisco.

John D. Barry, of the San Francisco Bulletin, is still in Europe with the Peace delegates. According to a cable from Sweden, Barry and Rev. Charles F. Aked, of San Francisco, represented the United States at an informal session of a group of the Ford Permanent Peace Tribunal at Stockholm. Dr. Aked, who has contributed a series of articles on the Peace expedition to the San Francisco Chronicle, will remain abroad indefinitely, having given up his church work here.

SOUTHWESTERN PERSONALS

R. E. Cates, editor and publisher of the Bartlett (Texas) Tribune, has announced that he will be a candidate for reelection as a member of the Texas Legislature, representing Williamson and Burnet Counties.

Leonard Lieblich, of New York, editor of the Musical Courier, and Rene Devries, of Chicago, general representative of the same publication, have been in Texas for some time, visiting the various cities.

Jim Hayes is now a reporter for the Henryetta (Okla.) Free-Lance, published by George R. Hall.

Curt W. Miller, editor of the Temple (Ariz.) News, has been appointed as a member of the Arizona State Pardon Board, succeeding Frank P. Trott, of Phenix, who has been made surveyor-general.

Richard A. Gaines, editor of the Rockwell (Texas) Success, is a candidate for the Texas Legislature from the district composed of Hunt and Rockwell Counties.

W. E. Green, formerly assistant city

LIBEL SUIT TO BE RETRIED**Question of Responsibility of News Associations Not Yet Settled.**

ALBANY, February 24.—The Court of Appeals on Tuesday handed down a decision in a case which it was thought would answer the question of whether a news association can be held responsible for a libellous article furnished by it and published by one of the papers using its service. Although the court reversed the decision of the lower courts granting a judgment for libel under such circumstances against a news association, the question is still apparently unanswered, as a brief statement given out with the decision calls attention, apparently as a reason for the reversal, to the fact that the plaintiff sued, not the association itself, but its manager. Judge Cardozo, writing for the court, says the record does not show that the defendant was the principal.

The appeal was that of James E. Hardenburgh, manager of the New York City News Association, against George Walheimer from the affirmation of a judgment of the New York Trial Term for \$1,896.83 in favor of plaintiff in an action to recover damages for libel. The New York City News Association sent out to newspapers using its service an item stating that Walheimer and his brother were arrested on a charge of swindling merchants by ordering goods in the name of a reputable dealer who had died and then having them reshipped to themselves, receiving some \$12,000 in this way.

Walheimer declared that the story was false except for the fact that they were arrested and were discharged when no complaint was made against them. Hardenburgh argued that the story was a privileged account of a judicial proceeding. Furthermore, he argued, the New York City News Association was only engaged in furnishing news articles and was not responsible for their publication by newspapers. The agency was only the distributing agent, it was argued, and in a sense employees of the newspapers they serve.

A new trial is granted. J. Noble Hayes represented the respondent and Robert W. Candler the appellant.

Advocates Church Advertising

SALEM, Mass., February 23.—"It pays to advertise the churches," said Edwin A. Rumball, secretary of the department of publicity and missionary efficiency of the American Unitarian Association here before the Unitarian bodies, last week. Mr. Rumball said that the churches must be advertised so that people "may know what they are getting." Said Mr. Rumball: "Advertising the church is on the same principle that one would use in undertaking a serious business venture. The matter should first be given due consideration and then advertising should follow. So it is with church matters. To people of New England it seems strange that, in the South and the far West, Unitarians are looked at askance. Enlightenment is being brought to those parts of the country by ministers and missionaries who go down every year to preach the liberal creed; but consistent newspaper advertising would do equal good—probably much greater good, in fact."

editor of the Houston (Texas) Post, and later managing editor of the El Paso (Texas) Herald, has been made managing editor of the Fort Worth (Texas) Record. Mr. Green is well and favorably known throughout newspaper circles in Texas.

The cost of litigation frequently exceeds the value of the contention. The difference approximates the lawyers' profit.

ALONG THE ROW**CUB COPY.**

"Willie Jones, a child of six, while at play fell down stairs, which caused his teeth to close suddenly on his tongue, almost decapitating it."

SAD, BUT TRUE.

Since war has cut off the supply Of bleach to ev'ry fellow, The most conservative of sheets Are fast becoming yellow.

HIS REWARD.

He wrote for thirty-seven years, Wrote stories well and wrote them quick; And when he died the obit man Devoted to him half a stck— A half a stck docile and tame, And which misspelled his given name.

IN NINETY-NINE TONGUES.

"I'm sorry for Grinder. He got a new job and fell down on his first assignment."

"What was it?"

"To read all the foreign language papers and report on their attitude toward the United States."

FROM THE SKINNERSVILLE SIGNAL.

"Every day, some new crisis made in Germany or elsewhere, arrives in this country, and while they may make some timid persons nervous, they can't throw a scare into us. We have met many a crisis in our day, and are used to them. A crisis which cost us \$147 visited this office last spring. We advertised Cohen's Easter Pants at fifty cents a pair when the right price was three dollars and fifty cents. It was a typographical error, but we had to make good to Cohen. The entire stock was sold in two hours, which proves the value of the Signal as an advertising medium, but the experience was not so cheerful for us personally. Cohen is looking for another crisis of this kind, but as we now have each ad proof read thirty-three times, we guess he will have a long wait.

"Another crisis that we met with great fortitude was when the chain lowering the editorial page to the press-room parted, and the form was pied on the head of our colored janitor which, for once, was full of intelligence. We blocked the page up with three war cuts, half a yard of the laws of the State of New York ad, and a bottle of Smith's Life Saver, and went to press on time. There is no crisis that can get the bulge on us. We can handle them as well and as quickly as we do job printing, and in the highest style of art."

REVENGE.

Bill—"You know how mean the city editor has always treated Sam."

Jack—"Yes, like a dog."

Bill—"Well, Sam has got square."

Jack—"How?"

Bill—"This way. They both joined the newspaper men's military training corps. Sam is a captain, and the city editor a private. At drill, Sam shouts at him in this style: 'Say, can't you ever learn anything? You're the most stupid man I ever had under me, and I've had a number. Brace up and learn the game. I assign you to three hours drill.'"

Jack—"But won't he fire Sam?"

Bill—"Not much. The managing editor is a Colonel and Sam is on his staff, and he and Sam agree on tactics."

LATEST IMPROVEMENTS.

"Now," said the man from the syndicate, "let me show you our patented war map. As you see, it covers the whole field of Europe. After you use it for war purposes, just reverse it, and it makes a pattern for a swell shirt waist, and can be reproduced on the Woman's Page."

"Sorry," said the managing editor, "but I've just bought a war map in circular form. By turning it around I can always have whoever wins on top."

TOM W. JACKSON.

Ad-itorials

NEWSPAPER MAGAZINE CATALOG FORM-LETTER
"DIRECT"

"I DON'T need to advertise my stoves . . . in our territory EVERYBODY knows them, believes in term . . . buys them. Here is a case where publicity would be plainly a waste of good money!"

The gentleman who made this remark was old enough to know better. He was sixty-five, and forty of the total had been spent in the manufacture of stoves.

Stubbornness personified, he lowered his bull-head and butted every advertising man out of his office. They came to him with plans and sales ideas, but he knew how to run his own business. "Quality will not only sell itself, but will CONTINUE to do so," was a deep-rooted and very silly conviction of this man.

And finally—the advertising men ceased to call. He was known to the fraternal order of business-getters as "Old Pig-Iron, The King of Stand-patters."

He went to the wall recently—about six weeks or more ago. It was a slow, insidious wasting away—a sort of commercial decomposition. That business rotted of neglect. It dried up and went back to dust again. Not even two mighty fine boys—sons of the old man, could stay the relentless, unconquerable progress of disintegration. It was all over before anybody quite realized it.

Competitors had not closed their doors to advice. The "WELCOME" sign was hung out on their doors, day and night.

"Ideas," said they, "bring 'em along. You better bet we'll give you a hearing!"

"Suggestions," they echoed, cheerily, "That's what Progress is made of. Somebody in the organization will see you AT ONCE!"

And in the meanwhile, new generations growing up, somehow didn't know "Old Pig-Iron's" line as well as their forefathers.

Sons and daughters read all about OTHER equally serviceable goods and bought by no mossy old precedent.

The incident is as well-known as the moral, but the Coast of Business is still cluttered up with a certain percentage of savage old codgers who drift and drift until they're finally washed into the discard.

* * *

The recent marked activity of the manufacturers of Smith's Cough Drops is the best example we can think of at the moment of keeping a valuable reputation alive.

Thirty years ago, grandmother and grandfather would as soon have thought of doing without ear-flaps or undershirts as doing without Smith Brothers' Cough Drops.

Nor was this popularity won in any other way save by substantial worth of the product. Smith Brothers' cough drops were never very pretty to look at . . . they were roughly moulded, cranky in shape and came in a most unattractive box. They possessed a pungently pleasant taste, however, reminiscent of penetrating power, moistened dry whistles and really accomplished about all they modestly claimed.

You may accept it as a tremendously big and impregnable fact that Smith Bros.' cough drops would not be selling through the years if they were not living up to advertised promises. Grandmother put absolute faith in the product.

Grandmother's children did.

And her children's children were born into this world with a slight touch of Smithitus. Reputation was "dying hard."

In the meanwhile, display of boxes on counters, with an occasional disjointed advertising campaign, of no special importance, constituted the only reminder to the public that these venerable favorites were still doing business at the old stand.

Somebody or other argued that "Reputation" would live on and on, forever, and that thirty or more years of successful operation would advertise Smith Bros.' Cough Drops until the end of time.

When the shadow of a grave doubt appeared, drug stores were given little one-color counter cards and the theatre programmes blossomed forth with cough-argument—and whiskers.

Other chemists were thinking it over and some fifty cough drops and lozenges of all sorts and conditions began to make themselves seen and heard. Containers were handsomely done—the LOOKS of the lozenges were improved. Attractiveness common to this progressive age of ours seemed to be a paramount issue.

Frankly, the plain, almost lovable homeliness of the Smith Bros.' old container was an asset when drug-store-displayed, along with the rest of the cough-drop family. Those of us to whom that plain, almost ugly box, with the Brothers and their luxuriant beards, had been handed down, through generations, as a heirloom of health, still like the simplicity of the container.

It is frankly as much a part of yesterday as Grandmother herself—and Grandmother, even in memory, is quite good enough for us, despite the fact that she never learned to dance the Grizzly, and wore furs only in winter.

Nevertheless, competition was CERTAIN to tell on Smith Bros.' sales. It was in the very nature of things. The public is very fond of experimenting.

Suddenly, from the midst of long inaction sprang the most amazing sort of activity.

One could almost SEE and FEEL an unseen hand at the business throttle. You could no more overlook it than you could shut your eyes to lightning. The air was charged with a species of advertising electricity. Sparks flew from everywhere—from drug store shelves and counters and windows; from bill-boards and from magazines; from newspapers and from novelty folders.

You know there are two kinds of advertising campaigns—granting that the amount expended is identical. Campaign "A" will jog comfortably along the print-highway to a dull and dispirited finish, without raising so much as a powder-puff-full of dust. Campaign "B" will be possessed of a magic effervescent spontaneous fire of divine origin from the appearance of the first line. The Public is conscious of a great deal going on, all around it. "I seem to see your advertising EVERYWHERE!" expresses the idea.

The Sterling Gum campaign is a glittering example. "Z-z-z-z-z!" went the Big Idea, at the very first touching of light to the fuse, and for six months, Paine's Fireworks have been funereal by comparison.

There has been no doubt about that 7th Point publicity. It didn't hide its other six under a bushel.

And so the little white package adorned with wood-cut whiskers and prehistoric block text—and filled with

little plump ungroomed black cough-drops, has jumped into the arena, just when its time-honored friends thought that obsequies and flowers were in order.

Back with a bump has come the prestige of past years. Back with Twentieth Century "pep" has come the curious faith in those small morsels of medicated relief.

And every advertisement has helped to refresh jaded memories and to revive fading confidence and rejuvenate faint but deep-rooted trust . . . all remnants of Grandmother's supreme and unflagging:—

"Yes—they're th' best thing for a cough!"

The Smith Bros.' advertising is a mighty fine tribute to Advertising itself and the instantaneous success of the campaign is, in turn, the most flattering sort of tribute to the good of the goods.

When both of these factors are fused, you may expect to hear the cash register clink.

W. LIVINGSTON LARNED.

CHALLENGE MAY BE SUSPENDED

Seadler's Article on Plattsburg Camp Stirs Up Hornet's Nest.

A veritable hornet's nest, that may result in the suppression of the publication, has been stirred up by the printing of an article entitled, "The Menace of Plattsburg," in the first issue of the new Columbia-Barnard intercollegiate magazine, which made its appearance in New York city on Wednesday.

The author of the article is Silas F. Seadler, a student of Columbia University, and he expresses his thoughts of the life at the Plattsburg Military Training Camp. The anger engendered against the magazine by the faculties and students of the universities was due to the refusal of Seadler to retract the statements in the article.

As a result of the trouble four of the editors—Irwin Edman, George E. Sokosky, Miss Dorothy Metzger and Miss Elizabeth Hall—have resigned from the staff of the magazine, and the probabilities are that Miss Eleanor Parker, the only remaining editor, may be forced to capitulate by the student council and the publication suspended.

WRECKED BY A GERMAN SHELL

Publication of Le Mouchoir is Discontinued for the Present.

A German shell has discontinued the publication of Le Mouchoir, one of the famous papers of the trenches, a photograph of the first page of which recently was carried in THE EDITOR AND PUBLISHER.

The paper was published in the Bois le Prete and was named for a section thereof. A shelter tent was its office and its staff was composed of French reporters from various cities. A letter from Paul Rockwell, former Atlanta newspaper man now in Paris recovering from the effects of wounds sustained in battle, carries the information dealing with the destruction of the plant of Le Mouchoir and the death of the greater number of its editors and reporters. The shell is said to have fallen in the middle of the tent just as an issue was being prepared for distribution among the soldiers of the Bois le Prete section.

"Buzz for Uz" His Slogan

Uz McMurtrie, the leading candidate for the nomination for Governor at the State Republican primaries of Indiana, on March 7, is a former newspaper man, having been an editor and reporter on the Marion (Ind.) Chronicle. McMurtrie has made his campaign unique by a slogan "Buzz for Uz."

The Philadelphia Evening Telegraph and the Canton (O.) Daily News have been admitted to membership in the American Newspaper Publishers' Association.

Editors Who Know



COL. HUNT McCALEB
Shreveport Times

BAIN NEWS SERVICE
32 Union Sq., E., N. Y. City

"It is your peculiar judgment of news, your deft handling of the text and above all your almost uncanny capacity to look ahead and see what will be good, not only to-day but for the future morgue, that makes your service the best I know of."

Movie Strip

7-Column or 8-Column wide, 1 in. deep. More action, more laughs than you will find in a full page.

