

THE EDITOR & PUBLISHER

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

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10 Cents a Copy

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EFFICIENCY

The whole world is learning more and more the value of *efficiency*.

Manufacturers are learning the importance of teaching workmen how to perform each smallest operation in the *easiest and quickest way*.

Expert office managers are doing away with a minute's wasted effort here, an hour of wasted time there, and a *whole day of wasted human energy somewhere else*.

Sales managers are showing salesmen how to get increased results with a *less expenditure of time and work and money*.

The whole trend of modern thought is towards *efficiency*, the elimination of *waste*, the doing away with *bungling, blundering and guesswork*.

The Chicago Tribune maintains an organization to aid you in applying the principles of efficiency to your selling operations in the Chicago territory.

This organization has for years patiently been gathering data covering every phase of merchandising effort. It has charted all Chicago in minutest detail so that you, when you come here to sell your goods, can base your plans on *knowledge, not on guesswork, so that you can do away with waste of every sort*.

Full details of the work and scope of this organization will be furnished without cost or obligation if you write to *The Chicago Tribune's Merchandising Service Department* on your business letterhead.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City, N. Y.

Pacific Coast Advertising Office: 742 Market Street, San Francisco

In Time of War, Men, Stand by Your Guns!

Don't pull in your "horns"—your advertising plans—until you make sure that you have a mighty good reason.

Michigan is composed of regular live folks who are prosperous and progressive. We stand by the people that represent us in making the laws and coming to decisions because we have confidence in them—and we have confidence in people who advertise their products. Right now Michigan is the livest state in the Union—we have the money to buy things and the inclination, too. Look up the record of bank clearings, make a note that we have eighty-seven automobile factories, and that we are among the very first in coming to the aid of our country in time of need. We're loyal to anybody who can deliver the goods.

Here's the Government Report Registered in

April by the

14

Livest

EVENING

Newspapers in

Michigan

Here's the "Blue List" of Papers That Will Deliver Your Message

Circulation Figures, Net Cash Paid

City	Popu- lation	NEWSPAPER	Circu- lation	5,000 Line Rate
Detroit	725,000	News	211,687	.17
Gd. Rapids	125,000	Press	79,465	.09
Flint	65,000	Daily Journal	22,484	.04
Saginaw	55,000	News	19,642	.03
Bay City	52,000	Times-Tribune	17,641	.03
Lansing	50,000	State-Journal	21,219	.035
Kalamazoo	46,000	Gazette	22,667	.035
Jackson	40,000	Citizen-Press	15,674	.025
Muskegon	35,000	Chronicle	12,072	.02
Battle Creek	32,000	Moon Journal	6,114	.015
Port Huron	25,000	Times-Herald	11,431	.025
Ann Arbor	20,000	Times-News	6,974	.0215
Pontiac	27,000	Press-Gazette	10,451	.02
Adrian	12,000	Telegram	10,219	.02

The Latest NEWS in NEWS INK!

In order to meet the demands of our growing clientele of newspaper publishers, we have erected our own CARBON BLACK WORKS at Dola, West Virginia.

It is the most modernly equipped as well as the most extensive CARBON BLACK factory located on a standard gauge railroad and provided with railroad siding.

We also own and operate the most up-to-date works where we manufacture a full line of DRY and PULP COLORS, VARNISHES, and the chemicals necessary for the production of pigments, also the most complete line of INKS for Type, Lithographic, Offset, Rotogravure Printing, etc., in fact for all the graphic arts.

We are supplying the largest number of papers in the U. S. with their requirements of

Black NEWS INK and Colored FUDGE INKS
Black and Colored MAGAZINE INKS
Black and Colored Inks for COMIC SUPPLEMENTS
ROTOGRAVURE INKS, Etc.

of which we are showing interesting specimens during the week of the A. N. P. A. meeting, April 23rd to 27th, at **Room 144—Waldorf-Astoria Hotel**, on the Convention Floor, to which you are most cordially invited.

J. M. HUBER

Manufacturer of

Dry and Pulp Colors; Carbon Black
Printing Inks
Varnishes, Dryers, Etc.

Main Office: 65-67 West Houston Street, New York

Dry Color, Varnish and Ink
Factories:
62nd-63rd Sts. and Sixth Ave.
Brooklyn, N. Y.

Carbon Black Works
Dola, W. Va.

Service Branches

in Boston, Baltimore, Chicago, Cincinnati, Omaha,
Los Angeles, Philadelphia, San Francisco, St. Louis,

MEAN REAL National Distribution

Goss Efficiency Features

*A Goss High Speed Press Will Make
Your Press Room the Most Efficient
Part of Your Establishment*

HERE are SOME of the FEATURES that MAKE it POSSIBLE

*Economy of
Time in
Preparing
Machine for
Run*

Patented Quick Lock-up Plate Cylinders—Half turn of a "T" wrench locks plate permanently. Dummy plates not required.

Safety Lock Roller Sockets—Rollers held in rigid position. When socket is unlocked roller is automatically raised from drum.

Patented Self-Locking Paper Roll Chucks—Easily set in rolls and positive of operation.

Hand Power Roll Hoist—Rolls of paper easily raised into position on any deck.

Elevated Plate Cylinders—Plates can be placed on cylinders without removing any of the inking rollers.

*Ease of
Operation
Because of
Numerous
Labor-
Saving
Features
and
Adjustments*

End Adjusted Ink Fountains—Fountain knife screws at side of press.

Angle Bar Adjustments—These can be made by means of a hand wheel located on outside of frame.

Impression Adjustment—Positively set by screw wedge adjustment while press is running.

Upper Deck Tension Devices Adjusted from Floor—Side adjustment of roll as well, and when press is running.

Double Tension Paper Roll Frames—Separate tension device for each of the two rolls of paper on a deck.

Patented Three Groove Folding Guide—Makes a guaranteed speed of 36,000 papers per hour possible. An accurate fold without friction, knocking and wear.

Patented Collecting Cylinder—No cutting of ribbons when running collected products.

Safety Shearing Pin Devices—Operated in connection with press, intermediate folder and end folder, detecting anything unusual and stopping that part of machine before serious accident can occur.

Safety Plate Lock-up Device—"T" wrench used to lock plates can not be removed from cylinders until plate is securely locked. **NO MORE BROKEN CYLINDERS.**

Safety Fender—Prevents paper from clogging into folder.

No Exposed Keyheads or Gearing—All keyheads are covered by caps or collars, and all gear teeth are covered by cast iron guards.

End Adjusted Ink Fountains—**NO CHANCE OF ACCIDENT WHILE CRAWLING INTO PRESS ADJUSTING KNIVES.** All screws adjusted at a plate on side of press, out of danger.

Send for Booklet No. 101 "GOSS HIGH-SPEED ROTARY PRESSES." It will prove profitable if you contemplate the purchase of a rotary newspaper press.

**Safety First
Features—
Fewer
Accidents to
Press and
Pressman**

Main Office and Works:
16th St. and Ashland Ave.
CHICAGO, ILL.

The Goss Printing Press Co.

New York Office:
220 West 42d Street

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NEW YORK, SATURDAY, APRIL 21, 1917

No. 45



A
MESSAGE
TO THE
GUARDIANS OF AMERICA'S
HONOR
BY JOSEPHUS DANIELS
SECRETARY OF THE NAVY

The conditions of the day have imposed duties of peculiar power and responsibility upon the editors and publishers of the United States.

It is for the makers of newspapers to decide whether public opinion shall be directed into the straight ways of ardor, enthusiasm and service, or whether public opinion shall be concerned only with the mean, the trivial, and the ignoble.

As never before, people are dependent upon the printed word for the information upon which their thought is based.

What I am asking, what is asked by all who have to do with the honor and safety of America, is that this printed word shall carry courage and inspiration, ringing through the nation like some great clarion, arousing people to the necessity of service and sacrifice. It is not uncritical support that is demanded or even suggested.

No official must be exempted from proper criticism, for it is a necessary and whole—some corrective.

America has its faults, but America also has its virtues. Is it not possible to put future emphasis upon efforts, achievements and resources, building up the confidence and pride and patriotism of the people?

Have we not had enough of the insult and abuse that paints us as a nation of unfits, misfits, incompetents, poltroons, and money maniacs?

On every hand there is proof that the spirit of Concord, the fortitude of Valley Forge, are not dead in the land. Is it not wise to foster this spirit instead of destroying it?

The opportunity of the press for national service was never so tremendous and this very tremendousness carries solemn obligations with it.

There is not a publisher or editor today who may consider himself less than the guardian of America's honor, less than the custodian of America's patriotism.

I rejoice with you in your opportunity, for I know that you will avail yourselves of it in all perfection, rearing noble standards to which the whole people may repair.

ASSOCIATED PRESS HAS GROWN WITH THE NATION

Born of the Call of the People for the News of Events, Handicapped in Its Early Days by Crude Methods of Communication, Organization Has Triumphed Over Difficulties Until Now It Holds the World in Its Sure Grip—Present Policies and Later Growth Due to Genius of Melville E. Stone.