Such papers as the Chicago Daily News, Pittsburg Press, St. Louis Globe-Democrat, Detroit Journal, and many papers of like character use the MOVIE STRIP.

Do you want proofs?

World Color Printing Company
R. S. Grable, Mgr.

Established 1900. St. Louis, Mo.

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the

Editor and Publisher

742 Market Street
SAN FRANCISCO

MANHATTAN PHOTO- ENGRAVING CO.

ENGRAVERS
AND DESIGNERS



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

MAKING NATION-WIDE SURVEY

Baltimore Sun Seeks First Hand Information Regarding Prohibition.

BALTIMORE, Md., February 23.—The Baltimore Sun has undertaken a survey on prohibition, nation-wide. Its purpose is purely educational. Pending before the Legislature of Maryland is a State-wide prohibition measure that, if adopted, will give the people of the State as a whole the right to vote on whether the people want prohibition or not.

This measure is being bitterly fought by certain business interests of Baltimore, and in the meantime the advocates of prohibition are busy.

A wide difference of opinion exists as to the effect of prohibition laws in such large cities as have laws of this kind. Prohibitionists claim these laws have been beneficial, and opponents of prohibition say the statutes have proved harmful, especially in the cities.

To learn conditions in typical cities which have tried prohibition, the Sun has sent a representative into various States. The results of his observation will be told in a series of articles, the first of which, picturing the conditions in Charlotte, N. C., appeared in the paper Monday morning.

These articles are intended to describe the laws in the different communities and the manner of their enforcement; produce figures to show what effects have followed the enactment of the laws; give the opinion of representative citizens in each of the cities, and in general endeavor to furnish such information as may be helpful to the people of Baltimore in forming an opinion as to whether or not this city would be benefited by the passage of a prohibition law.

Some time prior to the meeting of the State Assembly the Sun made an exhaustive investigation into the causes of the enormous extravagance of the State Government and how the State's money is wasted. The articles caused both the dominant political parties to pledge themselves to drastic reforms, and the political campaigns were conducted accordingly. A commission was named by the Democrats, charged with the duty of making a complete survey or study of the entire subject and of reporting their findings and recommendations to the next Governor of Maryland, together with a draft of such bills as may be necessary to make the same effective.

Half the Legislative term has expired. The pledges have not been fulfilled. In the meantime indignant citizens are bringing pressure to bear on the Governor and Legislature to make good, and leading this campaign is the Baltimore Sun.

St. Louis Ad Men in Relief Work

ST. LOUIS, February 23.—To assure the success of "Donation Day" in St. Louis, February 28, a publicity committee has been appointed consisting of members of the Advertising Club of St. Louis and editors of the St. Louis newspapers. The committee is headed by Roy B. Simpson. The money collected will be used for relief work among the city's poor, regardless of creed or race.

PERSONALITY IN AD COPY

J. E. Vining, Business Expert, Addresses N. Y. Advertising Club.

The Advertising Club of New York city held its weekly meeting and luncheon at the club house, 47 East Twenty-fifth Street, on Thursday at noon. About two hundred members of the club were present.

The topic for the meeting was "Efficiency In Your Work," and an address was delivered by Irving E. Vining, of Portland, Ore., expert on business psychology and character analysis.

Mr. Vining said that one of the most important psychological elements in advertising was the element of human nature. That is, advertising to be successful must not only have selling punch, but it must also contain the personal element that will make it appeal to the public; so that it will be greeted by the public as they would greet a friend.

Another point upon which Mr. Vining laid stress was the fact that the advertiser should analyze the various qualities of his product and then present those qualities to the public in the most intimate terms, consistent with good business judgment, that will promote the best and most beneficial public interest in the product.

Mr. Vining came to New York about the first of February and will remain here until about the first of May. He is conducting his course in business psychology and character analysis at the West Side Young Men's Christian Association and the Brooklyn Central Young Men's Christian Association.

IS A PAYING INVESTMENT

Kindleberger Says Advertising Has Improved More Than Any Other Business.

ST. LOUIS, February 23.—Advertising has improved more than any other business in recent years, Jacob Kindleberger told the members of the Advertising Club of St. Louis in an address recently. Mr. Kindleberger is president of the Kalamazoo Vegetable Parchment Company. Not long ago, he said, a business man would caress his watch upon the appearance of an advertising solicitor. To-day the advertising man commands the attention of everybody. Mr. Kindleberger regards proper exploitation as an investment which produces dividends.

"Truth in business and advertising," he said, "is the only way to success. I knew the president of a company once who said he could ship inferior goods in place of first-class goods. He lasted just one week. Once I was a salesman in Ohio for a house in Dayton and lost an order because a salesman from another house in the same town had misrepresented and sold five carloads of inferior stock. The customer had lost all confidence in Dayton dealers."

He said that Missouri had gained invaluable advertising from the phrase "Show me."

AD MEN FOUND SCHOLARSHIPS

Atlanta Club and Individual Members Formally Put Plan in Operation.

ATLANTA, Ga., February 24.—The two scholarships to the Georgia School of Technology, proposed by the Ad Men's Club, have been formally founded. Each gives to a worthy student \$200 a year for the four years he is enrolled, and according to K. G. Mathewson, president of the school, will afford poor boys the opportunity of an education they otherwise would not get.

One of the scholarships was given in the name of the Ad Men's Club and the other in the name of seventy-five members of the club who were present at the meeting, which was held in the mess hall of the school.

The scholarships are self-perpetuating. Each student upon graduation be-

gins repayment, which is immediately turned over to the next student. At the suggestion of P. C. McDuffie, one of the original endorers of the scholarships, an insurance policy will be carried on the lives of all students receiving the benefits of the scholarships, so that in case of death, the scholarship will not be stopped.

The Ad Club voted to limit its membership to 200. The club has now about 196 members, and more than 200, said President Julian Boehm, might prove a bit unwieldy.

NEWS OF LIVE AD CLUBS

The Advertisers' Club of the Indianapolis Chamber of Commerce, recently organized, has been incorporated. The incorporators and directors named in the incorporation papers are Frederick M. Ayres, of L. S. Ayres & Co.; Franklin Vonnegut, of the Vonnegut Hardware Company; Gustav A. Recker, of the Sander & Recker Furniture Company; George Oilar, of the Oilar Brothers' Furniture Company; Roy M. Ross, of the Barnes-Ross Printing Company; Mansur B. Oakes, of the Oakes Advertising Agency; Carl Hunt, editor of Associated Advertising, and Ernest Cohn, advertising manager of the Kahn Tailoring Company. The following business organizations are supporting it: The Indianapolis Merchants' Association; East Washington Street Merchants' Association; West Washington Street Merchants' Association; Fountain Square Merchants' Association; East Tenth Street Merchants' Association; Indianapolis Automobile Trade Association; Indianapolis Retail Shoe Dealers' Association, and the Indianapolis Furniture Dealers' Club.

The advisability of merging the Waco Ad Club into an organization more general and of large scope is to be investigated by a committee named at the meeting of the club held recently at the State House. Dick Smith, W. P. Killingsworth and Louis Crow were appointed as the committee. A full report covering possibilities of the new organization, cost of maintenance of a permanent home, etc., was ordered to be submitted by the committee.

An Ad Club has been organized in Marshalltown, Iowa, with C. E. Forkner, president; Harold Woodward, vice-president; J. S. Johnson, secretary, and William Barrie, treasurer. H. J. Kenner, of Indianapolis, secretary of the National Vigilance Committee of the Associated Advertising Clubs of the World, addressed the new club on February 7.

The date of the Prosperity Gridiron dinner that had been planned for Houston, Texas, by the Houston Ad Club, Houston Press Club and Chamber of Commerce for February 29 has been postponed to March 11. The programme committee consists of George M. Bailey of the Post, chairman; Harry T. Warner of the Post, George E. Kepple of the Chronicle, J. C. Dionne of the Texas Lumberman, R. H. Cornell, John S. Bonner and Henry Stude.

Dallas Has a Sphinx Club

DALLAS, Texas, February 23.—The "Sphinx Club" is the name chosen by the new organization of newspaper workers, artists and musicians which has just been formed here. The membership of the new club is limited to those of artistic temperament among writers, artists and musicians, and its purpose will be the advancing of the interests of the trinity of arts in Dallas. Officers were elected as follows: Wilbur Shaw, president; Orion McClanahan, vice-president; Albert McKinley, secretary; Ross Lawther, treasurer. Chairman of standing committees are: Membership, Ray McMurray; programme, W. W. Truax; press, Julian Capers, Jr.

AMONG THE NEW BOOKS

COMMUNITY DEVELOPMENT. Making the small town a better place to live in and a better place in which to do business. By Frank Farrington. Published by the Ronald Press Company, New York.

Of the making of "uplift" books there is no end, but all of them do not serve the purpose for which they were written. This book aims to tell how to better a community, and it does it in a lucid, attractive and practical manner. Lest there be any doubt upon the subject, the volume tells just how to make use of the book. The keynote of Mr. Farrington's argument is that organized community spirit is the most important factor in creating an ideal community. He proceeds, at length, to show how community clubs can better a town, devoting several of his interesting chapters to helpful suggestions and plans. Any one of these chapters is an index finger to the path of local progress. The responsibility of the village editor to his town and the cooperation which he has a right to expect from his fellow-citizens are treated in a manner which cannot fail to interest country editors everywhere. Mr. Farrington puts a lot up to the editor as "the one candid and unbiased critic of the administration of municipal affairs" and he also calls upon the community to support the editor. While the book is designed primarily for use in towns of 10,000 population and less, it will be found that the principles and even the detailed methods may be applied with equal benefit in larger towns and cities. In writing this book Mr. Farrington has utilized much study and experience as an observer and an author to show that the merchant who sees his trade going to the near-by city and the mail order house; the minister who has difficulty in keeping his flock together; the parents whose children—the life blood of a small town—leave the home to reside in the larger cities, all are interested in and can and must cooperate to make the home town brighter, more business-like and a more desirable place to live in.

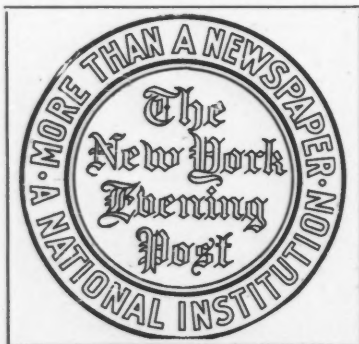
SELLING NEWSPAPER SPACE.—How to develop local advertising. By Joseph E. Chasoff. Based upon a series of lectures delivered by the author to the students of advertising in the School of Journalism at the University of Missouri. Published by the Ronald Press Company, New York.

It was Mr. Chasoff's conviction that there are better ways of selling newspaper space than many which prevail that led him to the study which ultimately resulted in the publication of this book. While the volume is thoroughly practical it sounds the note of high idealism throughout. It is intended to stimulate thinking along advertising lines and to direct men of aptitude in the tortuous paths of the advertising field.

There is in the book early recognition of the fact that advertising space is an intangible commodity and that the personal equation looms large in making it profitable to its buyer. The author argues that the best results are obtained from such space by the salesman that serves. Among the chapters are those devoted to making a medium, converting the retailer, helping the merchant, advertising for advertising, and getting new business in formerly neglected fields. There are nineteen plates showing a variety of advertisements, and many suggestions which publishers in small towns and cities might find very profitable to heed.

Censor Advises Canadian Editors

A few days ago this notice was sent to every editor in Canada: "The chief press censor requests that editors use discretion in publishing alarms and unsupported reports of incendiarism by enemies."



NEW INCORPORATIONS

ROCHESTER, N. Y. Craftsman Advertising Service. Capital, \$10,000, of which \$500 is paid in. Directors: Geo. B. Miller, Charles H. Miller and Harriet M. Miller, all of Rochester.

CHICAGO, Ill. Burnett-Kuhn Advertising Company. Capital, \$14,000; incorporators: Paul Kuhn, John Burnham, J. Sydney Burnet, George Snyder.

NORFOLK, Va. The National Advertising Company, Incorporated. Maximum, \$10,000; minimum, \$300; par value, \$50; W. F. Duncan, president, Richmond, Va.; M. S. Knight, secretary and treasurer, Norfolk.

NASHVILLE, Tenn. Frost & Frost Company. Capital, \$15,000. Incorporators: M. P. Frost, J. M. Frost, Jr., H. E. Frost, O. R. Fofstetter, W. L. Granberry, Jr. The company is engaged in the advertising business, being the representative of a number of publishers. The incorporation was for the purpose of changing from a partnership to a corporation, the company having been in the advertising business for several years.

EL PASO, Texas. The Merchants' Advertising Association. Capital stock, \$1,000. Incorporators: R. G. McFadden, A. T. Licata, and K. O. Anderson.

BUFFALO, N. Y.—Buffalo Clipping and Publicity Bureau, Inc.; capital stock, \$10,100; to do a general advertising business; directors, Marie S. B. Campbell, Catherine B. McLean and John H. McLean, all of Buffalo.

ROCHESTER, N. Y.—Rochester Photo-play News Publishing Company, Inc.; capital stock, \$8,000; to do a general printing and engraving business; directors, Erwin Huber, Samuel B. Burrill and Homer C. Wyant, all of Rochester.

NEW YORK CITY.—Loyal American Publishing Corporation; capital stock, \$10,000; to engage in publishing and printing; directors, Dr. William Sheeman, Anna Oberwager and Philip Reuling, all of New York.

NEW YORK CITY.—The Scout Press, Inc.; capital stock, \$350,000; to do a general publishing business; directors, Theodore D. Bushnell and Theodore P. Bushnell of Mount Vernon and Isaac R. Coles, of Glen Cove.

NEW YORK CITY.—Rowland Read and Co., Inc.; capital stock, \$25,000; to do a general advertising, bookselling and publishing business, newspaper proprietors; directors, Rowland Read, of Roselle, N. J., S. Louis Melhiday of New York city and John Henry Dahn of Brooklyn.

NEW YORK CITY.—New York Map and Guides Corporation; capital stock, \$10,000; to do a general advertising business, publishing and printing, and deal in pamphlets, maps, books, magazines, etc.; directors, Sarah A. Rockefeller, Edward Michling and Harry C. Kayser, all of New York.

May Issue Municipal Paper

Friction between the municipal authorities and the daily press of Regina, Canada, which began when a resolution was passed barring reporters from committee meetings of council, has resulted in the proposed publication by the authorities of a municipal newspaper intended to give the citizens reliable information about city affairs. It will carry no advertising and will be distributed free.

New Oklahoma Daily

At Henryetta, Okla., the Daily Freelance has just been launched with George Riley Hall as editor and publisher. Editor Hall has enlarged his plant, in which he formerly published a weekly, has added new equipment and now has one of the best small newspaper shops in Oklahoma.

The New Orleans Press Club is running five tournaments—pool, billiard, checkers, chess and dominoes. It is the first time anything of the kind has been undertaken. Handsome prizes will be awarded the winners.

NEWSPAPER ACTIVITIES

As a result of the Chicago Examiner's full-page clean-up paint-up week, April 23-29, which was printed in that paper on February 18th, practically every civic, municipal and industrial organization in the city of Chicago has responded in unanimous and enthusiastic accord.

William Hale Thompson, Mayor of Chicago, endorsed the suggestion to the extent that he issued a proclamation, urging all to cooperate for the good of Chicago, by cleaning up the city during that week.

Cartoons, editorials and news stories appealing to every public-spirited citizen in and about Chicago are being printed by the Chicago Examiner, and the campaign of publicity will run practically every day until the clean-up week is over.

As part of the newspaper campaign to eliminate fraudulent and improper advertising, conducted by the Cleveland Advertising Club and the advertisers generally, the Cleveland Press has adopted the following ruling in regard to classified advertising: "Under Help Wanted, Male and Female, no help wanted advertisements will be accepted other than help wanted; except schools or educational advertising that may assist in obtaining employment through learning a trade or profession; under For Sale Miscellaneous, all advertisements from dealers must have the dealer's signature or the word 'Dealer' in quotes; Musical Instrument advertising is restricted in the same manner."

The St. Louis Times contest for the best letter explaining why the writer believes the United States should increase its defenses is creating much interest. It closes March 1. Prizes for the best answers to the questions, "Are you in favor of a large standing army for the United States?" and "Are you opposed?" are a Colt's or Smith & Wesson Automatic in the case of the former and a six-volume set of Woodrow Wilson's "History of the American People" for the latter. If the larger army man is a fighter in theory only, and prefers cash, the prize will be paid in that way.

The Dallas (Texas) Dispatch has arranged for a free cooking school for the women of Dallas, one session being conducted each afternoon, beginning February 21, at the Municipal Building and continuing for five days. Mrs. Florence Austin Chase is giving the demonstrations.

Port Arthur Dailies Consolidate

TORONTO, February 22.—Port Arthur's two evening papers, the News and the Chronicle, have been amalgamated under the name of the Daily News-Chronicle. The merger had been pending for some time as both papers were steadily losing money, and the news that an arrangement had at last been reached was no great surprise to those familiar with conditions in the Twin Cities. Charles O. Smith, manager of the Chronicle, has disposed of his interest in that paper and E. B. Mackay, manager and editor of the News, has assumed the management of the new paper. Melville W. Rossie, editor of the Chronicle, becomes the managing editor. The paper is to be issued from the old News office and the first issue appeared last Saturday. To get over the political difficulty, the Daily News-Chronicle is to be strictly independent.

Receivership for Portsmouth Star

A receivership has been granted for the Portsmouth (Ohio) Morning Star at the request of F. W. Myers, managing editor of that newspaper and president of the Star Publishing Company. The liabilities are listed in Mr. Myers' petition at \$20,000, with assets given at \$32,500. The receiver is John A. Wilhelm, advertising manager of the Star.

BRITAIN BARS MAGAZINES

Importation Embargo Includes Publications Exceeding Sixteen Pages.

After March 1 the importation of the following goods will be prohibited by the British Government into the United Kingdom:

Materials for the manufacture of paper, including wood pulp, esparto grass, linen and cotton rags; paper, cardboard, periodical publications exceeding sixteen pages and imported otherwise than as single copies through the post; tobacco, unmanufactured or manufactured, including cigars and cigarettes; furniture, woods, hardwoods, veneers, stones and slates.

Asheville (N. C.) Daily Sold

ATLANTA, Ga., February 22.—W. A. Hildebrand, editor of the Asheville (N. C.) Gazette-News for the past 15 years, has sold that paper to Charles A. Webb, United States Marshal; Owen Gudger, postmaster; and J. D. Pool, deputy United States Marshal. The paper, heretofore Independent, has become Democratic in its policy. It is announced that no changes will be made in any of the departments, all of the present employees having been retained. The Republicans have now no paper in the Tenth Congressional District, which is represented by a Republican Congressman. The purchase of the Gazette-News presages a strong fight next summer to win the district back to Democracy. Mr. Hildebrand will devote all of his time in the future to his interests at Greensboro where he is the editor of the Daily News. The new owners of the Gazette-News assumed all obligations of the paper. The new officers are: President, Charles A. Webb; vice-president, Owen Gudger; secretary, J. D. Pool. Mr. Webb, it is said, owns majority stock. The name of the paper has been changed from Gazette-News to the Asheville Times.

Times Wins Libel Action

The New York Times won a victory in a libel action against it when the Appellate Division of the Supreme Court reversed an order of Justice Coahan setting aside a jury's verdict for the newspaper in the Supreme Court. William Lynch sought to recover \$25,000 from the Times before a jury of Justice Coahan, alleging that he had been libelled in an article appearing June 10, 1913. The Times appealed from the order of the Justice setting aside the verdict and directing that a new trial be held. The Appellate Division, in reversing the order of Justice Coahan, directs that the verdict in favor of the newspaper should be reinstated. Justice Scott wrote the prevailing opinion.

Bond Forfeited to State

OKLAHOMA CITY, Okla., February 19.—The Coöperative Publishing Company of Guthrie and Oklahoma City has forfeited \$1,000 bond to the State by refusing to complete the contract awarded to print and bind the reports of the Supreme Court and Criminal Court of Appeals for the next eight years. Since the West Publishing Company was the only other bidder for the contract, the Attorney-General has ruled that bids must be again advertised for. The bid of the Coöperative Publishing Company was to furnish 350 copies to the State at 35 cents each with privilege of selling to outsiders at \$1.50 a volume. The West Publishing Company of St. Paul bid \$1 each on 350 volumes to the State with privilege of selling to outsiders at \$1.95 each.

Those who live on the mountain have a longer day than those who live in the valley. Sometimes all we need to brighten our day is to rise a little higher.

Topeka Daily Capital

Average net paid circulation for the six months, ending September 30, 1915, as sworn to in Government report

32,430

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper
Publisher,
TOPEKA, KANS.

IL PROGRESSO ITALO-AMERICANO

Established 1880

(Member Audit Bureau of Circulations) Daily average net circulation last postoffice statement, 134,286 copies.

Il Progresso Italo-Americano enjoys the distinction of being the largest and most successful Italian paper among the Italians in the United States, which means among a responsive and responsible class with purchasing power to buy advertised goods.

IL PROGRESSO ITALO-AMERICANO

CHAV. CARLO BARSOTTI,
Ed. and Pub.
42 Elm St., New York City

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

PLENTY OF MONEY AND GOOD CHEER

That's the situation in

PITTSBURGH, PA.,

Everybody Busy,

GAZETTE TIMES

CHRONICLE TELEGRAPH

Have the largest circulation.

Combination Rate, Daily 20c a Line.

Combination Rate, Daily and Sunday 22½c a Line

For further information write

Urban E. Dice, F. A. Mgr., Pk., Pa.

J. C. Wilberding, J. M. Branham Co. R. J. Bidwell Co.

225 Fifth Ave., Maller's Bldg., Chicago 742 Market St.

New York Chemical Bldg., St. Louis San Francisco

In PITTSBURGH

Our Competitors are amazed at the growth in circulation and Advertising being made by

The POST and The SUN WHY?

Because The Pittsburgh Post and The Pittsburgh Sun are to-day the best newspapers in Pittsburgh. The most wide-awake, up-to-date Daily papers ever published in that city, and the great public is realizing the fact more and more every day.

CONE, LORENZEN & WOODMAN,
Special Representatives
New York, Detroit, Kansas City, Chicago

Deutsches Journal

The N. Y. German Journal is America's Greatest German Newspaper

TIPS FOR THE AD MANAGER

Erwin & Wasey Co., 58 E. Washington Street, Chicago, Ill., is placing 350 in. contracts with some New England newspapers for the Minard Liniment Co., "Minard Liniment," South Framingham, Mass.

Collin Armstrong, Inc., 115 Broadway, New York, is sending orders to an extended list of newspapers for advertisements of the Lamport & Holt line, which operates a fleet between New York and South American ports. The company will make a strong bid for passenger traffic that formerly went to Europe.

The Freeman Advertising Agency, Inc., 7th Floor, Mutual Building, Richmond, Va., is sending out orders to farm papers for G. W. Koerner, State Commissioner of Agriculture, Richmond, Va. Also sending out orders for Was-Cott Ginger Ale to Southern dailies, also the Virginia Can Company, Buchanan, Va., to Southern farm papers.

F. Wallis Armstrong Adv. Agency, North American Building, Philadelphia, Pa., is sending out one time orders to large city newspapers, for the Popular Science Monthly, 239 Fourth Ave., New York city.

Carter Medicine Co., "Carter's Little Liver Pills," 45 Murray Street, New York city, is making new contracts with a selected list of newspapers.

Bromfield & Field, 171 Madison Avenue, New York city, are making up a newspaper list for the Fisk Rubber Co., "Fisk Auto Tires," Chicopee Falls, Mass.

Wales Adv. Co., 125 E. 23rd Street, New York city, is placing a few orders with newspapers for the Michelin Tire Co., "Michelin Auto Tires," Milltown, N. J.

Advertising Agents

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

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

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

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

Publishers' Representatives

ARKENBERG SPECIAL AGENCY,
702A World Bldg., New York
406A Madison Ave., Toledo, O.

KATZ M. L.,
Peoples Gas Bldg., Chicago, Ill.

**CONE, LORENZEN & WOOD-
MAN,**
Brunswick Bldg., N. Y.; Advtg.
Bldg., Chic.; Gumbel Bldg., Kan-
sas City.

DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

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

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

PAYNE, G. LOGAN, CO.,
747-748 Marquette Bldg., Chicago,
Ill.; 200 Fifth Ave., New York,
N. Y.; 8 Winter St., Boston, Mass.;
Kreage Bldg., Detroit, Mich.

Louis V. Urmy, 41 Park Row, New York city, is making 3,000 line contracts with some Pacific Coast newspapers for H. & G. Klotz & Co., "Ed. Pinaud" Hair Tonic, 84 Fifth Avenue, New York city.

Excelsior Advertising Co., Inc., 3230 Third Avenue, is receiving copy for the New York Trades Union, the only Organized Labor Paper in the City of New York—30,000 readers.

Nelson Chesman Co., St. Louis, Mo., is renewing contracts for the National Toilet Co., Paris, Tenn.

Wales Adv. Co., New York city, is placing 1 inch 13 times with some Sunday papers for Munn & Co., Washington, D. C.

Stewart-Davis, Chicago, Ill., is sending out 500 lines of advertising 20 times to a selected list of newspapers for the William Wrigley, Jr., Co.

Dooley-Brennen, Chicago, Ill., are placing 5,000 lines one year with a few papers for the Dort Motor Car Co.

Lord & Thomas, Chicago, Ill., are sending out 5,000 lines of advertising for one year to some papers in the Middle West for the B. J. Johnson Soap Co.

Empress Mfg. Co. is sending out orders through L. J. Rose, New York, N. Y.

Lessing Adv. Co., Des Moines, Iowa, is placing 1 inch 15 times with a few papers for D. Weeks & Co., Des Moines, Iowa.

Chas. H. Fuller Co., 623 So. Wabash Avenue, Chicago, Ill., is again placing six-time orders with a large list of newspapers for F. J. Kellogg & Co., Medical, Battle Creek, Mich.

Mulhall Co., Medical, Allen & North Pearl Streets, Buffalo, N. Y., place their advertising through Chas. H. Fuller Co.

Greenleaf Co., 185 Devonshire Street, Boston, Mass., is making up a newspaper list for the Boston Varnish Co., "Kyanize Varnish," Second Street, Boston, Mass.

C. Brewer Smith Adv. Agency, 85 Devonshire Street, Boston, Mass., is again placing orders with newspapers, in selected sections, for the W. A. Varney Co., "Varne-sis," Medical, 25 Hamilton Avenue, Lynn, Mass.

Power, Alexander & Jenkins Co., Journal Building, Detroit, Mich., is reported to be about to launch an advertising campaign of about \$13,000 a week, for many weeks for Henry Ford's Peace Propaganda.

A. M. Sweyd Co., 347 Fifth Avenue, New York city, is placing 1 in. 13 times orders with a few newspapers for Munn & Co., "Scientific American," 233 Broadway, New York city.

Van Cleve Co., 1790 Broadway, New York city, will shortly make up a list of newspapers for the Thomas G. Plant Co., "Queen Quality Shoes," Bickford cor. Centre Streets, Boston, Mass.

Street & Finney, 171 Madison Avenue, New York city, are placing orders with newspapers generally for Strouse, Adler & Co., "C. B. a la Spirite Corsets," 45 E. 17th Street, New York city.

Street & Finney, New York city, are sending out 2,000 lines of advertising, one year, to a few papers for Strouse Bros., New York city.

Street & Finney, New York city, are placing 2,000 lines, one year, with a few papers for Lea & Perrins, New York city.

Ruebel-Tyler-Brown Advertising Co., Rialto Building, St. Louis, Mo., is placing 1 inch 3 times a week 156 times orders with some Southern newspapers for the Ella R. Berry Pharmacal Co., St. Louis, Mo.

Procter & Collier Co., Commercial-Tribune Building, Cincinnati, Ohio, is sending out 12 inches, 40 times, orders to some Kansas newspapers for the Procter & Gamble Co., "Ivory Soap," 4th and Main Streets, Cincinnati, Ohio.

Picard & Co., 12 W. 31st Street, New York city, are making newspaper contracts generally for the United Shirt & Collar Co., "Lion Brand Collars and Shirts," 720 2nd Avenue, Troy, N. Y.

Morse International Agency, 4th Avenue and 30th Street, New York city, is placing 3 inches, 39 times, orders with a few newspapers, in selected sections, for the Toka Zol Co., 68 William Street, Medical, New York city.

Robert M. McMullen Co., Cambridge Building, New York city, is making 2,000 line contracts, with a selected list of newspapers for John Duncan's Sons, "Lea & Perrin," Worcestershire Sauce, 241 West Street, New York city.

John J. Morgan, 44 Broomfield Street, Boston, Mass., is placing 40 lines double column one time orders with a large list of newspapers for Cammeyer Shoes, 6th Avenue and 20th Street, New York city.

Bates Adv. Co., 230 Fifth Avenue, New York city, is making 750 inch contracts with some Vermont newspapers for C. H. Stuart, Food Flavors, Newark, N. Y.

Geo. Batten Co., 4th Avenue Building, New York city, is making up a newspaper list for the Stein-Bloch Co., "Stein-Bloch" Clothes, 164 St. Paul Street, Rochester, N. Y.

Dauchy Co., 9 Murray Street, New York city, is again placing orders with newspapers for Allen S. Olmstead, "Allen's Foot Ease," LeRoy, N. Y.

Henry Decker, Ltd., Fuller Building, New York city, is sending out orders, to a selected list of newspapers, for Dr. H. C. Bradford, "Dr. Brau," Medical, 20 E. 22nd Street, New York city.