THE first Associated Press came into existence sixty-nine years ago as the New York Associated Press. From that day to this it has existed, in one form or another. It was the first news-gathering organization ever formed. Originally composed of but a few newspapers in New York, exchanging brief dispatches with one another, it has grown to the point where the present organization comprises 1,020 members, among the morning, evening, and Sunday newspapers, and operates 50,000 miles of leased wires, 28,000 in the night and 22,00 in the day service, besides maintaining smaller circuits that radiate from the trunk lines in all parts of the country. The yearly expense of the organization runs between \$3,000,000 and \$4,000,000.

The Associated Press resulted from intensely keen competition among the newspapers in the middle of the last century.

EARLY NEWS UNSATISFACTORY.

For sixty years prior to the organization of the first association, news-gathering methods had been improving. The scope was widened. The bulk of the population of the United States consisted of a fringe of people on the Atlantic seaboard, who were more closely allied to Europe by ties of blood than now. There were no railroads, steamboats, or telegraph, and mighty few post roads, and those very poor. News was scant, circulations were minimum, advertising occupied very little space in the newspapers. Text matter consisted principally of communications from certain high-brow members of the community, who very frequently wrote under assumed names—among whom was that old newspaper stand-by known the length and breadth of the land as "Constant Reader." Journalists of those days realized that they were sadly handicapped in the matter of news. They sought something different. They wanted to keep the people posted. In the past the editorial columns of the newspapers seemed to be the official avenue of information, but real news, the spontaneous printing of events as they occurred, was unknown.

THE FIRST ASSIGNMENT BOAT.

Passengers from incoming ships in Boston, Philadelphia, Halifax, and New York were interviewed to ascertain what had taken place in Europe. In 1788 John Lang, who was publisher of the New York Gazette, began to specialize in shipping news. Shipping was developing rapidly, for the carrying trade of the new world was growing fast. His efforts met with such success that Samuel Gilbert, of Boston, went a step further. He rented quarters, hired a man by the name of Samuel Topliff, and commenced the systematic collection of shipping news. Topliff introduced the first assignment book into American journalism, by utilizing a diary to post future events, such as the arrival and departures of vessels and other events. He sold his service to newspapers, merchants, and shipowners. By 1818 Topliff had prospered to such an extent that he had a corps of correspondents in the principal shipping centres and capitals

of the Old World. His success brought competition.

THE FIRST TIRELESS NEWSMAN.

Henry Blake, of the Boston Palladium, who was one of the first Americans to develop a "nose for news," didn't wait until mail was delivered from the ships.

He visited them as they came into Boston harbor. He owned a rowboat, and night or day, foul weather or fair, he seemed to live on the water—but he got the news. He was the first American newspaper man to stay on the job all the time. The man who competed with him had to forget that there was such a thing as a clock, and had to train him-

sailing sea-going yacht, and met incoming vessels bound to New York, signalled the news to the Highlands of New Jersey, and semaphored it to their office in New York, much to the discomfort of their rivals, who couldn't understand how the Journal of Commerce could get the news before the ships actually arrived. The secret was out, however, when they began to extend their service by the inauguration of a pony express to take and bring news from Boston and Washington. In this way news of the happenings in Congress for the first time began to appear regularly in the papers.

York city organized what they called the Associated Press. Mr. Hallock was its head.

THE ORIGINAL AERIAL DISPATCH.

Then another man arose to battle for the news, and to fight the new association, D. H. Craig, a free lance in every sense that the term implies, left New York for Boston with an idea. He intended to revolutionize the handling of European news destined for the American shores. He began to serve his papers by telegraph long before the ships were met by the fast going yachts which were then being used. They couldn't understand how it was possible that he would put news on the wire in Boston and Halifax twenty-four hours before the yachts would meet the western bound vessels off the New England coast. Yet it was a very simple matter. Craig arranged to release a carrier pigeon from the ships when they were from 250 to 300 miles off shore. These pigeons, whose wings beat against the storms, were the aerial trail blazers for the wireless telegraph of to-day. The homing pigeons reached Craig's place of business, and his news was flashed by telegraph, recently come into use in 1847, to his subscribers long before other papers got the news.

NEW ASSOCIATIONS.

The first Associated Press organization was not a mutual, cooperative institution like the one of to-day. It was controlled by a few New York papers, which sold the news to other papers. Then came the Western Associated Press, which contracted with the New York organization for the purchase of its news. After a while, this became unsatisfactory. The Western clients had no voice in the matter at all, for the Eastern organization did as it pleased. The Western association severed its relations with the Eastern combination in 1882, on motion of Melville E. Stone, who was a member in Chicago.

Then followed a war between the two associations that lasted for a period of ten years. Other associations sprang up, gathered news and vended it to other papers. The New York association gathered news of national import, and from European sources, and exchanged it with newspapers in the interior and the far West, but exacted in return annual cash payments. The Eastern concern had much the best of the arrangement, for this was in the good old days, when, through an understanding with the telegraph company, it was possible to get lower rates.

Then new telegraph companies began to come into the field. It was impossible for one news association to control the wire, and soon the competing companies offered the same privileges and rates to all news gathering organizations. In 1892 a powerful organization known as the United Press sprang up, and contested the field with the Associated Press. The fight was long and bitter. In the end the Associated Press won.

REORGANIZED AS A MUTUAL ASSOCIATION.

In the meantime Melville E. Stone had been elected general manager of the Associated Press, and conceived the

Chairmen of Advisory Boards,

The Associated Press.



self to believe that sleep was unnecessary. Topliff and Blake, then, introduced the elements that have been incorporated into modern newspaper life and which is a part of the creed of the Associated Press of to-day—system and tireless energy—plus accuracy.

THE FIRST "STUNT."

The next step in the gathering of news was taken by Gerard Hallock and David Hale, who purchased the New York Journal of Commerce. They were the first to go in for "stunts" and introduced a new element into American journalism. They constructed a fast

Steam made it possible to run boats on the rivers and, later, trains on land. In this way the news of the country was collected in a more systematic manner. Steam power in the printing offices, better presses and an awakening sense of the people as to the news of the world, increased the demand for newspapers.

With the establishment of the New York Sun in 1833, the Herald in 1835, and the Tribune in 1841, began the rivalry out of which the modern newspapers have grown. The field was getting bigger all the time, and to collect the general news the papers of New

OFFICERS OF

The Associated Press

1916 — 1917



WILLIAM H. DOW
SECOND VICE-PRESIDENT



MELVILLE E. STONE
SECRETARY AND GEN'L. MANAGER



J. R. YOUATT
TREASURER



FRANK B. NOYES
PRESIDENT



JOSEPH PULITZER, JR.
FIRST VICE-PRESIDENT



KENT COOPER
CHIEF OF TRAFFIC DEPARTMENT



FREDERICK ROY MARTIN
ASST. SECRETARY AND ASST. GEN'L. MANAGER



CHARLES E. KLOEBER
CHIEF OF NEWS DEPARTMENT

idea of making it purely coöperative in every respect. Old ideas were swept aside, and the Associated Press underwent a reorganization that gave it its present status, making it coöperative and giving all the members a voice in its conduct. As organized at the present time there is no capital, no profits, no dividends, and its membership consists of newspapers of every shade of political opinion, in all parts of the country, and includes papers printed in half a dozen languages.

HOW THE WORLD IS COVERED.

The association gathers news from all over the world, having arrangements with the organizations of Europe and the Orient. Through the Reuter Telegram Co., Ltd., of London, it covers the news of the British Empire, including the colonies; through the Agence Havas, of Paris, the news of the Latin countries, France, Italy, Spain, Portugal, Belgium, Switzerland, South America and Northern Africa; the Wolff Agency of Berlin, in normal times gives the happenings in the Teutonic, Scandinavian, and Slav nations. Then there are still smaller concerns, that handle the news of a single nation, with which the Associated Press is closely allied, and in this way it keeps track of world events, bringing the news to its clients over a network of wires and cables that girdle the globe.

HOW THE NEWS IS TRANSMITTED.

Some of the achievements of the Associated Press have been summarized by Mr. Stone. For example, when Pope Leo XIII died, the news was flashed from Rome to San Francisco in twelve minutes—the people of the western coast of America knew it before it was announced in Rome. When Port Arthur fell in the Japanese war in 1896, the intelligence came through to New York in fifty minutes, passing through the hands of twenty-seven operators, few of whom could speak a word of English, but who understood and transmitted the Latin letters. The message announcing Peary's discovery of the North Pole was sent from Winter Harbor, Labrador, to Sydney, on Cape Breton Island, and from that point by cable and telegraph to New York.

Evolving out of an imperfect organization away back sixty-nine years ago, to a mutual, coöperative association to-day, the Associated Press has increased its membership from seven newspapers, to 1,020, morning, evening, and Sunday. The annual cost of gathering the news, runs between \$3,000,000 and \$4,000,000, which is met by assessments levied upon the members. The amount of news transmitted over the day and night wires, amounts to about 60,000 words, enough to fill thirty-five columns of the average newspaper.

OFFICERS OF THE ASSOCIATED PRESS.

Following are the officers and directors of the Associated Press, including superintendents, correspondents, and traffic chiefs at the principal points.

President, Frank B. Noyes, Washington Star.
First Vice-President, Joseph Pulitzer, Jr., St. Louis Post-Dispatch.
Second Vice-President, William H. Dow, Portland (Me.) Express and Advertiser.
Secretary, Melville E. Stone, New York City.
Asst. Secretary, Frederick Roy Martin, New York.
Treasurer, J. R. Youatt, New York City.