John Buchanan Advertising Agency, 176 Federal Street, Boston, Mass., is placing orders with New England newspapers for the John Hancock Life Ins. Co., Boston, Mass. The above agency is also placing 50 line 1 time orders with New England newspapers for the Boston Mutual Life Ins. Co., Boston, Mass.

Brackett-Parker Co., 77 Franklin Street, Boston, Mass., will shortly place orders with a selected list of newspapers for Williams, Clark & Co., "La France Shoe," 375 Washington Street, Lynn, Mass. The local dealers to pay 50 per cent. of the bill.

McMullen Agency, New York city, is sending out 3,000 lines, one year, to a few papers for the F. F. Dalley Co., Hamilton, Ont.

Mutual Film Co. is making contract through Nichols-Finn, Chicago, Ill.

C. H. Fuller Advertising Agency is placing some advertising, six times, with a large list of newspapers for the F. J. Kellogg Co.

L. V. Urmy, New York city, is sending out 3,000 lines, one year, to Pacific Coast papers for Ed. Pinaud, New York city.

Dauchy & Co., New York, is placing one inch, fifty-two times, with a selected list of newspapers for A. S. Olmstead, Le Roy, N. Y.

MACY WINS TRADE-MARK SUIT**Hosiery Injunction Case Set Aside by the U. S. Supreme Court**

A substantial victory has been won in the trade-mark suit of the R. H. Macy Company of New York city, against the Notaseme Hosiery Company of Philadelphia, in the United States Supreme Court. The decision of the Supreme Court reverses the decree of the United States Circuit Court of Appeals, which had awarded an injunction and damages to the Notaseme Company.

The Philadelphia firm used a trade name or mark "Notaseme." The Macy Company used the trade name "Iron-tex" in advertising a certain line of hosiery. The conflict was not upon the names used which were entirely different, but on the background or ornamental border of the two trade-marks, which had been designed by the same printer and had been made alike.

The Supreme Court, speaking through Justice Holmes, acquitted the Macy Company of intentionally unfair trade methods, and found that as a fact the Macy Company did not know of the other trade-mark until after suit was brought. The two firms did not compete in trade.

The injunction of the United States Circuit Court of Appeals will stand against the use of a trade-mark, but will not prevent the use of the trade name "Iron-tex," employed by the Macy Company when applied to hosiery.

After Advertising Frauds

Fraudulent advertising was discussed a few nights ago at a dinner of the Retail Jewelers' Association of Rochester, N. Y. Several members told of complaints by people who have been disturbed by fraudulent advertising. In view of the fact that these complaints seemed to be well founded and numerous, S. D. Burritt, president of the association appointed a committee to investigate them, and other such complaints. According to Mr. Burritt, this committee will do its duty; it will watch out for all cases of fraudulent advertising, and will get to the bottom of them. The law is back of the retailers and, if need be, such cases will go to the Grand Jury. The association asks the coöperation of the public.

California Hotels to Advertise

Officers of the California Hotel Men's Association have announced that a world wide advertising campaign will be carried on this year. Many of the larger hotels in and around the Golden Gate City are making plans for the establishment of a publicity bureau on a mutual basis, while others will employ outside publicity men to advertise the attractions of their hotels.

Bans Advertising Lawyers

Determined to put a stop to the practices of corporations and firms advertising for law business, the Baltimore (Md.) Bar Association has approved a bill providing a maximum fine of \$500 for those who might be convicted of such an offense. The bill will be introduced during the present session of the Legislature. William Coleman read a lengthy report on the subject, submitted by the committee on grievances, which recommended the law.

Committee to Censor Ads

At a recent meeting of the Ad Club of the Lexington (Ky.) Board of Commerce a resolution was adopted which provides for the appointment of a secret censorship committee to investigate and report on all advertising mediums of whatsoever nature which business men of Lexington may be called upon to patronize.

AD FIELD PERSONALS

Herbert S. Houston, president of the Associated Advertising Clubs of the World, will be the guest of honor and Frank Crowninshield, editor of Vanity Fair, will be one of the speakers at the dinner of the League of Advertising Women of New York, March 21.

A. S. Hatfield, manager of the American theatre in Spokane, Wash., is demonstrating how a newspaper man can make good in the box office. By good advertising and press notices he is making the theatre a paying proposition.

P. R. Cant, for the last five years advertising manager of J. N. Adam & Co., in Buffalo, N. Y., has been made advertising director of Everybody's Daily, Buffalo's big Polish newspaper.

Guy M. Peterson, who has been advertising manager of the Springfield (Mass.) Union for more than 10 years and business manager since January, 1912, has severed his connection with the paper, to devote all his time to the real estate business.

C. W. Flansburg, for the last two years advertising manager for the E. J. Hickey Co., of Detroit, has just become advertising manager in the Wasson department store, Indianapolis. W. F. Brooks, formerly of the W. H. Milner Co., Toledo, will succeed Mr. Flansburg with the Hickey company.

Lawrence G. Nicolai, well known in automobile and newspaper circles on the Pacific Coast for a number of years, has become identified with the organization of J. W. Leavitt & Co., Pacific Coast distributors for Overland and Willys-Knight motor cars. Nicolai will have charge of the advertising of this concern and Overland publicity and promotion work in the territory from Seattle to San Diego.

Eugene L. Fitchner has joined the Floing-McCormick Company, Detroit, on its selling force, leaving the Barnes-Crosby Company, where he was art director.

New Texas Ad Agency Formed

The Keeshen Advertising Agency, of Houston, Texas, has just been formed with Ralph H. Spence, for several years active in Texas newspaper circles, in charge of the newspaper advertising department and Charles L. Keeshen, formerly advertising manager for the Fuel Oil Journal, with headquarters in Boston and New York, in charge of outdoor, novelty and motion picture departments. The new concern already has contracted for handling the advertising accounts of several well known concerns in Houston. An innovation in the advertising agency business has been introduced by the Keeshen agency in the form of a motion picture "press and service" department.

Bicycle Men to Advertise

CLEVELAND, February 24.—The Cleveland Bicycle Dealers' Association, through Thomas J. Lister, has arranged to take liberal advertising space in all four local newspapers, the same space in each paper. The campaign will start probably next month. In addition to advertising, several bicycling events, including a parade, will be held.

JOSEPH B. SCOLARO PROMOTED

Chicago News Puts Him at Head of Automobile Advertising Department.

A notable change has been made in the advertising department of the Chicago Daily News, which indicates that the News is going in earnest after automobile advertising. J. B. Woodward, the advertising manager, has appointed Joseph B. Scolaro, for several



JOSEPH B. SCOLARO

years in charge of the musical instrument, furniture and tobacco classifications, to the head of the automobile department.

Born in Campofelice, Italy, on May 30, 1890, Mr. Scolaro represents the best in hustling, honest endeavor for which the advertising profession stands. His parents moved to Chicago in 1893, and young Scolaro, after attending the public schools, went to work on January 30, 1905, as office boy for the Daily News. For five years he worked as an office boy, being employed in every department of the paper. His chance came in 1910, when placed in charge of the northwest side.

So well did he fill his duties on this "beat" that in February, 1912, he was given the musical, furniture and tobacco accounts of the display department. In the three years intervening before his appointment to the automobile management, Mr. Scolaro increased the Daily News' business from 325,000 lines in 1912 to nearly 1,000,000 lines in 1915. This gain placed the Daily News first among Chicago papers in this department.

Associated with Mr. Scolaro in the advertising department will be Louis M. Russell, who has been with the Daily News since his graduation from the University of Illinois in 1912. Mr. Russell has been in the automobile field nearly two years.

Lambert G. Sullivan, who has been appointed to the position of automobile editor to succeed J. C. Burton, completes the new personnel of the Daily News' automobile staff. Mr. Sullivan has been connected with the sporting department of the Daily News for eight years and has "covered" all the important automobile race meetings in that time.

Vigilance Work by Ad Club

INDIANAPOLIS, February 21.—The Better Business Bureau, the local Advertisers' Club's organization for vigilance work, caused the withdrawal of two "bankrupt sales" this week that were only partly offering bankrupt stock. The operation was confidential, and was carried on with the advertisers separately. Each agreed to state that the store was selling other than bankrupt stock as well, and each advertiser said afterward that the result had been good, not in increased sales that they could notice, but in the confidence the advertising created.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

<p>ALABAMA.</p> <p>NEWS Birmingham Average circulation for November, Daily, 37,189; Sunday, 38,903. Printed 2,207,884 lines more advertising than its nearest competitor in 1914.</p> <p>CALIFORNIA.</p> <p>EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>THE PROGRESS Pomona</p> <p>GEORGIA.</p> <p>JOURNAL (Cir. 57,531) Atlanta</p> <p>CHRONICLE Augusta</p> <p>LEDGER Columbus</p> <p>ILLINOIS.</p> <p>HERALD Joliet</p> <p>STAR (Circulation 21,589) Peoria</p> <p>IOWA</p> <p>REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity.</p> <p>SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven at no pay. Member Audit Bureau of Circulations.</p> <p>KENTUCKY</p> <p>MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.</p> <p>LOUISIANA</p> <p>TIMES PICAYUNE New Orleans</p> <p>MICHIGAN</p> <p>PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2½ cents line.</p> <p>MINNESOTA.</p> <p>TRIBUNE, Morning and Evening Minneapolis</p> <p>MISSOURI</p> <p>POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first six months, 1915: Sunday average 350,066 Daily and Sunday 204,497</p> <p>MONTANA</p> <p>MINER Butte Average daily, 11,684. Sunday, 17,971, for 3 months ending March 31st, 1915.</p> <p>NORTH CAROLINA.</p> <p>SENTINEL Winston-Salem October gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.</p> <p>NEW JERSEY.</p> <p>JOURNAL Elizabeth</p> <p>PRESS-CHRONICLE Paterson</p> <p>COURIER-NEWS Plainfield</p>	<p>NEW YORK</p> <p>COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO AMERICANO New York</p> <p>DAY New York The National Jewish Daily that no general advertiser should overlook.</p> <p>NEBRASKA.</p> <p>TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.</p> <p>OHIO.</p> <p>PLAIN DEALER Cleveland Circulation for January, 1916. Daily 131,768 Sunday 170,114</p> <p>VINDICATOR Youngstown</p> <p>PENNSYLVANIA.</p> <p>TIMES Erie DAILY DEMOCRAT Johnstown</p> <p>TIMES-LEADER Wilkes-Barre</p> <p>TENNESSEE.</p> <p>BANNER Nashville</p> <p>TEXAS</p> <p>AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier.</p> <p>CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.</p> <p>POST Houston Over 90% of carrier circulation stays in the homes. Proof on request. Government Report, 28,810 net.</p> <p>TELEGRAM Temple Net paid circulation over 6,000.</p> <p>UTAH.</p> <p>HERALD-REPUBLICAN Salt Lake City</p> <p>VIRGINIA</p> <p>DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.</p> <p>WASHINGTON</p> <p>POST-INTELLIGENCER Seattle</p> <p>CANADA</p> <p>ONTARIO</p> <p>FREE PRESS London DAILY HERALD Stratford Largest circulation in Perth County. The paper that Perth County people want to read.</p>
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ROLL OF HONOR

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

<p>ILLINOIS.</p> <p>SKANDINAVEN Chicago</p> <p>INDIANA.</p> <p>THE AVE MARIA Notre Dame</p>	<p>NEBRASKA.</p> <p>FREE PRESSE (Cir. 128,384) Lincoln</p> <p>NEW YORK.</p> <p>BOELETINO DELLA SERA New York</p>
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New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending Sept. 30, 1915
33,142 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

Fort Worth Ad Club

FORT WORTH, Texas, February 19.—The Fort Worth Ad Club at its regular meeting agreed to boost the National Feeders' and Breeders' Show. J. Montgomery Brown, newly elected president of the Associated Advertising Clubs of Texas, was the recipient of many congratulations. Mr. Brown spoke briefly telling of the El Paso convention. Charles Eugene Clark of Covington, Ky., made an address on the value of home-owning to a city, and said one of the best ways in which an advertising league could advertise a city would be to encourage home-owning.

PITTSBURG

THE HOME OF THE

LEADER

Also the city of happyized homes and substantial workmen

Write to W. E. Moffett, Advertising Manager, Pittsburg, or to Verree & Conklin, Brunswick Building, N. Y., Steger Building, Chicago, for any information desired.

If you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

Chicago Evening Post
Indianapolis Star
Muncie Star
Terre Haute Star
Rocky Mountain News
Denver Times
Louisville Herald

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

The Evening Star

covers Washington, D. C., more thoroughly with one edition than any other paper in the United States covers the city in which it is published.

Member of the A. B. C.

The Pittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

COLORADO SPRINGS

has one automobile for every 17 persons.

THE TELEGRAPH

reaches auto owners.

J. P. McKinney & Son

New York Detroit Chicago

LIVE TOPICS DISCUSSED BY OUR READERS

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the cooperation of our readers.—Ed.]

Bernstein Says Jewish Papers are Loyal To THE EDITOR AND PUBLISHER:

I have noticed in this week's issue of THE EDITOR AND PUBLISHER an article on the foreign-language newspapers in the United States. Among other things, Mr. Clayton Sedgwick Cooper says:

"Now as to the newspapers printed in foreign languages, I feel personally that they are more of a barrier than a help to the Americanization of the immigrant. As I said at the start, the interest of men goes with the language they use. You cannot get close to a people, cannot take any real part in their life, cannot understand its meaning to them, cannot get at any of its inner secrets, unless you understand their language."

I find that the trouble with such authorities as Mr. Cooper and others who speak of the foreign-language newspapers in America is that they are not familiar with the tendencies of this important portion of the American press. It seems to me that if I were to find fault with some of these newspapers published here in foreign tongues, I should say that they are perhaps too chauvinistic in their Americanism, that they are far more American than many so-called American newspapers. The young generation of the immigrant absorbs Americanism and American ideals in the public schools of America, and all our efforts should be exerted in the direction of making our public schools ideal in every respect, for they are the furnaces in which true Americanism is forged.

As far as the Jews are concerned, I may say that they never come to these shores, as perhaps other immigrants do, their bodies here, their souls abroad. There is no country in Europe to which they are so attached that on leaving it they cannot love America, their new home, with all their hearts and their souls, and they do love America with a love that is deeper even than the love of most Americans themselves.

In this connection permit me to reproduce extracts from a speech of introduction I had the honor of making when President Wilson, then Governor of New Jersey, addressed the editors of foreign-language newspapers at the National Arts Club in 1912.

Woodrow Wilson's statement on the question of foreign-language newspapers, I am sure, will be read with special interest at this moment when the element of language in Americanization is being so widely discussed. On that occasion I said in my speech to the editors introducing Mr. Wilson:

"You who have come to this country from various parts of Europe in quest of a home and in quest of liberty; you who would mould the thought of the people for whom you write—editors and journalists who have always and everywhere been the advance agents of progress, championing better living and purer thinking—though you write in languages that are called foreign in this country, you are all American or striving to be American in the best sense of the word.