Term Expires 1917—

Frank B. Noyes, Washington Star.
W. L. McLean, Philadelphia Bulletin.
W. Y. Morgan, Hutchinson News.
Adolph S. Ochs, New York Times.
A. C. Weiss, Duluth Herald.

Term Expires 1918—

Oswald Garrison Villard, New York Evening Post.
W. H. Cowles, Spokane Spokesman-Review.
Victor F. Lawson, Chicago Daily News.

D. E. Town, Louisville Herald.

R. M. Johnston, Honston Post.

Term Expires 1919 —

Charles A. Rook, Pittsburgh Dispatch.
Charles Hopkins Clark, Hartford Courant.
Clark Howell, Atlanta Constitution.
V. S. McClatchy, Sacramento Bee.
Eibert H. Baker, Cleveland Plain Dealer.

ADVISORY BOARDS.

Eastern Division—Comprising the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, District of Columbia, Delaware, and West Virginia.

Theodore Bodenwein, New London (Conn.) Day, Chairman; G. Edward Buxton, Jr., Providence (R. I.) Bulletin; George L. Cooper, New York (N. Y.) Evening Telegram; Walter F. Dumser, Reading (Pa.) News-Times; Joseph Bancroft, Wilmington Del. Every Evening.

Central Division—Comprising the States of Ohio, Indiana, Michigan, Illinois, Wisconsin, Missouri, Iowa, Minnesota, Kansas, Nebraska, South Dakota, and North Dakota.

E. P. Adler, Davenport (Ia.) Times, Chairman; J. L. Sturtevant, Wausau (Wis.), Record-Herald; A. C. Keifer, Terre Haute (Ind.) Tribune; P. E. Barton, Joplin (Mo.) News-Herald; J. C. Seacrest, Lincoln (Neb.) Journal.

Western Division—Comprising the States of California, Wyoming, Oregon, Colorado, Montana, Washington, Idaho, Nevada, Utah, New Mexico, and Arizona.

M. H. de Young, San Francisco (Cal.) Chronicle, Chairman; A. N. McKay, Salt Lake City (Utah) Tribune; S. A. Perkins, Tacoma (Wash.) Ledger; J. R. Knoland, Oakland (Cal.) Tribune; Scott C. Bone, Seattle (Wash.) Post-Intelligencer.

Southern Division—Comprising the States of Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, Texas, Arkansas, Oklahoma, and Kentucky.

James R. Gray, Atlanta (Ga.) Journal; H. C. Adler, Chattanooga (Tenn.) Times; M. E. Foster, Honston (Tex.) Chronicle; Bruce Haldeman, Louisville (Ky.) Courier-Journal; Robert Ewing, New Orleans (La.) States.

EXECUTIVE DEPARTMENT.

51 Chambers Street, New York.

General Manager, Melville E. Stone.

Assistant General Manager, Frederick Roy Martin.

Chief of News Dep't, Charles E. Kloeber.

Chief of Traffic Dep't, Kent Cooper.

EASTERN DIVISION.

Jackson S. Elliott, 51 Chambers Street, New York, Superintendent; Jesse Crossway, Division Traffic Chief.

Albany, N. Y., 55 State Street—Russell Hathaway, Jr., correspondent; S. C. Dermott, T. D. R.

Baltimore, Md., Munsey Building—Edward J. Cox, correspondent; H. G. Siegman, T. D. R.
Boston, Mass., 7 Water Street—Edward McKernon, correspondent; A. M. Stevens, T. D. R.

Buffalo, N. Y., The Buffalo Times—Fred M. McLennan, correspondent; G. W. Harding, T. D. R.

Huntington W. Va., Advertiser Building—J. C. Hurst, T. D. R.

New Haven, Conn., 47 Orange Street—W. J. G. Myers, correspondent; C. J. Haynes, T. D. R.
Philadelphia, Pa., 416 Commonwealth Building—W. A. Connor, correspondent; R. A. Mooney, T. D. R.

Pittsburgh, Pa., 203 Keenan Building—William H. French, correspondent; C. D. Duffey, T. D. R.

Portland, Me., Portland Express—W. C. Jeffers, correspondent; A. Harman, T. D. R.

WASHINGTON BUREAU.

Washington D. C., Bureau, Evening Star Building—J. S. Elliott, acting correspondent. (Mail address, P. O. box 827.)

SOUTHERN DIVISION.

Arthur W. Copp, Evening Star Building, Washington, D. C., Superintendent; Frank H. Trickle, Division Traffic Chief. (Mail address, P. O. box 827.)

Atlanta, Ga., Journal Building—S. L. Thatcher, correspondent; E. A. Hood, T. D. R.
Birmingham, Ala., News Building—W. J. Robertson, correspondent; A. S. Hust, T. D. R.

Columbia, S. C., Record Building—W. S. White, T. D. R.

Dallas Texas, Times-Herald Building—J. P. Glass, correspondent; R. B. Blanchard, T. D. R.

Jacksonville, Fla., Metropolis Building—F. H. King, T. D. R.

Louisville, Ky., Courier-Journal Building—H. M. Sheppard, correspondent.

Memphis, Tenn., Scimitar Building—Milton E. Alles, correspondent; W. E. McLeod, T. D. R.
New Orleans, La., States Building—A. R. Israel, correspondent; R. G. Hubbard, T. D. R.

Raleigh, N. C., Times Building—D. V. Haddock, correspondent; R. O. King, Jr., T. D. R. (Mail address, P. O. box 461.)

CENTRAL DIVISION.

Paul Cowles, 111 West Jackson Boulevard, Chicago, Superintendent; Milton Garges, Division Traffic Chief. (Mail address, P. O. box 809.)

Cincinnati, Ohio, Times-Star Building—J. C. Hamilton, correspondent; H. A. Wilson, T. D. R. (Mail address, P. O. box 818.)

Cleveland, Ohio, News-Leader Building—J. W. McGuire, correspondent; A. H. Dreher, T. D. R.

Des Moines, Iowa, S. and L. Building, Fifth and Walnut Streets—A. W. Park, correspondent; U. A. Rice, T. D. R.

Detroit, Mich., Telegraph Building—R. L. Tennis, correspondent; E. P. Martel, T. D. R.

Fargo, N. D., Forum and Republican Building—Clifford A. Day, correspondent; W. A. Coats, T. D. R.

Green Bay, Wis., Press-Gazette Building—R. A. Kennedy, T. D. R.

Indianapolis, Ind., 36 West Washington Street—John L. Stuart, correspondent; David Connor, T. D. R. (Mail address, P. O. box 958.)

Kansas City, Mo., Star Building—U. L. McCall, correspondent; S. P. Ochiltree, T. D. R. (Mail address, Gateway Station.)

Milwaukee, Wis., corner Broadway and Wisconsin Street—Charles Dean, correspondent; T. J. McBroen, T. D. R.

Minneapolis, Minn., Phenix Building—E. J. Dies, correspondent; J. C. Gilhousen, T. D. R.

Oklahoma City, Okla., Oklahoma Building—W. C. Dooley, correspondent; M. C. Harper, T. D. R.

Omaha, Neb., Brandeis Annex Building—H. L. Swan, correspondent; A. D. Hale, T. D. R.

St. Louis, Mo., Globe—Democrat Building—E. E. Colvin, correspondent; W. E. Miller, sr., T. D. R.

St. Paul, Minn., Dispatch Building—Rex Lardner, correspondent; C. F. Holden, T. D. R.

Sioux Falls, S. D., Argus-Leader Building—J. R. O'Sullivan, correspondent; H. W. Whitcomb, T. D. R.

Springfield, Ill., State Register Building—Luther Frame, correspondent; E. S. Sandberg, T. D. R.

Topeka, Kan., State Journal Building—E. W. Wingart, correspondent; E. C. Fable, T. D. R.

WESTERN DIVISION.

Edgar T. Cutter, Merchants National Bank Building, San Francisco, superintendent; George R. Allen, Division Traffic Chief.

Denver, Col., 1720 Walnut Street—T. H. Walker, correspondent; J. J. Mullen, T. D. R.

Los Angeles, Cal., Express Building—John Evans, correspondent; W. E. Collins, T. D. R.

Portland, Ore., Pittcock Block—S. M. Hawkins, correspondent; J. J. Mullen, T. D. R.

Sacramento, Cal., Bee Building—H. W. Thompson, correspondent; G. A. Neville, T. D. R.

Salt Lake City, Utah, Melntyre Building—A. C. Buffington, T. D. R.

Seattle, Wash., Times Building—J. B. Nelson, correspondent; B. V. Williams, T. D. R.

Spokane, Wash., Spokesman-Review Building—H. T. Ashbaugh, correspondent; Fred Boutz, T. D. R.

FOREIGN BUREAUS.

Berlin, Germany—S. B. Conger, Zimmer-Strasse, 28.

Hague, The Netherlands—J. A. Bouman, Hotel De Twee Steden.

Havana, Cuba—W. R. Downing, El Mundo.

London, England—Robert M. Collins, 24 Old Jewry, E. C.

Mexico City, Mexico—J. C. Royle, Apartado 74, Bk.

Paris, France—Elmer Roberts, 13 Place de la Bourne.