"You have brought with you your best traditions; you have brought your lofty ideals; you have brought your energy and earnestness; you have brought with you a love for your great literatures and your great cultures; you have brought with you the great past of your nations, and here in the furnace of tolerance and opportunity you are working out your own future, together with the great future of the American people.

"You are writing in foreign tongues, interpreting America to the newcomer, interpreting the best qualities of the immigrant of yesterday to the immigrant of to-day. You are serving a great and important cause.

"America is no longer known in Europe as merely the land of the dollar. There is a very strong tendency now in American life toward the better and nobler things; Americans are making great headway in the culture and in science and in industrial development, and the Germans, the French, the Jews, the Irish, the Italians, the Poles, the Hungarians, and the representatives of other nations lend new color and significance to American life. We have brought our faults with us, but we have also brought our good qualities, and in our efforts to become Americanized we often sin in the direction of over-Americanization. But we are all deeply interested in a better America, and the better America will be, the better will be Italy, Germany, Russia, Hungary, Rumania, and other European countries. For after all, I think, America is destined to set an example in good government to the nations of the world."

Mr. Wilson said in part as follows: "Your very cordial and gracious greeting confirms the impression with which I came to this place. It confirms the impression that we are not separated in ideas or in opinions, that I am not the American and you the foreigner. That is exactly the impression which has never been in my mind, and your greeting of me shows me it is not in yours. Because there is a certain sense in which we do America an injustice by classifying ourselves as native-born and foreign-born. And I have always pleased myself with the idea that America in some degree exists in spirit all over the world and that there are men coming to these shores who have displayed their force in our affairs, who bring to America a more vivid conception of what it means than those of us who were born and bred here ourselves entertain.

"I am not speaking to you in a foreign country. I am speaking to you as also Americans with myself and just as much Americans as myself, and if we all take the American point of view, namely, that we want American life kept to its standards, and that only the standards of American life shall be the standards of restriction, then we are all upon a common ground, not of those who criticize immigration, but of those who declare themselves Americans.

"Of course, if the immigrants are to be allowed to come in unrestricted hosts and to stop at the ports where they enter and there compete in an over-supplied labor market, there is going to be unhappiness, there is going to be deterioration, there is going to be everything that will be detrimental to the community as well as detrimental to the immigrant. And therefore it is to the interest of the Government that the Government itself should apply or at any rate encourage the instrumentalities which will prevent that very thing, will multiply the ports of entry for that purpose, for example, will ease and facilitate and guide the process of distribution, and will above all things else supply the sympathetic information which is the only welcome that is acceptable to those who come.

"And therefore I close, as I began, by a very respectful protest against calling yourselves foreign editors or anything with the word foreign in it. Your newspapers and magazines are published in languages which are not the general language of America, which is modified English, but at this stage of the melting-pot process every language in which you print a paper is largely used in the United States, and is used for the conveyance of American ideas. Now, I would just as lief Americanize a language as Americanize an individual and I welcome the process by which you are Americanizing other foreign languages as the rest of us have

Americanized English, or, speaking as someone wittily said, the 'English Slanguage.' All my interest is that you shouldn't regard the language in which you print your periodicals as a foreign language when printed in America for the conveyance of American thinking. Then we will have taken another step towards the combination of elements which is in the long run going to make America more various, I dare say, in its natural gifts, more variegated in its genius, than any other country in the world."

Very sincerely,

HERMAN BERNSTEIN.

New York, February 21, 1916.

ANSWERS TO CORRESPONDENTS

Can you furnish me the name of a syndicate supplying matter on gardening?
Columbus, O. Feb. 10.

C. J. R.

The New York Sun Syndicate, Park Row and Spruce Street, New York.

Kindly give me the names of newspaper syndicates outside of New York city.

E. H. L.

International Syndicate, Baltimore; Newspaper Enterprise Association, Cleveland, O.; World Color Printing Co., St. Louis; International Press Bureau, Chicago; Chicago Tribune Syndicate Department, Chicago, Ill.; and Central Press, Cleveland, Ohio.

TYPOS' THEATRE PARTY

Baltimore Union Raising Funds to Entertain National Body in August.

BALTIMORE, Md., February 22.—The entire membership of the Baltimore local typographical union, No. 12, some 700 in number, has constituted itself a committee to entertain the 1916 convention of the International Typographical Union in Baltimore, August 14 to 21. As many as possible of the delegates will be entertained at the homes of the members of the Baltimore branch of the general body.

The 1916 convention is expected to be the greatest in point of attendance and interest in the history of the union. Delegates and visitors will spend a day in Washington as guests of the Washington Typographical Union and a trip to Annapolis is scheduled.

The local union, to raise funds for entertainment purposes, will have a theatre party at the Academy of Music, to see Robert Louis Stevenson's "Treasure Island," next Wednesday, Thursday and Friday nights. At least 100 members of Washington Typographical Union, with their lady friends, will attend and many will come from Philadelphia, in fact a goodly number may be looked for from that city.

The first president of the International Typographical Union was born in Baltimore and held membership in the Baltimore union at the time of his election.

Sun Alumni to Dine

The New York Sun Alumni Association will have its twelfth annual dinner next Monday night at the Martinique, the first Sun dinner at which Chester S. Lord, for many years managing editor of the Sun, will preside. Mr. Lord is now president of the alumni. The only speeches will be informal conversations over the transcontinental telephone with other former Sun men in Chicago and San Francisco. Also there will be moving pictures of the national parks.

Wife is an Ad Man, Too

A new advertising agency, known as The Chiltons, has been opened in Dallas, Texas. A. L. Chilton, recently of San Antonio, who is well known throughout Texas as an advertising man, will be in charge of the agency, and will be assisted by his wife, who also is a well-trained and experienced advertising writer. The agency will do a general advertising business with expert copy service.

NEWS OF THE SCHOOLS OF JOURNALISM

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

The University of Kansas

In keeping with the policy of the department of journalism of the University of Kansas to give its students practical experience in the real newspaper world, Dean Merle Thorpe and five of his senior journalists recently covered the convention of the South-eastern Kansas Teachers' Association held at Coffeyville on February 3 and 4. The convention was attended by 2,500 teachers, and it is significant that practically all of the reports of the convention used by the papers of southeastern Kansas, of Topeka, of Kansas City, and by the Associated Press, were written by what one Topeka newspaper man called "Thorpe's trained seals." It is only fair to add, however, that he used the term before the youngsters had done their work, not afterward.

Another evidence that many of the graduates of the K. U.'s department of journalism are making good in the newspaper world was received recently in the form of an announcement that Edgar Markham, '10, once editor of the Daily Kansan, has been called to the assistant editorship of the St. Paul Dispatch.

The Daily Kansan once more has an accomplished cartoonist on its staff. D. Henry Maloy, who enlivened the pages of the Kansan with his funny caricatures three years ago, has returned to the University to take his master's degree in journalism. Maloy, like the wandering Jew, has pitched his tent in many cities since he left K. U. He has served in many capacities, from that of maker of shrapnel shells for the Allies, and the guiding of the destinies of a gang of chautauqua tent stakers, to that of cartoonist on the Lyceum Magazine of Chicago.

Just to demonstrate the versatility of these K. U. cubs, Clarendon Havinghurst, a junior in the department of journalism, recently carried off first honors in oratory at the University of Kansas, and was selected to represent it before the State Peace Oratorical Association at its meeting in Topeka on March 4.

University of Missouri

For the first time the University of Missouri will offer special courses in summer school on rural journalism. Journalism courses have been offered before during the summer, but this year they will be particularly adapted to the needs of country editors and publishers. The courses will include history and principles of journalism, the editorial, the country newspaper, the news, reporting, copy reading, the writing of ads, rural newspaper management, and advertising management. The summer term begins June 4 and closes August 4.

Fred W. Lehmann of St. Louis, former solicitor-general of the United States, will deliver an address during Journalism Week (May 1 to 5) on "The Newspaper and the Law."

Many students have worked their way through at the University, but Benjamin F. Cook of Kansas City, Mo., is the first one to publish a journal during his college days. Mr. Cook is publisher of the monthly Southwestern Carmen's Journal, the paper of the Southwestern Carmen's Club of Kansas City. The Journal is a four-page publication. Mr. Cook has been printing the paper for eight years. When he decided to enter the University he was loath to give up his publishing work, so shipped his hand press and type to Columbia, installed it in his room, and

continued his work. He ships the journals to Kansas City each month.

Robert L. Kincaid is now in charge of the publishing department of Lincoln Memorial University at Cumberland Gap, Tenn. He was graduated from that institution with the degree of A. B. in 1915 and was enrolled in the School of Journalism here last semester.

Luther Fry and Ward H. Webb, both former students in the school of journalism, are now with the W. B. Finney Advertising Agency of Kansas City, Mo. Mr. Webb was formerly with the Potts, Turnbull Advertising Company of Kansas City.

Walter Stemmons, formerly with the publicity department of the Agricultural College at Stillwater, Okla., has recently been appointed to a position in the extension service of the University of Arkansas.

J. B. Powell, instructor in advertising in the University, recently returned to Columbia after a two days' trip to Windsor, Mo., where he spoke to the Business Men's League on "The Business Possibilities of the Country Town," and to the Henry County Teachers' Institute on "Practical Education."

Ohio State University

Victor Morgan, editor of the Cleveland Press, lectured here recently before the students of the department of journalism. He talked on "Editing By Collective Intelligence" and "Interpretative News-Writing." Editing by collective intelligence is a new notion in newspaper work. It is designed to make the crystallized thought of the entire editorial department the moving force of a newspaper, instead of the usual one-man plan. In the opinion of Mr. Morgan interpretative news-writing is that department of journalism that goes beyond mere description of events, and deals with cause and effect.

TO VOTE ON NEW CONSTITUTION

New York Trade Press Association Calls an Important Meeting.

The New York Trade Press Association has notified its members that the proposed revision of the constitution and by-laws of the Federation of Trade Press Associations in the United States will be voted upon at the New York Association's next meeting, February 29.

The revised Federation Constitution was approved by the Executive Committee of the Federation and recommended for adoption at a meeting held in Philadelphia on January 18, 1916. The board of directors of the New York Trade Press Association has also endorsed and recommended the constitution for adoption by its members. The Chicago Trade Press Association and the St. Louis-Southwestern Trade Press Association have both unanimously adopted the Associated Business Press plan.

Arthur J. Baldwin, the new president of the Hill Publishing Company, will attend the meeting. E. N. Hurley, vice-chairman of the Federal Trade Commission, will be the principal speaker of the evening.

Churches Advertise in Atlanta

ATLANTA, Ga., February 22.—Believing that church advertising is the dignified method of presenting their claims to the people of Atlanta, 13 of the churches of this city are owners of advertising space in the three local papers. The advertisements made their appearance last Saturday and the ministers and officers express themselves as being greatly pleased with the results obtained. Among the 13 advertisements were represented the following denominations: Baptist, Episcopal, Catholic, Congregational, Presbyterian, Unitarian, Methodist and Mormon.

NEW YORK WORLD WINS A CASE

Court of Appeals Affirms Decision Against Accident Insurance Co.

ALBANY, February 25.—The Press Publishing Company (New York World) is supported, by a decision handed down Tuesday by the Court of Appeals, in its attempt to recover \$2,166.07 from the General Accident, Fire and Life Assurance Corporation of Perth, Scotland, Limited, the amount of a judgment and the expense of defending an action brought against the Press company by Patrick Duffy. Justice Hubbs at the New York trial term dismissed the complaint and directed a new trial, but this decision was reversed by the Appellate Division, first department, which reversal is now affirmed.

The defendant issued a policy of insurance to indemnify the plaintiff and the George Abel Electric Transfer Company against loss or damages on account of injuries that might be suffered by any person by reason of the operation of their automobiles. The premium paid was \$2,272.50. Duffy was struck by an automobile owned by the Press Company May 12, 1908, and injured. He obtained a verdict of \$691.40.

The plaintiff undertook the defense and after a mistrial the papers were sent to the insurance company more than two years after the accident. It then declined to defend the action and alleged it was not responsible because the policy had been violated in not sending the summons and complaint immediately after the accident. Alfred M. Bailey represented the appellant and John G. Jackson the respondent.

NO A. P. ASSESSMENT

War Has Not Made it Necessary and the Reserve is Still Intact.

Fred J. Thompson, of the Mobile Register; J. F. Carroll, of the Portland Telegram; E. E. Smith, of the Meridan Record, and O. D. Brandenburg of the Madison Democrat, representing respectively the Southern, Western, Eastern and Central sections of the country and forming the auditing committee of the Associated Press, met at the Associated Press building, 51 Chambers Street, a few days ago, scrutinized the books and accounts of the Associated Press and formulated a report which will be submitted to that organization at its annual meeting in April. This committee was chosen at the last annual meeting, and holds until the next meeting.

It is understood that the affairs of the Associated Press were found to be in a most satisfactory condition, that no special assessment has been rendered necessary by the great war and that the large reserve fund has not been drawn upon.

STAFF CONFERENCES HELPFUL

Cleveland Plain Dealer Editorial Workers Meet Together Every Week.

CLEVELAND, February 24.—Example of gatherings in newspaper offices looking to the improvement of the paper itself and the organization as a whole, is seen in the regular staff meetings of heads of departments of the Cleveland Plain Dealer. As far as possible these meetings are held every Saturday afternoon. The news, pictures and other features that have appeared in the Plain Dealer during the preceding week are gone over, comments made and suggestions offered for improvement.

These meetings are generally led by Eric C. Hopwood, managing editor. When some prominent newspaper man from another city is in town he is asked to attend. Not long ago James Keeley, editor of the Chicago Herald, addressed the staff.

Results—

"By their results shall ye know them"—is the only gauge that you as an advertiser can apply in measuring a newspaper's worth. Apply that measure to Free Press space—you will not find it wanting. Its columns are orderly ranks of "salesmen in print"—not "mobs" nor crowds. You can dominate at small cost. Ask us how.

The Detroit Free Press

"Michigan's Greatest Newspaper"
Verree & Conklin, New York Chicago Foreign Representatives

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations. The S. C. BECKWITH SPECIAL AGENCY
New York Chicago St. Louis

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

THE NEW ORLEANS ITEM

Member A. B. C.
Accepts advertising on the absolute guarantee of the largest net paid daily circulation of any New Orleans newspaper or no pay.
THE JOHN BUDD COMPANY
Advertising Representatives
New York Chicago St. Louis

NEWSPAPER prosperity is based on circulation. FEATURE elements of the right kind make and hold circulation.

SERVICE by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
41 PARK ROW NEW YORK

USE UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

\$50,000 WORTH OF NEW SUBSCRIBERS

In two months is what we secured for the Los Angeles Times last year. Total business \$67,970. SECOND campaign is now running. These A. B. C. papers know our methods are original and productive:

- Courier-Journal, Louisville, Ky. \$60,000
- Deseret News, Salt Lake City. \$33,000
- Express, San Antonio, first campaign. \$50,000
- Second campaign. \$78,000

We ALWAYS repeat on the same papers. Why? Ask us how to get more circulation.

North-Eastern Circulation Co.
C. B. HOLLISTER, Gen. Mgr., Davenport, Iowa.
Write or wire care Los Angeles Times.

Most For The Dollar

That's what our illustrated news matrix and feature service represents. Let us prove it.


The Central Press Ass'n
World Building New York Frederick Building Cleveland

SPECIFY CLINE-WESTINGHOUSE Motor and Control Equipments FOR WEB PRESSES

SPECIAL MOTOR DRIVES FOR STEREOTYPE MACHINES
LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago
38 Park Row, New York

Having the confidence of its readers
Detroit SATURDAY NIGHT produces sure results.
G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.

ELIOT LORD, 110 W. 34 New York

AD ART SERVICE

For newspaper advertising departments exclusively—and sold only where both newspaper and we believe it will produce a profit.

Proofs on request.

AD ART SERVICE
THE NEWSPAPER ADVERTISING MANAGERS' SERVICE
212 Press Bldg. Cleveland, O.

Circulation News, Views and Observations

A Regular Department Designed to be Helpful to Circulation Managers Everywhere.

INDIANAPOLIS NEWS MEN DINE

Circulation Department Holds Love Feast and Experience Meeting.

INDIANAPOLIS, February 22.—Fifty men of the city circulation department, of the Indianapolis News gathered around a luxury laden table at the Claypool Hotel on Sunday to hear R. W. Jenney, agent for the News at Newcastle, Ind., tell how, through team work by carriers, he was able to increase the paper's circulation in that city from 700 to 1,000 within a period of six weeks. Incidentally, the dinner developed into a love feast, in which veteran circulation men of the News told of their experiences in building a paper's subscriptions to the point of having the largest circulation of any 2-cent afternoon newspaper in America.

Vattler Snyder, city circulation manager of the News, was the toastmaster. He introduced John M. Schmid, the circulation manager, who delivered a congratulatory talk to the men for their splendid showing in building up the circulation of the News in their sub-station districts. The News lists now top 46,500 in home circulation in Indianapolis and the slogan is "Fifty thousand before the end of 1916." And the circulation men say they will reach it.

Mr. Jenney's experiences at Newcastle entertained those present. He told how he had divided his thirty-six News carriers at Newcastle into two teams, one the "Mutts," the other the "Jeffs." The two teams then began a battle for circulation. The battle is still on and Newcastle now receives in excess of 1,000 copies of the Indianapolis News daily. Jenney is arranging for a theatre party for the entire carrier force and has plans forming to give the winners a big party.

Tentative plans were made for the organization of a new welfare association within the ranks of the News circulation department. Every year there are boys who graduate, as it were, from News carriers into larger affairs. In other words, they have grown enough to seek a broader range of employment. These boys and their qualifications are best known to the News circulation men, and the latter have decided to organize for the purpose of recommending these worthy boys to the city's business and manufacturing associations. They are to ask these business organizations to permit them to send their young men when help of that calibre is needed.

Newsie Actor Host to Fellows

Newsboys of Dallas, Texas, were a few nights ago guests of "Noodles" Fagan, said to be the most widely known newsboy in the world, who was playing in Dallas. Fagan invited every boy who sells or delivers papers in Dallas to a night's performance, and the theatre was packed. The newsies met at the Times-Herald office where circulation manager Young pinned on each a badge which was good for admission to the theatre. The boys then proceeded to the show under the chaperonage of Mr. Young.

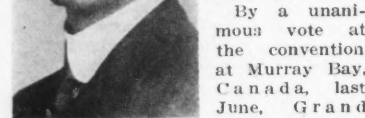
O. H. Scattergood is back in the Hearst service, as country circulation manager under John Eisenlord, circulation manager of the Atlanta (Ga.) American. Scattergood went to the Shafer interest about four years ago and has been connected with the Montgomery (Ala.) Advertiser.

Honesty is not the "best" policy. It is the only policy. There is nothing "best" about it.

I. C. M. A. CONVENTION DATE FIXED

Next Session to be Held at Grand Rapids Michigan, June 20-22.

President J. N. Chevrier informs us that in order not to conflict with the dates of the Democratic and Republican Conventions and the annual meeting of the Associated Advertising Clubs of the World, the dates for the convention of the International Circulation Managers' Association has been changed to June 20, 21 and 22.



By a unanimous vote at the convention at Murray Bay, Canada, last June, Grand Rapids, Mich., Joseph R. Taylor was selected as the meeting place for 1916 out of courtesy to Joseph R. Taylor, business manager, the Grand Rapids Press, who has been secretary and treasurer of the association for the past seven years.

This year's session will prove exceptionally interesting, as the association has committed itself to the interest of newsboys' welfare and the members will be enabled to study these problems at first hand as the Grand Rapids Press, edited by Edmund W. Booth, is the pioneer in this line of work. Every effort is being made to have this meeting the banner one of the association.

Happy Holiday for Newsboys

Through the generosity of Mrs. Eliza Guggenheimer, widow of Randolph Guggenheimer, as an appropriate tribute to his memory, one thousand newsboys and other working boys of New York and Brooklyn ate a turkey dinner with all the fixings on Washington's Birthday, at the Brace Memorial Newsboys' House in New York. Dinners were served at intervals of an hour from 2 to 5 o'clock. Each boy also received a cap and a flag, gifts of the Guggenheimer family. At a celebration over which Loring M. Black, Jr., presided, the speakers included Sheriff Smith, of New York; Borough President Pounds, of Brooklyn; Borough President Marks, of Manhattan; Herbert F. Gunnison, Editor of the Brooklyn Eagle; George McAneny and Louis Wiley, of the New York Times; Richard H. Waldo, of the New York Tribune; Rollin M. Morgan, Henry Malkan, and City Clerk P. S. Scully, of Manhattan.

Many Played the "Movie Game"

BALTIMORE, Md., February 20.—The first prize of \$1,000 for the nearest correct list of answers in the Baltimore News Movie Game contest was awarded last Saturday to G. D. Humphrey, a travelling salesman. There were 52 prizes in all, including one of \$1,000, one of \$300, one of \$200, one of \$100 and then \$75, \$50, \$25, six prizes of \$10 and the remainder of the 52 were \$5 each. There were 22,000 answers. The game was started on September 15. For 75 days a pictured charade in the News portrayed some moving picture. The object was to determine just which title of a moving picture best fitted the incident shown in the picture.

ATLANTA GEORGIAN ENTERTAINS

Acts as Host to 200 Newsdealers and Gives Them a Good Time.

ATLANTA, Ga., February 20.—More than 200 newsdealers of Georgia who handle the Atlanta Georgian and Hearst's Sunday American were the guests of the circulation department Thursday, Friday and Saturday at a convention which was devoted to business and pleasure.

At business meetings the newsdealers discussed various problems with which they are confronted and social features included automobile drives over the city of Atlanta, a theatre party and a banquet.

At the theatre party at the Atlanta theatre, between the acts, members of the cast of "Nobody Home" appeared in the audience as newsboys and news-girls selling an extra which was issued in honor of the visitors. It included stories of the convention, sketches of those attending and other interesting items.

It is the intention of the management of the circulation department to hold such meetings each year. All of the expenses of the newsdealers are borne by the paper, the guests of the publication being informed that their money isn't good in Atlanta on such occasions.

Better Baby Poster Contest

BALTIMORE, Md., February 23.—Incident to the national campaign looking to the better care of babies, the Evening Sun has been running a "Baby Page," offering \$50 in prizes for the three best "Better-Baby" posters made by its readers.

The purpose of the poster is to teach some lesson or tell some fact in baby welfare. There are three prizes, of \$25, \$15 and \$10. The contest ends March 2. These posters will be exhibited at Osler Hall, Johns Hopkins University, during Child Welfare Week, March 4 to 12. Everyone who visits the exhibit will vote on the merits of posters, and the prizes will be awarded to the makers of the three that have the largest number of votes.

Getting Circulation in Peoria, Ill.

C. B. Julian, circulation manager of the Peoria (Ill.) Journal, reports a steady growth in the circulation of that paper. Recently a 31-piece bungalow dinner set was worked in Peoria. Mr. Julian says: "Practically all of our increase is being shown through our carrier organization, as well as through publicity carried in the paper. We recently put on a stunt which might interest other circulations. We carried on quite an extensive campaign during the cold weather, giving away a pair of Winslow ice skates for two subscribers on a seventeen-week contract to the Daily and Sunday Journal. This thing worked out wonderfully well and even went beyond our expectations."

Boston Newsboys' Banquet

The Boston Newsboys' Club held its annual banquet at the headquarters of the club, 277 Tremont Street, Boston, Mass., on Washington's Birthday night. Essays on the theme, "Preparedness" was a feature of the occasion, and the prize, a Funk and Wagnalls' dictionary offered by the Boston Journal, was awarded to Joe Schneider. The hit of the vaudeville programme was made by Isadore Stern and Rubin Dyner, in their character imitations.

CIRCULATION COSTS MONEY

That is Why it is so Valuable to the Mutual and Local Advertiser.

Circulation costs money. Circulation doesn't grow; it is built—built by hard work, by the expenditure of time and money and unbounded energy, says the Capper Bulletin.

The mouse-trap publisher who sits down and waits for the world to make a beaten path to his door, goes into bankruptcy or dies of starvation. To be sure merit—intrinsic value—is the prime requisite of every successful publication. But "What's the good of unknown good?" Though editors and contributors write with a quill plucked from the wing of archangels, they are as an unseen, shrinking violet unless their burning words reach the eyes and ears of interested readers.

And it costs money to reach them.

Just now a merry hubbub is seething—or whatever it is hubbubs do—over the fact that subscription solicitors sometimes work on the basis of 100% commission.

Well, as a matter of fact, subscriptions sometimes cost more than 100%. Publishers have been known, in the not remote past, to pay a bonus on top of the 100%. And it not infrequently happens that salaried solicitors for high-grade magazines, for daily papers, for farm papers and for the twenty-five-cents-a-year monthlies, do not collect a sufficient amount of money in a given week to pay their guaranteed salaries. Just exactly as Mr. Advertiser will sometimes send his crack salesman after a big contract, and find the salesman coming back with nothing to offset a \$200 expense account.

If the publisher believes in his publication, if he knows it has merit and will get its full share of attention after it once gets into the reader's home, it is his duty to get it into the largest possible number of homes in his territory.

That's the sort of service he owes to his advertisers, who are footing the bills, paying the cost of publication.

There is no use blinking the facts. Ninety-nine per cent. of publications of all classes are published "primarily for advertising purposes." Whatever his ostensible purpose, the real object of the publisher is to produce an advertising medium which advertisers will support and pay him a profit on top of the cost of production. Fortunately for the good of humanity, for decency and for the much-mouthed-over liberties of the people, the editorial conduct of the paper must be in line with the best interests of its readers, else the publication fails to attract and hold. But none-the-less the revenue must come from the advertiser.

Philadelphia Paper Carriers' Banquet

The annual banquet of the Paper Carriers' Protective and Beneficial Association of Philadelphia, last Thursday night, was attended by more than two hundred members of the association, their wives and families. The speakers were Judge Raymond MacNelle, of the Municipal Court; E. H. Wiggins, of the Philadelphia Press; Cyrus H. K. Curtis, E. A. McKinnon, Walter S. Wood, secretary of the Philadelphia Central Branch of the Young Men's Christian Association; Frank Clark, of the Philadelphia Ledger; James L. Farley, of the Philadelphia North American; George B. Mundy, of the Philadelphia Inquirer, and Louis Rutherford of the Philadelphia Record. Harry J. Pollard, who was chairman of the entertainment committee, acted as toastmaster. Grace was said by the Rev. C. W. Heathcote. John Blackler, the retiring president of the association, was presented with an automobile kit.

Newsboys Celebrate Washington Day

One thousand newsboys and their friends attended the Washington's Birthday celebration and dinner at the Brace Memorial Newsboys' House, 14 Chambers Street, New York city, on Tuesday. The dinner menu comprised Maryland turkeys, Cape Cod cranberries, Virginia ham, sugared sweet potatoes, Kalamazoo celery, Southern onions, Columbia ice cream, home-made apple pie, rolls, cake, fruit and coffee. Former Senator Loring M. Black, Jr., presided. The speakers were Sheriff Alfred E. Smith, Borough President Marcus M. Marks, George McAneny and Louis Wiley, of the New York Times; Richard H. Waldo, of the New York Tribune; Herbert F. Gunnison, of the Brooklyn Eagle, and H. Randolph Guggenheimer, son of the man whose philanthropy and kindly interest in the poor boys of New York made the newsboys' dinner an annual affair.

Newsies Bury Comrade

New Orleans newsboys met last week an obligation of \$45 to bury a Memphis newsboy who died three weeks after his arrival in the Crescent City. Widow J. Leitz, an undertaker, trusted the boys without a deposit. After the funeral a committee of newsies, headed by Aldige Kraus, started to raise the money. Kraus went to the Orleans Athletic Club and appeared in the arena at a show. "We promised to make good the money," said Kraus, and before he had finished his appeal, many coins were thrown into the ring. Finally a quiet, unassuming man—Jack Sheehan—known to many in the auditorium, walked to the ringside, learned the amount of the indebtedness, and handed over a sum sufficient to make good the obligation of the newsies. The next morning Aldige Kraus went to Mrs. Leitz's parlors and settled the account much to her satisfaction.

Recent A. B. C. Audits

The circulation of the following newspapers have recently been examined by the auditors of the Audit Bureau of Circulations.

Ludington (Mich.) Daily News; Plainfield (N. J.) Courier-News; Rochester (N. Y.) Democrat and Chronicle; Rochester, Herald; Rochester, Evening Times; Rochester, Union and Advertiser; Trenton (N. J.) Evening Times; Trenton, Sunday Times-Advertiser; Worcester (Mass.) Evening Gazette; Worcester, Evening Post; Worcester Telegram.

Los Angeles (Cal.) Examiner; Los Angeles Express; Los Angeles Evening Herald; Los Angeles Times; Los Angeles Tribune; New Haven (Conn.) Journal-Courier; New Haven Times-Leader; Norfolk (Va.) Ledger-Dispatch; Norfolk Virginian-Pilot; Toronto (Ont.) Globe; Toronto (Ont.) Mail and Empire; Toronto (Ont.) Daily Star; Toronto (Ont.) Evening Telegram; Toronto (Ont.) World.

An El Paso Circulation Scheme

The El Paso (Texas) Herald is booming its circulation by offering a wide variety of useful premiums to news-dealers, carriers and boys who secure news subscriptions. These premiums are listed in a 16-page illustrated pamphlet. They include bicycles, sporting goods, rifles, tool chests, silverware, and a lot of other things. Circulation Manager H. H. Fris, of the Herald, writes: "We are placing these catalogs in the hands of our carriers, agents and dealers and our solicitors are also placing them in the hands of boys and girls, in all towns throughout the entire Southwest. We are already receiving very good results from this catalog and we expect to get a great amount of business from it."