Peking, China—Charles S. Smith, Legation St.

Petrograd, Russia—Walter C. Whiffen, Gorokhovaya, 13.

Rome, Italy—Salvatore Cortesi, Piazza de Pietra 26.

Stockholm, Sweden—S. M. Bouton, Styckjunkargatan, 5.

Tokyo, Japan—Joseph E. Sharkey, 977 Naka-Shibuya.

Marse Henry's War Slogan

"To Hell with the Hapsburgs and Hohenzollerns," was the characteristic suggestion sent by Col. Henry Watterston, of Louisville, Ky., to the committee of Oyster Bay citizens who are conducting a war slogan contest, of which Col. Roosevelt is to be one of the judges. The committee, composed of Judge Robert Duvall, Edward R. Summers, and Maurice E. Townsend, received Marse Henry's contribution in a letter.

ASSOCIATED PRESS

MEETING APRIL 24

Luncheon, Which Follows the Annual Gathering, Will be Held at Noon—Terms of Five Directors Expire April 25, and Successors are to be Elected—Prominent Speakers.

The annual meeting of the Associated Press will be held in the Astor Gallery at the Waldorf-Astoria Hotel, Tuesday morning, at eleven o'clock. Following the meeting, the annual luncheon of the organization will be held in the Grand Ballroom of the hotel, at noon. The room will be handsomely decorated with flags for the occasion. As usual, the members will be addressed by a speaker of prominence.

There will be a meeting of the board of directors of the Associated Press in the Chambers Street office on Monday, April 23, at 11 A. M., and again at 10:30 A. M. on Wednesday, April 25, for the election of new directors. Those directors whose terms will expire are: Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Bulletin; W. Y. Morgan, Hutchinson News; Adolph S. Ochs, New York Times, and A. C. Weiss, Duluth Herald. There are ten nominations for the vacancies. All of the present incumbents have been re-nominated, together with J. D. Barnum, Syracuse (N. Y.) Post-Standard; B. H. Anthony, New Bedford (Mass.) Standard; J. R. Rathom, Providence (R. I.) Journal; E. P. Adler, Davenport (Ia.) Times, and Frank MacLennan, Topeka (Kan.) State Journal.

PRESIDENT'S APPEAL TO PRESS

Asks its Aid in Giving Publicity to His Address on Co-operation.

President Wilson has made a patriotic appeal to the American press to give wide publicity to his address appealing to farmers, shipbuilders, miners, manufacturers, and others, for concentrated energy in the way of large and regular production in "this hour of the nation's supreme test" as America enters the war.

The President's address was issued for publication in the Monday morning papers. In an appeal for having it reproduced liberally, the President said:

"In the hope that this statement of the needs of the nation and of the world in this hour of supreme crisis may stimulate those to whom it comes and remind all who need reminder of the solemn duties of a time such as the world has never seen before, I beg that all editors and publishers everywhere will give as prominent publication and as wide circulation as possible to this appeal. I venture to suggest also, to all advertising agencies that they would perhaps render a very substantial and timely service to the country if they would give it widespread repetition. And I hope that clergymen will not think the theme of it an unworthy and inappropriate subject of comment and homily from their pulpits.

"The supreme test of the nation has come. We must all speak, act, and serve together.

"WOODROW WILSON."

"Old Glory" Loan Endorsed

At a luncheon of the Providence (R. I.) Town Criers, on April 17, the organization voted to endorse the action of the Federated Advertising Agencies in raising a \$5,000,000 loan, to be known as "The Old Glory Loan," and to be devoted to patriotic purposes.



ALBERT H. BAKER,
Cleveland Plain Dealer

CLARK HOWELL
Atlanta Constitution

CHARLES A. ROOK,
Pittsburg Dispatch

OSWALD G. VILLARD
New York Evening Post

BOARD OF DIRECTORS
The
ASSOCIATED PRESS



W.Y. MORGAN
Hutchinson News



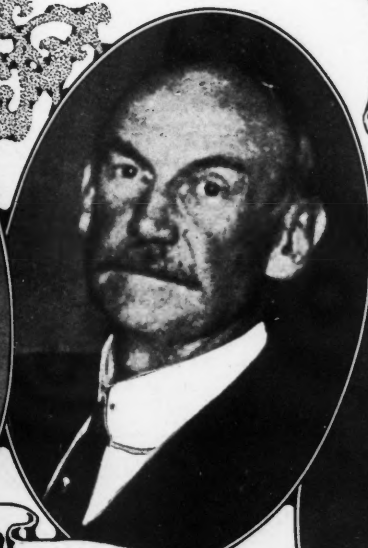
W.H. COWLES
Spokane Spokesman-Review



VICTOR F. LAWSON
Chicago Daily News



FRANK B. NOYES
Washington Star



W.L. McLEAN
Phila. Eve. Bulletin



ADOLPH S. OCHS
New York Times



CHAS. HOPKINS CLARK
Hartford Courant



A.C. WEISS
Duluth Herald



R.M. JOHNSTON
Houston Post



D.E. TOWN
Shaffer Group of Newspapers



V.S. McCLATCHY
Sacramento Bee

THIRTY-ONE YEARS OF SERVICE BY A. N. P. A.

Organized to Meet the Need for Co-operation, American Newspaper Publishers Association Has Grown to the Stature of a Great Service Institution for Publishers, Promoting Sound Business Policies and High Ideals in the Conduct of Newspapers—Foe of Advertising Fakers and Space Grafters—Great Work of Paper Committee.

CO-OPERATION is the keynote of the American Newspaper Publishers Association. It is the central column of the organization's structure. The word typifies the aims of the men who have banded themselves together for the purpose of helping one another, and at the same time, rendering better and greater service to the people.

Prior to the organization of the American Newspaper Publishers Association many daily papers were conducted in a haphazard way. Publishers distrusted one another. The same mistrust ran through all the fields of endeavor with which the newspapers came into commercial contact. There was no cohesion of principle, though there were high ideals. There was no team work, although there was the recognition that it should exist. Rates were cut, mushroom advertising agencies exploited the newspapers, causing the loss of thousands of dollars yearly, fake advertising concerns sprang up all over the country, and "worked" the publishers, because, in the keen competition for the business and the anxiety to carry more advertising than a rival, anything was taken. Advertising agents there were, on all sides, good and bad, but now there are mighty few bad ones, and if there is a bad streak in any of them, they curb it, or get out of the business.

FAKERS ARE OUT OF BUSINESS.

It is no longer possible for fakers to exploit the newspapers—or, at least, the members of the American Newspaper Publishers Association, as it was only fifteen-odd years ago.

When a new advertiser comes into the field nowadays, he has to get into the limelight and tell something about himself. He must explain. He is required to put his cards on the table and turn the faces up, so that all who look may read—and understand. It is not enough that he has advertising to offer—he must have the money with which to liquidate his obligations for the advertising. He is nipped in his career of faking before he starts. It was not always so. The agent who could organize, get some accounts, run a lot of advertising, collect the money for it, squander it, and then pass into inglorious bankruptcy, leaving the publishers to hold the sack, can't get very far to-day. It is no longer possible for him to start in business with an unlimited supply of hot air, fair promises, and an appalling aggregate of cold debts. All because the A. N. P. A. operates in a spirit of coöperation, one for all and all for one.

A voluntary organization, it is conducted on the strictest business lines. No commercial agency follows credits any closer than does the A. N. P. A. which specializes in advertising accounts. The Affairs of the A. N. P. A. is confined strictly to the newspaper business.

The organization is active at all times. Through the coöperation of its members, in all sections of the United States and Canada, it is constantly

at work. Its activities extend through all lines of the business. It watches and jealously guards the interests of the publishers, and in protecting its members, it is working for those who are not members, who do not belong, and who do not coöperate.

Through its work it was influential in disbanding the General Paper Company, when that organization sought to exact from publishers a price far in excess of the cost of manufacture of white paper, and which threatened to put hundreds, if not thousands of smaller newspapers out of business.

Through the efforts of the organization, it prevented the news print squeeze of 1907 and 1908, when the manufacturers again tried to force up the price of white paper. It was the constant work on the part of the Association, through its paper committee, that finally resulted in admitting foreign paper and pulp, when it seemed that the paper men had the publishers of the continent by the throat.

In the recent fight to bring about a greater supply of news print at a fair price, and to prevent an increase to levels that threatened thousands of newspapers with suspension, the Association's paper committee rendered remarkable services.

THE FIGHT FOR CHEAPER PAPER.

The service given the publishers by the paper committee during the past year has been of incalculable value. Few even of the members of the Association appreciate what has been done, the hours that have been devoted to their interests, the investigations that have been made, the inquiries instituted, and the gains recorded. Through the employment of A. G. McIntyre, a technical engineer who has been actively and successfully engaged in the papermaking industry, the Association brought expert knowledge within its doors. Mr. McIntyre has been able to accomplish a great deal in a very short time.

In his work of increasing production, cutting down consumption, and the adoption of drastic economies, he has accomplished much good. He picked up the work at the point where it had been carried by L. B. Palmer, manager of the Association, who had battled alone for months in an endeavor to stem the tide. He made progress, but could not relax his vigilance until the Association found and retained a capable man to take up and carry out the work he had under way. Such a man was found in the person of Mr. McIntyre, who is laboring night and day, and who has plans under way, which when they have fully matured, will make it impossible for such an advantage to be taken of publishers as was attempted during the past year, when the manufacturers piled up the greatest profits in their history, and at a time when they declared that they were facing increases that threatened to wipe out their earnings.