Bulling His Circulation Market

A circulation campaign of an original nature has been started by the Lexington N. C.) Dispatch. Editor Henry Branson Varner, of the Dispatch, calls

it a live stock campaign. It is run primarily for the purpose of creating a deeper interest in pure bred live stock. The paper offers six breeding bulls of high pedigree as prizes to Catawba County farmers and will pay the way of fifty farmers from that county to Davidson to study the producing power of Davidson farms. A voting contest is part of the scheme.

Campaign for Newsboys' Club

The board of trustees of the Newsboys' Club of St. Paul, Minn., has started a campaign to raise \$6,000 to defray expenses and indebtedness of the club for the next two years. A. C. Dent, president of the board, and John N. Jackson will be in charge. Though the campaign, which was planned January 21, has been deferred because of the carnival, several hundred dollars in subscriptions already has been received.

Brooklyn Newsdealers' Mass Meeting

A mass meeting and reception was held last Friday night by the United Newsdealers' Protective Association, of Brooklyn, N. Y., at its headquarters, 315 Washington Street, that city. A large number of the members of the association and their friends were present. Frank Williamson, president of the organization, presided and introduced the speakers E. E. Clark, circulation manager of the Brooklyn Eagle; A. Lippman, N. Erlick and Thomas F. Martin. A ten-minute wrestling match was given by Carl Johnson and Carl Carlson, and a three-round boxing match by Frank Williamson and Joseph Roberts; piano solos by F. Vogel, and songs by William Baker.

St. Paul Newsboys Feted

ST. PAUL, February 22.—A few nights ago six "Pickles" got on the outside of twelve desserts, while as many "Prunes" and one "Peanut" sat around a banquet table at the Commercial Club and watched them do it. The banquet was given to the Pickles and Prunes because of their ability to sell advertising and subscriptions to the St. Paul Newsboys' Booster, the official publication of the Newsboys' Club. All were members of the Coming Men of America Club of the organization. George Wyckoff was host. Mayor Powers, W. E. Witherspoon and W. L. Harris of Minneapolis, spoke.

Washington Star in Buenos Ayres

WASHINGTON, February 23.—Prominent newspapers in the United States believe that there is a big future for trade between the United States and South American countries. An increasing number of newspapers are establishing offices in Buenos Ayres. The Washington Star is one of the newspapers which has established an office there.

La Presse Legislation Withdrawn

TORONTO, February 22.—After having reached its second reading in the Quebec Legislature, the bill to change the trustees of a certain number of shares of the capital stock of the La Presse Publishing Company, Limited, of Montreal, was suddenly withdrawn last Friday at the request of the promoters of the desired legislation. Newspaper men, who tried to ascertain the reason for this unexpected move, could get no satisfaction from either of the parties interested.

Canada to Censor Our Papers

Buffalo newspaper offices were notified a few days ago that every edition of every American newspaper would first be rigidly examined by officers of the Canadian militia, acting on orders of the Dominion war department, and circulation stopped in every instance where stories were carried "detrimental to the welfare of Canada." Newspaper representatives assigned to investigate new movements of troops along the frontier have been turned back at the bridge.

The "Flaneur" Letter

T. A. ROBERTSON, Mg. Editor, Cleveland Leader, writes:

We have had excellent results from our "Flaneur" feature and I am sure others will have equal success. Dr. Jacobson is an exceptionally well posted man.

For Price and Territory write:

THE DAILY "FLANEUR" LETTER OFFICE
Munsey Building Washington, D. C.

Dr. Barnard's Food Page

We are now allotting territory

The Evening Mail Syndicate

203 Broadway, New York

A new daily feature

Health is Wealth

By John B. Huber, A.M., M.D.

Service begins March 6th

The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

Ten Million a Week Says

Government Report

A special service syndicated gratuitously to papers who desire live movie topics.

The Vitagraph Company of America

East 15th St. & Locust Ave., Bklyn., N. Y.
NEW YORK LONDON
CHICAGO PARIS

The Automatic Press Blanket

Is everything the name implies. Eliminates all tympan cloth. Saves paper, time and increases press efficiency. Write for sample and descriptive matter. We are the sole manufacturers.

"Quality Goods Only"

New England Newspaper Supply Co.,

Worcester, Mass.

The Electric Bulletin

Is a business asset. It is as important a part of a newspaper equipment as a Linotype. An Electric Bulletin will increase your circulation and popularity. Ask any one of its users.

A machine may be leased, bought for cash, or liberal terms will be given. Write for particulars.

National Electric Bulletin Corp.
New London, Conn.

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS
OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
534 Nassau Street Tel. 4290-4 Boston

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

We can increase your business—
you want it increased.

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

BURRELLE

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

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses
Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.
Plainfield, N. J.

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.,
106-110 Seventh Ave. New York City

ATLAS

PRESS CLIPPING

Agency

42d Street

New York

TRIBUTE TO MR. RIDDER

Impressive Memorial Service to Late Editor of New York Staats-Zeitung.

"Herman Ridder was an American—an earnest, intense, ardent, patriotic American. He was the product of our civilization. He was born on our soil and reared beneath our flag. Were every citizen of America as worthy of America as was Herman Ridder we, as a nation, would be more worthy of our heritage of freedom."

In those words Senator James A. O'Gorman expressed the sentiments of the fifteen hundred admirers of the late editor of the New York Staats-Zeitung who assembled last Sunday night at Carnegie Hall for the memorial services. The characterization and eulogy of Herman Ridder were enthusiastically received, but the feeling of the audience reached a climax when former Mayor George B. McClellan said:

"Herman Ridder's efforts to convince his countrymen that there are two sides to the great question of the day were unceasing. His love for fair play and intellectual honesty made him loathe the cant and hypocrisy of those who, while professing neutrality, seek to embroil us in a foreign war for which we are not prepared and which the vast majority of our people most earnestly wish to avoid.

"It was this love of country, this passion to save the land he loved best of all from following a course which he sincerely believed to be immoral and against the national interest, that occupied his mind and heart and time during his last years. Because of the work that resulted and the anxiety that he felt, what might have been a curable indisposition became the illness that cost him his life. So he actually laid down his life in the service of his country, and had it been his to choose he would have asked no better and no nobler way of dying."

Governor Whitman, who acted as chairman of the meeting, said, in part:

"It was altogether proper that the Chief Executive of the State should preside at a memorial service of one whose life was so largely a contribution to the welfare of the State, and should share with the citizens of the city in paying a tribute of respect to the memory of a useful and distinguished American citizen.

"He has been excelled by none in his loyalty to the welfare of the city and to American institutions. In a day when the public service suffers by reason of the indifference and cynicism of many, the memory of his unselfish, unceasing labor for a better city, a better State, better things for all our people and a finer fraternity must ever be a source of inspiration to those who survive him."

Other speakers were Dr. Charles J. Hexamer, president of the German-American Alliance of the United States; Joseph Frey, president of the German Roman Catholic Central Verein of North America, and Dr. Edward Hagaman Hall.

Frank Corbin Died Wealthy

The will of Frank Corbin, circulation manager of the Galveston (Texas) News for many years, who died in Oklahoma City recently, has been filed for probate. Among the property left is \$25,000 in cash, and several hundred thousand dollars in stock in the Galveston Wharf Company and certain banks in Texas. The will directs the appointment of Franklin Lindsay, a nephew, as administrator without bond. A brother, William Corbin, is allotted \$1,000; a niece, Eva L. Baker, is willed bonds of the Galveston Wharf Company; and Franklin Lindsay, the nephew, is to get bank stock in Waco. The residue of the estate is to be equally divided among three sisters.

"BEN" PALMER NO MORE

Dean of Boston Newspaper Men Joins the Great Majority.

The death, on Saturday last, of Benjamin Payson Palmer, a member of the editorial staff of the Boston Globe, removes from the New England newspaper field a man who has held many reportorial and executive positions.

He was born in Candia, N. H., March 27, 1840, and had been in the newspaper business practically 61 years, having gone to work at the age of 16 as an apprentice in the office of the Gazette at Rockland, Me. In 1867 he worked one year in the composing room of the Boston Transcript, and was then for a short time successively editor of the Charlestown Advertiser and the Telegraph in Nashua, N. H. In 1870 he began a service with the Boston Herald that lasted eight years.

Beginning in 1878, Mr. Palmer served eight years on the Boston Globe, his last position during that period having been that of managing editor. After 1886 he spent some time in trying to promote two patents. He finally returned to newspaper work and was employed by the Boston Herald, the Boston Telegram, the Woburn Daily News, and the Somerville Citizen. In 1900 he returned to the Globe as editor of the religious column and continued to perform the duties of that department until a short time before his death.

EDITOR GRAY DIES SUDDENLY

Former Editor Brooklyn Eagle Passes Away at His Home in Brooklyn.

Charles H. Gray, former editor of the Brooklyn Eagle, died at his home, 1,571 East Forty-sixth Street, Flatbush, L. I., on Sunday, from heart disease. Mr. Gray was born in Akron, Ohio, and began his newspaper career on the Cleveland Plain Dealer. About twenty-three years ago he came to Brooklyn and became a writer and editor on the Eagle. He gave up newspaper work a few years ago and took up fiction writing for the magazines. He was the author of a series of stories for boys called "The Boy Scouts."

OBITUARIES

COLONEL ROBERT M. YOST, editor of the Los Angeles (Cal.) Express, died at his home in that city, on February 21. Colonel Yost was born in Shelbyville, Mo., and before moving to Los Angeles he served in an editorial capacity on the St. Louis Post-Dispatch, and the Missouri Republican, now the St. Louis Republic. Previous to becoming editor of the Express, he was also editor of the Los Angeles Herald.

LAYTON W. CRIPPEN, a member of the staff of the New York Times who had won distinction as a special correspondent and as a writer upon art and literature, died of heart disease after a protracted illness. He was in his fifty-second year. He was an earnest student of art, literature, and metaphysics, and his writings on these subjects had won commendation. He was born in Croydon, England, and came to New York about twenty years ago, becoming a reporter on the Tribune, which he left after some three years to join the staff of the Times. While working on the Times he became New York correspondent of the London Times, and later left New York to become the London Times correspondent in the West, making his headquarters at San Francisco. Returning to New York he joined the staff of the Times and remained on it until his death.

WILLIAM PITT HARRISON, for more than fifty years prominent as a printer and publisher, died recently in San Francisco. He was nearly 80 years of age and had remained active up to his last illness.

WILLIAM L. FAIRMAN, aged 47, died on February 18, of blood poisoning, following an operation, in Brooklyn,

N. Y. After service in the business department of a Philadelphia paper he came to New York fourteen years ago and was connected with the advertising departments of the World and the Brooklyn Citizen. He was a member of the advertising staff of the Herald for twelve years.

ALEXANDER W. McDONALD, editor and founder of the Putnam (Conn.) Patriot, who was one of the oldest, if not the oldest, editor and printer in the country, is dead at Putnam, in his 95th year. As a young man in New York city he worked on a number of the dailies as a compositor when the papers were issued on the old Franklin hand presses. He was intimately acquainted with Horace Greeley, the late Charles A. Dana and many of the older journalists.

DOMINIC F. VERDENAL, pioneer newspaper man and mining expert of California, for twenty years and more New York correspondent for the San Francisco Chronicle, during which period "Verdenal's Chats" about Californians in New York were a regular Chronicle feature, died at his home near Fresno recently.

LEWIS C. SIMONDS, a lawyer and journalist of prominence in Mexico City, died there on February 16 after several weeks' illness. He was formerly connected with the Mexican Herald, and recently had been the correspondent in Mexico City of the New York Times and of other American newspapers.

HENRY RUSSELL, one of the last of the "forty-niners," and for fifty years an editor, died at his home, 555 Carlton Avenue, Brooklyn, N. Y., on Sunday night. Mr. Russell was born in Simsbury, Conn., and his first paper was the Northampton (Mass.) Democrat. In 1894 he was chosen by the Democratic Association of western Massachusetts to establish a Democratic newspaper in Oregon, but the undertaking failed because of the wreck of the schooner carrying the equipment for the plant, at the mouth of the Columbia River. Mr. Russell then went to Brooklyn where until his retirement, at the age of seventy-five, he was associated with Henry M. Field in the publication of six religious papers.

SIR JOHN WINTHROP HACKETT, editor and proprietor of the West Australian and Western Mail, died in Perth, Western Australia, on Monday. He was sixty-nine years old, was born in Ireland, and educated at Trinity College, Dublin, later being admitted to the bar. Sir John went to Australia early in life. He was a member of the bars of Ireland, New South Wales and Western Australia. He was knighted in 1911.

W. T. EICHOLOZ, aged 74, one of the best known German editors of Texas, died at his home in Cuero, Texas, on February 14. Mr. Eicholz had for more than 20 years published at Cuero the Deutsche Rundschau which he founded. He came to America in 1860, from Prussia, landing at Galveston.

CHARLES F. OLIVE, for some time shipping editor of the St. John (N. B.) Standard, and previously on the staffs of the Telegraph and Times, died suddenly on February 9, aged 66. He was a son of the first Mayor of St. John and was very popular in the newspaper fraternity.

WILLIAM F. BURBANK, president of the Twin-City Daily Sentinel Company, Winston-Salem, N. C., died last Saturday morning at Merrit Hospital, Oakland, (Cal.) following an attack of kidney trouble. Mr. Burbank was fifty-five years old. He was the founder of the Los Angeles Record and the Oakland Enquirer. He purchased the Twin-City Sentinel plant and business from J. O. Foy and took charge in 1892.

Tact is not so much what a man says as how he says it. Some people mistake tact for "jolly."

SIDELIGHTS ON BIG MEN

"WILEY OF THE TIMES"

NOT know "Wiley of the Times"? It's like confessing to ignorance of the Louvre, Westminster Abbey, or the one-step!

It was years ago that I met him—in his office at the old Times Building down on Park Row. And the very first thing that impressed me was the force and vitality of the man.

I sat at his desk and, while he talked with me (I was not with him more than fifteen minutes) he answered five telephone messages, dictated three notes, replied easily to fifteen questions, and refused a large piece of "fraudulent" copy sent in by an advertising agency.

You think I exaggerate? Then, indeed, you do not know "Wiley of the Times."

He's a man of peculiar distinction. I have heard him called the Bonaparte of the Advertising Field, and, like



LOUIS WILEY

Napoleon, he has his finger always on the pulse of the great live newspaper with which he is connected, and there's not a beat escapes his notice, or for which he cannot account.

He absolutely dominates a situation, and he makes his personality so felt that people are aware of his presence almost immediately upon his entrance in a room.

I have often seen him preside at a meeting or a dinner, and he occupies the chair with ease and distinction.

But it is when he is not officially occupying the chair at a meeting that he is most interesting. The chairman, or president, or whatever may be the title of the man who is supposed to run that meeting is a mere figure head. Mr. Wiley will urge a point. He will make the motion, hypnotize the man next to him and have it seconded, have it passed, and will have named a committee-in-charge in the twinkling of an eye, and before the chairman or president has had time to frame the right words in which to put before the meeting the suggestion which Mr. Wiley has offered.