The Association in 1915 saved publishers of the United States half a million dollars yearly in freight rates, when it was proposed to advance the cost of

transporting white paper. The advance, due to the efforts of the Association, through L. B. Palmer, was reduced to one-half of the amount it was first proposed to charge. The Association is constantly on the alert to keep members posted and to protect them. It has exerted its influence for equitable express rates, as it has in matters pertaining to the second-class mail privilege.

FREE PUBLICITY'S FOE.

L. B. Palmer has been the unrelenting foe of free publicity. He has fought it since he became manager of the Association, twelve years ago. He has practically stamped it out. When he put the free publicity grafter out of action for the benefit of the members of his own Association, he accomplished the same result for other newspapers—they all derived a benefit. Now the class of men who formerly got their advertising for nothing are paying for it, and some, who got part of it free, are paying for all of it. In this respect all newspapers have benefited.

A weekly bulletin to its membership keeps every publisher within its ranks informed as to the advertising, advertising agents, and accounts.

If there is an advertiser trying to work the newspapers, the Bulletin announces the fact, and members are warned to ask cash with the order. It publishes a list of recognized advertising agencies, and it keeps in close touch with special representatives, general agencies and advertisers, bringing facts about them to the attention of its members. Publishers who lose money on national advertising to-day are not members of the A. N. P. A.—they are the publishers who, not being members, still derive many of the benefits, such as the savings effected in the matter of freight rates and the cost of news print. The Association has a splendid credit reporting system that goes only to members. Those who swallow the bait of more advertising, to learn later on that they might have saved money, are not members of the A. N. P. A. The Association maintains a collection department that collects more than \$100,000 yearly for members, which would otherwise be lost. The Association has been able to save accounts that would otherwise have been lost in the reason that it specializes in advertising accounts and is closest to the field.

The membership of the organization to-day is more than 400—the largest in its history. This number constitutes less than one-fifth of the number of daily newspapers published in the United States and Canada. Members of the Association who were caught in the squeeze in paper last year have, through the aid of its Paper Committee, saved many times the cost of their dues by reason of the advice they have had on the subject. The annual dues are \$75 yearly with \$9 additional per year for each linotype used by the paper, which gives the smaller publisher a lower rate than the larger, each according to his income. It is all a part of the coöperation that has made the Association what it is to-day.

The organization of the American Newspaper Publishers Association dates back to 1887.

EARLY EFFORTS TO ORGANIZE.

Prior to that time, there had been efforts made to get publishers to coöperate. They all believed in coöperation, but the "let George do it" policy prevailed. Editors, business managers, and advertising men used to meet in county, State, or national associations and pass resolutions, but that is about as far as it went. They were all agreed that something should be done, and everybody was willing—to let the other fellow do it. Any old kind of advertising could get into a newspaper, and any faker could run up an account. It was all wrong, they all knew it, but no one acted. Between thirty and forty years ago, the faker was in the heyday of his prosperity. While publishers disagreed, it was "easy picking" for them, as some of them put it. The situation became serious. Publishers recognized that they had to do something. Concerted action was a necessity—but they mistrusted one another. That was the stumbling block—it was the hardest point they had to overcome. Hundreds of thousands of dollars were lost yearly—perhaps it ran into the millions. Questionable copy was abroad in the land. A glance back at the old files makes the modern newspaper man shudder. There are a few in the business whose experience goes back to those days—who remember bitterly some of the experiences. There were many associations, projected on the thought that they could do one of a number of things, but there was lack of coöperation.

The first step was taken by W. H. Brearley, of the Detroit Evening News, before the meeting of the National Editorial Association held in Cincinnati February 24, 1886. The circulation liar was in his prime at that time, and the elastic advertising rates were such that it was generally believed that newspapers would take any price to get the business. Space buyers were employed because of their ability to hold a publisher down to the lowest possible point—just to gain something over a competitor, regardless of whether he made a penny of profit or not.

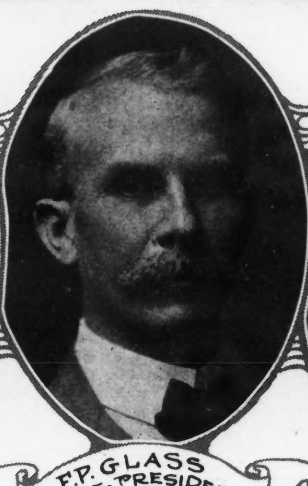
A CALL FOR A MEETING.

Mr. Brearley, who recognized all of those things, knew that the time was ripe for action. He mailed circulars to some 1,500 newspapers in July, 1886, and outlined a plan for an organization. Some favorable replies were received, and a meeting was held in Detroit, when a committee, consisting of W. H. Brearley, J. C. Briggs, and J. Ambrose Butler, was appointed to secure the signatures of at least thirty newspapers which must have a circulation of at least 5,000 each daily. Mr. Brearley then appeared before the meeting of the Associated Press, and asked permission to tell something about the plan. He was given five minutes. The publishers present were more bored than interested. The plan might be all right—at some time in the future, but just now—well, they were too busy. In December it

Officers Of The
**AMERICAN NEWSPAPER
 PUBLISHERS ASSOCIATION**



JOHN STEWART BRYAN
SECRETARY



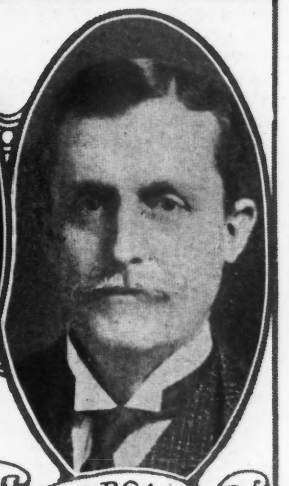
F.P. GLASS
VICE-PRESIDENT



HOPWELL L. ROGERS,
PRESIDENT



J.B. DALMER
MANAGER

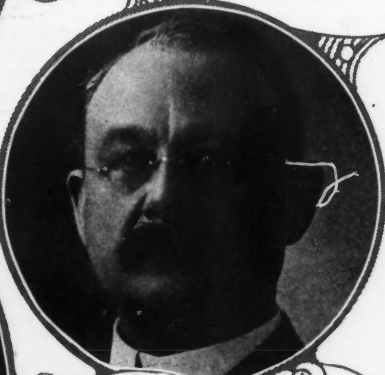


EDWARD P. CALL
TREASURER

*MEMBERS
 OF
 EXECUTIVE COMMITTEE*



HARRY CHANDLER



ELBERT H. BAKER



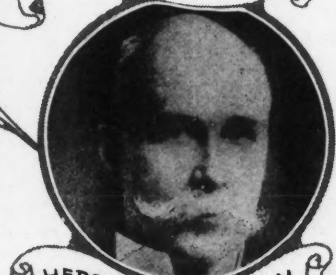
HILTON U. BROWN



JASON ROGERS



J.F. MAC KAY



HERBERT L. BRIDGMAN



CHARLES TAYLOR JR.



D.D. MOORE

was announced that forty-two newspapers had signed an agreement to meet in convention, and the first session was held in Rochester, N. Y., February 17 and 18, 1887. Here the American Newspaper Publishers Association was organized, and from that small beginning, and with a programme ahead of it of a stupendous character, it was started. The first officers were: President, David Winslow, Boston Journal; first vice-president, John E. McManus, Philadelphia Record; second vice-president, Melville E. Stone, Chicago News; third vice-president, Herbert F. Gunnison, Brooklyn Eagle; fourth vice-president, John H. Haldeman, Louisville, Courier-Journal; fifth vice-president, W. J. Richards, Indianapolis, News; secretary, W. H. Brearley, Detroit; treasurer, Edward P. Call, Boston Herald.

Mr. Brearley was the originator, founder, and, at its inception, the guiding star of the Association. His was the work of carrying it through its experimental days—teaching; it to walk. There were fifty-one signatures on the register of the first convention, as follows:

SIGNERS FOR THE FIRST CONVENTION.

A. S. Pease, Evening Reporter, Woonsocket, R. I.
 F. Trumpler, Evening and Sunday Telegram, Providence, R. I.
 Joseph A. Dear, the Evening Journal, Jersey City, N. J.
 W. N. McNullen, Courier, Buffalo, N. Y.
 Edgar M. Hoopes, Morning News, Wilmington, Del.
 J. A. Ward, Lockport Journal, N. Y.
 C. A. French, Grand Rapids, Mich., Democrat.
 E. E. Bertlett, Kalamazoo, Mich., Telegraph.
 Charles E. Gantz, Journal, Albany.
 William Gow, Press, Troy, N. Y.
 John B. Sewell, Jr., Times, Buffalo.
 Otto A. Meyer, Press, Utica, N. Y.
 J. E. Morey, Jr., Herald, Rochester, N. Y.
 David Winslow, Journal, Boston, Mass.
 W. F. Balkam, Union and Advertiser, Rochester, N. Y.
 W. H. Mathews, Democrat and Chronicle, Rochester, N. Y.
 John H. Farrell, Albany Daily Press.
 D. T. Hunt, Post Express, Rochester, N. Y.
 W. D. Brickell, Columbus, O., Dispatch.
 George F. Prescott, Plain Dealer, Cleveland, O.
 W. H. Brearley, Detroit, Mich., News.
 J. A. Butler, Buffalo News.
 E. D. Conger, Grand Rapids, Mich., Telegram-Herald.
 J. J. Jordan, Scranton, Pa., Truth.
 C. E. Austin, Express, Buffalo, N. Y.
 A. M. Knickerbocker, Times, Syracuse, N. Y.
 W. H. Welch, Leader, Des Moines.
 W. J. Arkell, Judge and Albany Journal, N. Y.
 H. F. Gunnison, Eagle, Brooklyn, N. Y.
 L. L. Morgan, Register, New Haven, Conn.
 W. C. Bryant, Times, Brooklyn, N. Y.
 H. J. Knapp, Advertiser, Auburn, N. Y.
 W. J. Richards, News, Indianapolis.
 Milton A. McRae, Post, Cincinnati.
 H. L. Bridgman, Frank Leslie's, New York City.
 Fred H. Lawrence, Am. Ad. Reporter, New York City.
 F. P. Chapin, Bee, Toledo, O.
 J. C. Briggs, Ohio State Journal, Columbus, O.
 C. H. Jones, Times-Union, Jacksonville, Fla.
 Edward P. Call, Herald, Boston.
 J. H. Stone, Tribune, Detroit.
 E. R. Wallover, Independent, Harrisburg, Pa.
 S. H. Kauffman, Evening Star, Washington.
 B. M. Holman, Gazette, Fort Wayne, Ind.
 Lord K. Cameron, Advertiser, London, Ont., Canada.
 W. C. Gates, Sentinel, Milwaukee.
 W. Weld, Farmers' Advocate, London, Canada.
 Ferd J. Wendell, Daily Times, Columbus, O.
 Ferd J. Wendell, Daily Herald, Dayton, O.
 W. H. Lawrence, Ohio Farmer, Cleveland, O.
 E. A. Berdan, Free Press, Detroit, Mich.

Of the original signers and delegates to the first A. N. P. A. convention, H. L. Gunnison, of the Brooklyn Eagle; H. L. Bridgman, of the Brooklyn Standard-Union, and E. P. Call, of the New York Journal of Commerce, are still active in the affairs of the association.

REGISTER OF THE FIRST CONVENTION.

At first, the annual meetings were held in different portions of the coun-

MEN OF PROMINENCE TO ADDRESS ADVERTISERS

Big Thoughts to Be Put Over at the Luncheon of the Bureau of Advertising of the A. N. P. A. Wednesday, April 25, at the Waldorf-Astoria Hotel—Some of the Speakers.

Men of national prominence will address the members of the Bureau of Advertising of the American Newspaper Publishers Association, to be held in the Waldorf-Astoria Hotel, Wednesday noon, April 25.

The speakers will include Percival S. Hill, president of the American Tobacco Company; George W. Perkins, Henry C. Brown, assistant general manager of the Victor Talking Machine Company; Pomeroy Burton, representing the papers of Lord Northcliffe, London, Eng.; G. Edward Buxton, jr., treasurer of the Providence (R. I.) Journal, and Francis H. Sisson, of the Railway Executive Advisory Committee.

J. F. MacKay, of the Toronto Globe, will preside at the luncheon.

The meeting of the members of the Bureau will follow the speakers. This luncheon and annual session promises to be the largest in the history of the Bureau. The annual report of W. A. Thomson, director, will show remarkable gains in national advertising in the daily newspapers of the United States during the past year. The work of the officers of the Bureau has been of incalculable value to the newspapers of the United States, adding millions of dollars to the revenues they have collected yearly from advertisers.

The committee in charge of the Bureau will hold a meeting in the Bureau offices in the World Building, Monday, April 23, at 4 P. M.

The room in which the luncheon will be held is to be decorated appropriately for the occasion, with a profusion of flags. There will be music.

At these meetings the keynote of "coöperation" was played upon. The necessity for team work and mutual confidence was insisted upon. Newspaper men had fought each other so much that they moved slowly. But the Association held together, due to the strong personalities of its guiding lights, although the amount of business it transacted was small compared with the volume of business it transacts to-day. A plea to place information of a confidential character in the hands of the New York manager was made to the members. Advertising agents were invited to the meetings, as were advertisers. The Association was feeling its way, slowly, but surely. The foundations were being well constructed by cautious men of high ideals. But away back in 1889, the Association recommended that the maximum commission to be paid by members to advertising agents should be 15 per cent., and then it took the stand that members should only pay the commission to agents recognized by the Association. Then the annual dues were \$50 a year. In 1890 the convention was held in New York, where all have been held since that date. With everything centred at one point, the serious work of the Association now commenced. Since that time the business, usefulness, and membership of the Association has increased amazingly.

Following is a list of the officers of the A. N. P. A. since its organization:

Presidents—William Singerly, Philadelphia Record, 1887-89; James W. Scott, Chicago Herald, 1889-95; Charles W. Knapp, St. Louis Republic, 1895-99; S. H. Kauffman, Washington Star, 1899-02; Charles H. Taylor, Jr., Boston

Sec Baker's Appreciation of Press WAR DEPARTMENT,

WASHINGTON, April 16, 1917.

THE EDITOR AND PUBLISHER:

Permit me to thank you for your letter of the 7th instant, relative to patriotic coöperation of the newspapers with the Government in the dissemination of news during the present crisis. We have found the press to be most cordial and cooperative up to the present time, and I want to assure you of our continuing appreciation of this attitude.

Cordially yours,
 (Signed)

NEWTON D. BAKER,
 Secretary of War.

Globe, 1902-05; S. S. Rogers, Chicago News, 1905-07; Herman Ridder, New York Staats-Zeitung, 1907-11; Bruce Haldeman, Louisville Courier-Journal, 1911-12; Elbert H. Baker, Cleveland Plain Dealer, 1912-14; Herbert L. Fridgman, Brooklyn Standard Union, 1914-16; H. L. Rogers, Chicago News, 1916—

Vice-Presidents—William W. Clapp, Boston Journal, 1887-88; C. H. Jones, Jacksonville Times-Union, 1888-89; Charles H. Taylor, Boston Globe, 1889-90; S. H. Kauffman, Washington Star, 1890-91; E. H. Woods, Boston Herald, 1891-95; J. A. Butler, Buffalo News, 1895-99; Milton A. McRae, Cincinnati Post, 1899-01; Charles H. Taylor, Jr., Boston Globe, 1901-02; A. A. McCormick, Chicago Record-Herald, 1902-04; S. S. Rogers, Chicago News, 1904-05; W. L. McLean, Philadelphia Bulletin, 1905-07; Medill McCormick, Chicago Tribune, 1907-09; Bruce Haldeman, Louisville Courier-Journal, 1909-11; Herbert L. Bridgman, Brooklyn Standard Union, 1911-14; H. L. Rogers, Chicago News, 1914-16; F. P. Glass, Birmingham News, 1916—

Secretaries—W. H. Brearley, Detroit Journal, 1887-88; L. L. Morgan, New Haven Register, 1888-89; F. K. Misch, San Francisco Call, 1889-90; R. H. Campe, Pittsburgh Chronicle-Telegraph, 1890-91; L. L. Morgan, New Haven Register, 1891-93; William C. Bryant, Brooklyn Times, 1893-05; Herbert F. Gunnison, Brooklyn Eagle, 1905-07; E. H. Baker, Cleveland Plain Dealer, 1907-12; John Stewart Bryan, Richmond Times-Dispatch, 1912—

Treasurers—William C. Bryant, Brooklyn Times, 1887-89; W. M. Laffan, New York Sun, 1898-92; L. L. Morgan, New Haven Register, 1892-93; J. S. Seymour, New York Evening Post, 1893-94; Herbert F. Gunnison, Brooklyn Eagle, 1894-99; Edward P. Call, New York Evening Post, 1899-08; W. J. Pattison, New York Evening Post, 1908-14; Edward P. Call, New York Journal of Commerce, 1914—

Managers—James S. Metcalfe, 1887-89; George M. Brennan, 1889-91; L. L. Morgan, 1891-93; William C. Bryant, 1893-05; L. B. Palmer, 1905—

Labor Commissioner—Frederick A. Driscoll, 1900-07.

Chairman Special Standing Committee—Henry N. Kellogg, 1907—

Chairman Paper Committee—John Norris, 1908-1913; Frank P. Glass, 1916—

Special Representative of the Paper Committee, A. G. McIntyre, 1916—

PUTTING TEETH IN A LAW

Iowa Legislature Amends Statute Relating to Fraud in Advertising.

The lower house of the Iowa Assembly has passed the Caswell bill, passed by the Senate a few weeks ago, to amend the law relating to fraudulent advertising, so as to make it effective.

Under the old law violation was made an indictable misdemeanor, which made prosecution and conviction extremely difficult. Under the amendment adopted by the present Assembly violations can be prosecuted before magistrates without going to the grand jury.

This puts teeth in the law.

MARCH CONTROLS THE PRESS

Is Elected President and Editor of Well Known Philadelphia Newspaper.