It was once said of him: "Wiley never really enjoys himself. He is always regretting the fact that he cannot be the bride at a wedding, or the corpse at a funeral." Or perhaps that was said of Colonel Roosevelt—I've forgotten. At any rate, I'd hate to have Mr. Wiley at my wedding!

He has plenty of humor—everyone who knows him is aware of that, and some people think he will do almost anything for anyone who can make him laugh.

It was Mr. Wiley, who, speaking before the New York University men, remarked: "When I was a lad I had to choose between an education and newspaper work—I chose the latter."

He is the most wonderful man in the world to get work out of others. "There was a gain of forty columns of financial advertising in the Times this morning," one of his solicitors will report, aglow with satisfaction and anticipating a responsive enthusiasm on the part of the "Chief." "Good," says Mr. Wiley, "there's a page advertisement of the So-and-So Company that appeared in the Post last evening, and not in the Times. Get it for tomorrow's paper."

And—doesn't this prove the greatness of the man?—that very solicitor will go out of Mr. Wiley's office determined to bring in that "page advertisement" for the Times, just out of cussedness. He usually succeeds.

Socially, "Wiley of the Times" is in great demand. He is wanted and seen everywhere and his mail each day is crowded with all kinds of invitations from christenings to funerals.

He has a dreadful temper—has Wiley. I have seen him lose it because he couldn't get a telephone number, but I've never heard of his refusing a loan, and when a fellow's "in bad" he is the first to come to his aid, financially and otherwise.

He is a bachelor, you know. Some one once asked him why he never married. "The girls I wanted didn't want me, and those who wanted me, I didn't want," he replied.

But you needn't feel sorry for him. He is well taken care of by not only a well trained valet, but by a dozen or more of the Times' employees who do everything for him from filling his match-box to helping him into his dress clothes.

Perhaps it is just as well that he never married, for, I'd be willing to wager with anyone who accepts the challenge, the woman he married would be universally known as "Wiley of the Times's wife."

PENELOPE.

Big State Ad Fund Urged

At a meeting of the New Jersey Chamber of Commerce in Newark, C. F. H. Johnson of Passaic, director of the real estate board of the Chamber, urged that an advertising fund of \$500,000 be raised by the board at once to spread broadcast news of the opportunities for investors in this State. "More millions than I dare mention may be realized by turning to account the neglected assets of this State," he said. "All that we need to do is make known the opportunities which await developments here. New Jersey should have a permanent bureau of information in New York city, and should let the world know what lies within its borders. Half a million sounds like a lot of money, but in these days of big endeavors, it is not so large. If the city of Newark can raise a quarter of a million to celebrate its fame through the coming anniversary, certainly the entire State can afford to spend twice that amount, and it only remains for us to devise the means for its collection."

Going to Advertise Salem, Mass.

SALEM, Mass., February 23.—A campaign of advertising to boom this city, which will involve an expenditure of several thousand dollars, is being worked up by the publicity division of the Salem Chamber of Commerce. Newspapers throughout the Eastern part of the country will be the principal mediums used. The campaign is to be ready for its start in the Spring. The local commercial organization desires at least everyone along the East Coast to know that Salem is "coming back" fast after the \$16,000,000 conflagration 20 months ago. People here think that Salem has stood too long as a political joke town and want some advertising along more profitable lines. And it now looks as though it is going to get it.

TIMES DECISION AFFIRMED

Use of a Cut of a Cut—Price Trunk Not a Violation of Law.

ALBANY, February 23.—A decision of importance to newspaper publishers and advertisers as well was handed down by the Court of Appeals here Tuesday. It is in effect a decision that a newspaper publisher is not liable as an agency for promoting the sales of an article through its advertisements which causes damage to another because of alleged unfair competition. In establishing this principle, the court affirmed the affirmation of a decision of Justice Greenbaum at the New York trial term, dismissing the complaint of the Innovation Ingenuities, Inc., against the New York Times.

The plaintiff is a corporation at 329 Fifth Avenue, New York city, which has the exclusive selling agency of a wardrobe trunk patented by Seymour W. Bonsall. The New York Times published an advertisement May 26, 1912, furnished by the R. H. Macy Company, which included pictures of the plaintiff's trunk under the name of "Macy's Peerless Wardrobe Trunk," with a description of its merits. The advertised price was \$24.74, and it was stated that similar trunks sold elsewhere for \$32.50.

Pictures of the Macy trunk did not accompany the copy for the advertisement, and the newspaper obtained from Gimbel Brothers, where plaintiff's trunks were sold, a matrix of its trunk, which was used. The complaint alleged the paper perpetrated a fraud on the public in showing that plaintiff's trunk was sold for less than its price, and its sales were decreased. The defence of the Times was that the action was frivolous, as it was not for the establishment of a right and that no special damage was alleged. Also, it was declared, the action could not be brought on the theory of unfair competition, as the defendant was not selling goods in competition with the plaintiff.

Adam K. Stricker represented the appellant and Harold Nathan the respondent.

Oakland's Monster Ad-Masque

A throng numbering 6,000 participated in the ad-masque at the great auditorium in Oakland, Cal., on February 14, when the barbaric splendor of pagan days was excelled. All proceeds of the ad-masque are to be expended in sending a delegation of Chamber of Commerce members to Spokane in May of this year to battle for the 1917 convention of the Pacific Coast Ad Men's Association. Practically every city in California, and Spokane as well, has pledged its support to the Oakland cause, with the exception of San Diego, which is in the field for the 1917 convention in opposition to the claims of Oakland. Oakland, the Chamber of Commerce members believe, has an excellent opportunity to win the convention. The ad-masque was given under the auspices of the Advertising Bureau of the Chamber of Commerce, with W. W. Cribbins as chairman. George Cummings was general chairman of the committee and George W. Ludlow, general secretary.

Fruit Growers Need Advertising

At the annual meeting of the New York State Fruit Growers' Association of the eastern district, held in Poughkeepsie last week, several members spoke on the necessity of advertising. All agreed that if the New York State apple was going to be sold instead of the western apple in New York city there would have to be a definite advertising campaign started. J. A. Hepworth, of Milton, said that all of the fancy grocery stores sold only western boxed apples. The New York State product is much superior, he explained, to the western, and the public must be taught so. Street car, newspaper and popular magazine advertising, similar to the campaign now being conducted for Sunkist oranges and lemons, was urged.

REFUSE LIQUOR ADVERTISING

Anti-Saloon League Recruits Thirty-Eight Newspapers in Indiana.

INDIANAPOLIS, February 21.—The Indiana issue of the Anti-Saloon League organ lists thirty-eight newspapers that have refused liquor advertising. It includes the Indianapolis News and the Indiana Daily Times, the latest paper in Indianapolis to join the "no booze" ranks being the News. The list in full is as follows:

Banner, Greencastle; Banner, Bluffton; Chronicle, Marion; Graphic, Greensburg; Herald, Delphi; Herald, Huntington; Herald, Decatur; Item, Richmond; Journal, Crawfordsville; Journal, Monticello; Ledger, Noblesville; News-Sun, Kendallville; News, Connersville; News, Indianapolis; News, Greensburg; News, Bluffton; Post, Terre Haute; Press, Muncie; Jacksonian, Rushville; Record, Elwood; Republican, Rushville; Republican, Columbus; Republican, Plymouth; Republican, Rochester; Reporter, Lebanon; Reporter, Greenfield; Register, Seymour; Review, Elkhart; Star-Journal, Hope; Star, Franklin; Sentinel, Ft. Wayne; Times, Indianapolis; Times, Sullivan; Times, Greensburg; Tribune, Kokomo; Tribune, Tipton; Tribune, South Bend; Times-Gazette, Hartford City.

Chicago Ad Men Visit "Bread Palace"

On the evening of February 18, the Advertising Association of Chicago took "Little Journey No. 3" to the "all-white bread palace" of the Schulze Baking Company, Chicago, makers of Butter-Nut Bread, which is said to be the most widely advertised bread in the world. The ad men and their families were shown the various sanitary and scientific processes of modern wholesale bread-baking. There was a discussion of the ways of bringing forcibly before the public the superiority of bakers' bread, made in this way, to the home-made variety. Paul Schulze, president of the Schulze Baking Co., said to the members of the Advertising Association: "I believe that newspaper advertising is the best publicity on earth. It is advertising that has kept our name before the public and has built our big model bakeries. Advertising is the yeast that raises our 'dough.'"

Dollar Day Ads Draw Big Crowds

The fifth semi-annual Dollar Day inaugurated by the Schenectady (N. Y.) Union-Star, held recently in that city, was, from both the advertising and merchandising standpoints, the biggest and most successful event of its kind ever held in Schenectady. Remarking upon the advance advertising campaign, conducted in connection with the affair, the Union-Star says: "It was very evident that the advertising had been intelligently read and acted upon. The shoppers invariably knew just what bargain they desired and where to find it."

The success of the day is attributed by the Union-Star to the fact that Schenectady merchants have always "made good" not alone in their advertising, but also in their merchandising.

New Daily Project Fails

An effort was recently made by a well known Michigan publisher to start a new daily newspaper in Port Huron, in opposition to the Port Huron Times-Herald. The endeavor to establish the new daily was prosecuted for sixty days, at the end of which time the publisher behind the project was informed by his agents that Port Huron does not invite another daily newspaper, at least at the present time, the field being amply covered by the Times-Herald.

Nature does nothing for show, yet it's all show.

WHY NOT ENTER THE GREATEST MARKET?

New York State's Ten Millions Ready To Buy Your Goods. These Newspapers Reach This Market Effectively and Economically.

By George F. Baright
New York Advertising Specialist

"People are buying more Jewelry, more Clothing, and more Hardware, and they are paying their bills better than they did a year ago."

These encouraging facts have been brought out by an investigation conducted in practically all the cities of the United States of 25,000 or more inhabitants. Reports show retail business 16 per cent. better than it was a year ago and all the above lines of trade are prospering accordingly.

New York State is sharing in this Increase and Revival of Trade, thus making the Empire State with its Ten Million Buyers a better market than ever for the goods you have to sell.

Prosperity for the Farmer—Prosperity for the Dealer—Prosperity for the Merchant—Prosperity for the Manufacturer—all spell **PROSPERITY FOR YOU** if you will take advantage of this Golden Opportunity.

The Newspapers listed on this page offer 3,931,710 average circulation at a total combined cost of \$6.38 per line, or an average of 1½ tenths of a cent per line per thousand. This is less than thirty-four cents per thousand circulation for an advertisement occupying a magazine page of 224 lines.

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

The New York State Public is a buying public—they have not only the needs to be supplied—but the earning power to supply them with.

SEVEN HUNDRED AND FORTY-THREE MILLION DOLLARS is paid in Salaries and Wages every year to those engaged in the Manufacturing Industries alone.

This vast sum is being spent for Food Products — Clothing — Furniture — Pianos — Carpets — House Furnishings and all sorts of Manufactured Goods.

The way to reach this great market is through the Newspapers the people read.

The Newspapers of New York have proven selling power which is at your disposal.

Advertise in this list of Newspapers—they will co-operate with you in getting your goods established with the Dealers and the Public, and the Dealer will take care of the sales.

Newspapers in New York State Which Will Help Sell Your Goods

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M) ..	41,229	.06	.06	New York Evening Post (E)	20,598	.18	.16
Albany Knickerbocker Press (S) ..	33,836	.06	.06	New York Press (M)	110,869	.27	.225
Brooklyn Eagle (E) 3c	44,096	.16	.16	New York Press (S)			
Brooklyn Eagle (S) 3c				New York Sun (M&S)	71,749	.40	.36
Brooklyn Standard Union (E)	*58,623	.15	.15	New York Sun (E)	155,009	.30	.27
Brooklyn Standard Union (S)	*67,280	.15	.15	New York Times (M)	318,274	.50	.425
Buffalo Courier-Enquirer (M&E) ..	110,274	.14	.12	New York Times (S)			
Corning Evening Leader (E)	8,275	.0179	.0129	New York Tribune (M&S)	82,674	.25	.21
Elmira Star-Gazette (E)	20,057	.035	.03	New York Telegram (E)	223,848	.285	.27
Gloversville Leader-Republican (E)	5,512	.0143	.0108	New York Telegram (S)	232,640	.20	.18
Gloversville Herald (M)	6,489	.02	.015	New York World (M)	391,158	.40	.40
Ithaca Journal (E)	6,335	.035	.015	New York World (S)			
Newburg Daily News (E)	8,386	.0358	.0214	New York World (E)	403,787	.40	.40
Mt. Vernon Daily Argus (E)	5,907	.0214	.015	Oneonta Star (M)	6,484	.0107	.0136
New York American (M)	293,784	.40	.38	Poughkeepsie Star (E)	6,260	.0215	.0115
New York American (S)	690,889	.60	.57	Schenectady Gazette (M)	20,632	.06	.04
New York Globe (E)	187,429	.28	.27	Troy Record (M&E)	*23,230	.035	.035
New York Herald (M)	98,651	.40	.40				
New York Herald (S)							
N. Y. Journal of Commerce (M) ..	17,926	.18	.15	*A. B. C.	3,931,710	6.8916	6.3802
New York Evening Mail (E)	159,520	.32	.29				

Ratings Government Statements, Oct., 1915.

The Newspapers listed on this page offer 3,931,710 average Circulation at a total combined cost of \$6.38 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-four cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

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

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

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, suite 1117, World Building, New York, Phones, Beekman 4330, 4331.

Some Startling Figures

which show conclusively the trend of Local Retail Advertising in New York.

The sixteen largest retail advertisers, who use all the daily newspapers made the following remarkable record of their preferences during the year 1915:

	Lines used during Year 1915	Lines used during Year 1914	GAIN	LOSS
World	2,618,189	3,006,538	388,349
Journal.....	2,472,407	2,845,030	372,623
*Globe.....	2,224,178	1,544,862	679,316
*Mail.....	2,068,254	1,955,260	112,994
Sun.....	2,181,097	1,723,155	457,942
Telegram.....	1,169,549	1,246,009	76,460
Post.....	829,561	856,216	26,655

**The Preference Now for the High Grade Papers is OBVIOUS*

The Large Advertisers Who Can—and Do—Check Results From Day to Day May Be Followed Profitably by General Advertisers.

180,000
Circulation

The Globe
AND Commercial Advertiser.
OLDEST DAILY NEWSPAPER IN THE UNITED STATES, EST. 1793

Member
A. B. C.

With its now total membership of 190,000 bright boys and girls—in the Bedtime Stories Club—has recently been proving some interesting Circulation Figures.—The kind of circulation that counts—HOME CIRCULATION.

The New York Globe Proves Results To Advertisers

O'MARA & ORMSBEE, Inc.

CHICAGO
Tribune Bldg.

Special Representatives

NEW YORK
Brunswick Bldg.