The name of Alden March, formerly Sunday editor of the New York Times, appears at the top of the editorial page of the Philadelphia Press as president and editor. Mr. March was elected to those positions upon his return to the Press, after an absence of seven years in New York. Mr. March has acquired an interest in the corporation.

PATRIOTISM TO STIR MEMBERS OF A. N. P. A.

Demonstration of Loyalty to Be Given by the Publishers at Their Convention to Be Held in New York Next Week—Paper Problem to Be Most Important Question Considered.

Patriotism is to be the thought uppermost in the minds of the members of the American Newspaper Publishers Association the coming week. Every man who comes to the thirty-first annual convention will come prepared to do his part, and to pledge his newspaper to the service of the Government in the war with the Central Powers. It is the chord all the speakers will strike. It will be the theme uppermost in the minds of the men who have come from all sections of the United States to add their voice to the swelling chorus of approval of President Wilson's course and loyalty to the Stars and Stripes—all for one and one for all.

SPLENDID FLAG DECORATIONS.

Flags will be in evidence everywhere. There will be no discordant voices. All will be of one mind. Patriotism will be the point around which the publishers will rally. Every other subject will be subordinate to it.

There will be an unusual list of speakers to address the annual dinner of the Association, to be held in the grand ballroom Thursday evening. The names have not been announced, and will not be until later on, being withheld in the nature of a surprise. The decorations will be of a character that will stir the patriotic heart of every one who attends. There will be more than 700 present at the dinner, all the seats having been taken.

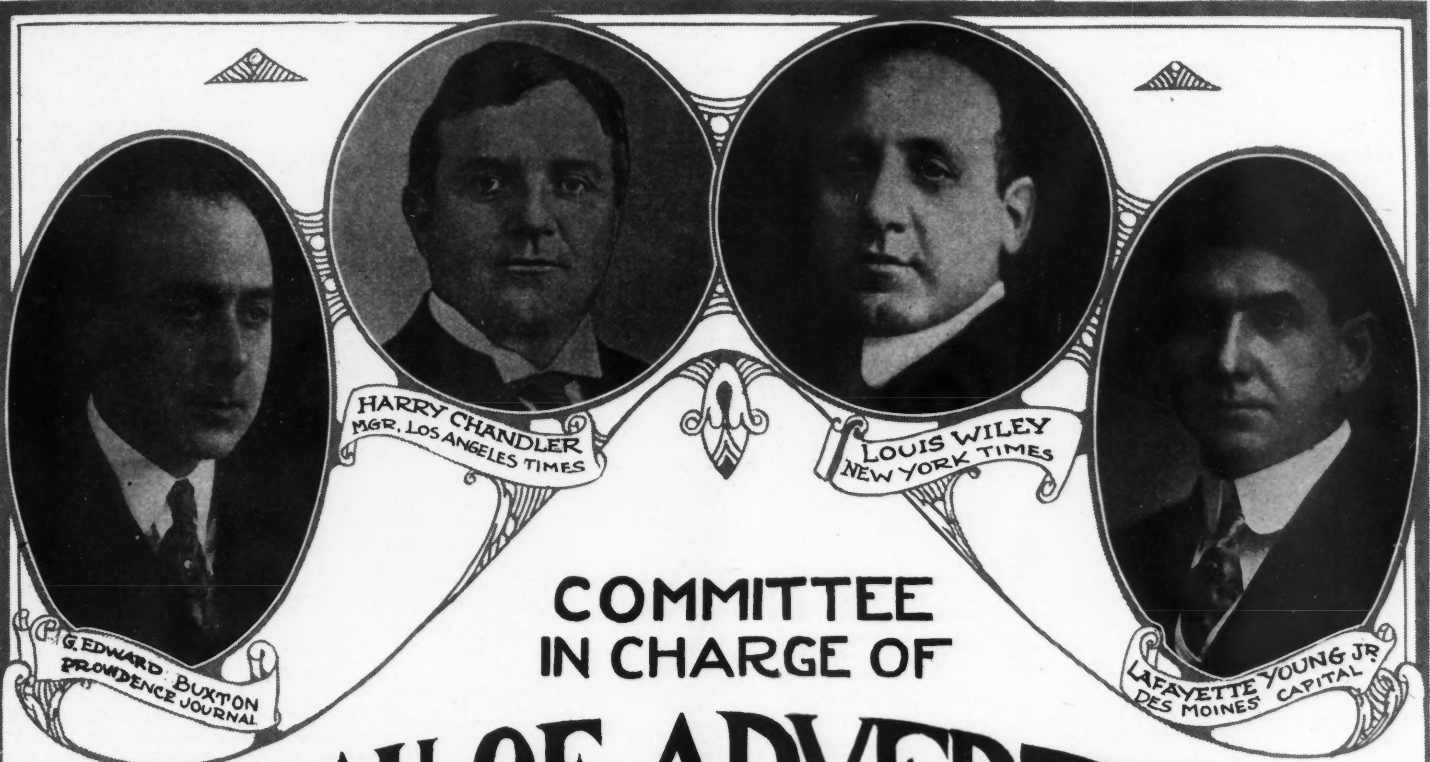
THE NEWS PRINT PROBLEM.

The opening session of the A. N. P. A. Convention will take place at ten o'clock Wednesday morning. The officers have asked that every one be on time, for the subject of paper will be taken up, continued through that afternoon and the next morning. Exhaustive and comprehensive reports have been prepared by Frank P. Glass, chairman of the Paper Committee, bearing on every phase of the present news print problem. From the report of Mr. McIntyre the publishers will get information on the subject such as they have not had at any time in the past. News print will be the main publishers' problem before the convention. It will take up more time than any other question. The announcements that are to be made will have to do with the future of the paper-making industry as well as the newspaper business of the United States.

Labor will be the next most important subject considered. It will probably come up for consideration Thursday afternoon. The election of officers will be held Thursday afternoon. Unfinished business will be taken care of at the final meeting to be held Friday morning.

The entertainment committee having in charge the programme for the meeting and the dinner consists of Charles H. Grasty, of the Times, chairman; H. L. Bridgman, Brooklyn Standard-Union; George McAneny, Times; Raymond Gunnison, Brooklyn Eagle, and George H. Larke, the Evening Mail.

You often hear of bull-headed luck. There is no such thing; it is bull-headed perseverance, bull-headed economy, bull-headed industry.—[E. W. Howe.



HARRY CHANDLER
MGR., LOS ANGELES TIMES

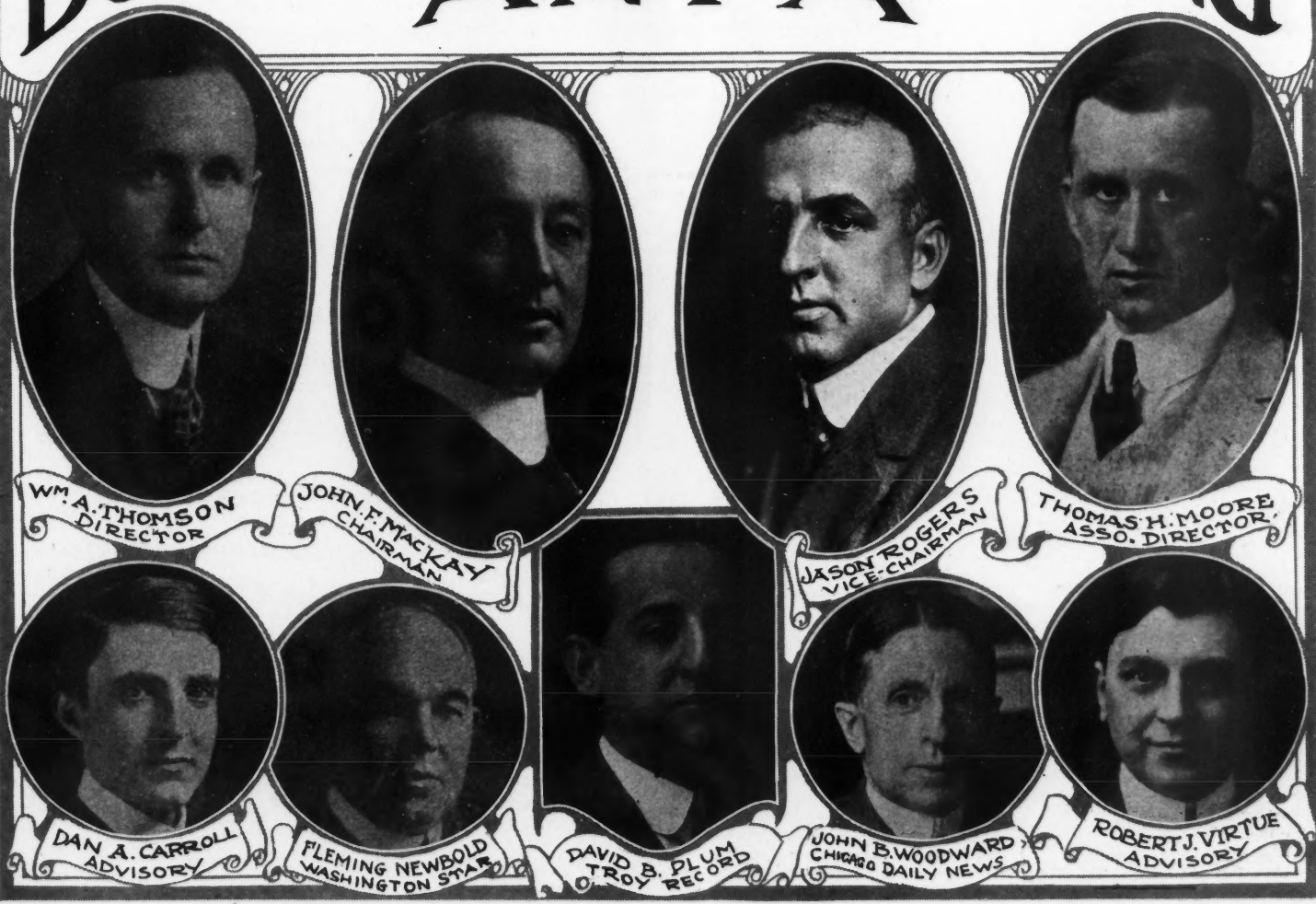
LOUIS WILEY
NEW YORK TIMES

G. EDWARD BUXTON
PROVIDENCE JOURNAL

LAFAYETTE YOUNG JR.
DES MOINES CAPITAL

COMMITTEE
IN CHARGE OF

BUREAU OF ADVERTISING A·N·P·A.



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CHICAGO DAILY NEWS

ROBERT J. VIRTUE
ADVISORY

PROBLEMS FACING PAPER COMMITTEE OF A. N. P. A. OUTLINED BY A. G. McINTYRE

Present Equipment of Manufacturers Cannot Supply Enormously Increased Prospective Demand for News Print—Newspapers Must Go to Two-Cent Price and Conserve White Paper Supply Through Using Economical Sizes of Makeup—Committee Not Interested in Prosecution of Manufacturers.

BY A. G. McINTYRE,

(Special Representative of Paper Committee,
A. N. P. A.)

THE periodical recurring difficulties of print paper at a fair price, have of publishers in obtaining a supply invited much discussion by publishers and manufacturers as well, as to the relations which should exist between manufacturer and purchaser, especially between a publishers' organization such as the A. N. P. A. and the manufacturing industry.

What has been publicly known of past activities in this direction has led to many erroneous conclusions as to the attitude and purpose of the A. N. P. A. relating to this problem, and particularly the point of view of its Paper Committee.

The cause of the present difficulties are not hard to seek, going way back originally as far as 1907, when paper manufacturers, by a concerted squeeze, sought to practice extortion on publishers, with a result that as a necessary protection, the United States tariff on print paper was removed. World-wide and national conditions in the last two years have offered irresistible temptations to manufacturers to practice such extortionate methods again, even on a larger scale.

It is conceded by all that the prices now charged have no relation whatever to increases in manufacturing cost, or even to the natural law of supply and demand. Many manufacturers themselves have conceded this, and none seem to question it very seriously.

WORK OF TRADE COMMISSION.

In April of last year, the newly organized Federal Trade Commission was brought into the matter upon the written request of the manufacturers, after the Senate, on April 24, had passed a resolution calling for an investigation. The manufacturers, by also requesting such an investigation, had hoped that a Government body, such as the Commission, would make such an investigation, relying on representations they would make to it, and that the whole matter would end by their being justified in their price and in acting in concert. Instead of this, however, the result has been indictments, and what the result of this action on the part of the Department of Justice will be of course no one can tell. That is a matter for the courts to decide.

The Paper Committee, however, have not interested themselves in this prosecution, but have continually offered every inducement to manufacturers to reconcile their differences and by cooperation affect a permanent solution for the benefit of both interests.

The arbitration by the Federal Trade Commission, which has not yet become effective, was a means to this end. Publishers are still hopeful that the counsels of reason will prevail on all sides and that a real business-like constructive solution can be effected.

The first claim of the Paper Committee is that there is not by any means adequate new tonnage being provided to take care of the normal and prospective growth and permanent development in

the consumption of print paper. They are inclined to feel that they should have the cooperation of manufacturers, wherever possible, in installing additional equipment to put more tonnage on the market.

The present price of paper and the conditions under which it can be bought will force many publishers to interest themselves in mills of their own, or protect themselves in some such way. New mills built at the present time must face an abnormal cost, but this can be written off during the present prices and still deliver paper a great deal cheaper to publishers.

The United States is facing an enormous increased demand for print paper, which the present equipment is helpless to supply. Publishers must seek redress themselves in every possible way by selling their paper at not less than 2 cents a copy, by cutting out returns, using economical sizes of make-up, and in every way attempt to give a service to the public in the most efficient and business-like way.

It is the greatest folly for publishers to think they can continue selling their commodity to the public at increasing losses.

STRIFE ENDS IN AGREEMENT

John N. Wheeler and Wheeler Syndicate, Inc., Settle Their Differences.

The litigation between the Wheeler Syndicate, Inc., and John N. Wheeler, Inc., and John N. Wheeler over the right to use the name Wheeler in the newspaper syndicate business has finally been settled by stipulation.

As noted in THE EDITOR AND PUBLISHER of several weeks ago, Mr. Justice Giegerich, of the New York State Supreme Court, following the trial of the case before him, granted the Wheeler Syndicate, Inc., a permanent injunction against John N. Wheeler, Inc., and John N. Wheeler from using the name Wheeler in the newspaper syndicate business.

John N. Wheeler then changed the name of his corporation to the J. N. W. Syndicate, Inc., and immediately under this name printed his full name in large letters on the corporation's letter heads. The Wheeler Syndicate, Inc., holding this to be a violation of the injunction and an attempt on the part of Wheeler to circumvent the terms of the court's decree, brought Wheeler into court on an order to show cause why he should not be declared in contempt. The argument on this order was made before Mr. Justice Erlanger, who reserved decision.

Last week, Wheeler, through his attorneys, proposed to the Wheeler Syndicate, Inc., that if it would withdraw its contempt proceedings against him, he would agree to abandon the use of the name J. N. W. Syndicate, Inc., and also agree not to use the name Wheeler in any other manner in the newspaper syndicate business except in the customary way as president of the new corporation he would form, to take over the business of the J. N. W. Syndicate, Inc. The Wheeler Syndicate, Inc., accepted this proposal, a stipula-

tion was accordingly entered into by the attorneys for the two parties, and Wheeler's syndicate, that first was John N. Wheeler, Inc., and then the J. N. W. Syndicate, Inc., is now the Bell Syndicate, Inc. This leaves the Wheeler Syndicate, Inc., in full and exclusive enjoyment of the use of the name Wheeler in the newspaper syndicate field.

CIRCULATION FIGURES LED HIM INTO TROUBLE

Federal Jury Found North Carolina Editor Guilty of Making False Statements and Judge Fined Him \$200 and Ordered Him to Carry Truthful Announcement for a Year.

At Wilson, N. C., in the Federal Court, on April 5, was held the trial of A. Roscower, editor of the Goldsboro Headlight, who was charged with securing advertisements on the basis of a circulation which he does not possess and which the Government strictly charges as fraud and deceptive and as securing money from advertisers under false pretences. Several witnesses were examined, among them being John T. Debell, representing N. W. Ayer and Sons, of Philadelphia, and Postmaster Michaux, of Goldsboro.

Mr. Debell stated that Mr. Roscower sent a statement to him regarding the circulation of the Headlight, which claimed that he had 6,850 subscribers, when Postmaster Michaux swore that his circulation ranged from 933 to 950. Mr. Debell stated that when he learned that there were several other papers in Goldsboro he began to think there was something wrong with the statement of Mr. Roscower, who still insist-

ed he had as many and gave him the rating. These allegations were denied by the defendant, through his attorneys. The defendant refused to go on the stand.

CONVICTED AND FINED.

The jury, after being out one hour, returned the verdict "guilty." The judgment of Judge Connor was that Roscower be fined \$200, pay the costs, and for the period of one year to carry the actual bona-fide circulation at the masthead of the Headlight, and to give bond for the faithful performance of this order.

The conviction, apparently, was not under the Bourne act, as that law requires no statement from weekly newspapers. It is especially interesting as a proof that publishers can be convicted for making false circulation statements.

CREEL SELECTS ASSISTANTS

Messrs. Bullard, Brown, and Price to Have Places on Censorship Staff.

WASHINGTON, April 19.—Three newspaper men have been named and have accepted positions with the Federal Censorship Bureau under George Creel, chairman of the Committee on Public Information recently created by the President. The men are Arthur Bullard, a magazine writer, L. Ames Brown, of the Philadelphia Record, and W. W. Price, a writer on local Washington papers for many years. While the organization of the bureau on censorship has not been completed, it is understood the three men will be on the executive committee of the Bureau. Mr. Creel announces that he expects to perfect his organization during the next few days.

Used Newspaper Presses

MODERN MACHINES IN GOOD ORDER AT BARGAIN PRICES
SAME CAN BE INSPECTED RUNNING IF DESIRED

**Goss High Speed Straight Line
Five Deck Double Width Presses**

Goss Octuple Presses

Hoe and Goss Sextuple Presses

Scott and Goss Quadruple Presses

Twelve Page Duplex Flat Bed Press

*Don't buy any second-hand presses
until you obtain our proposition*

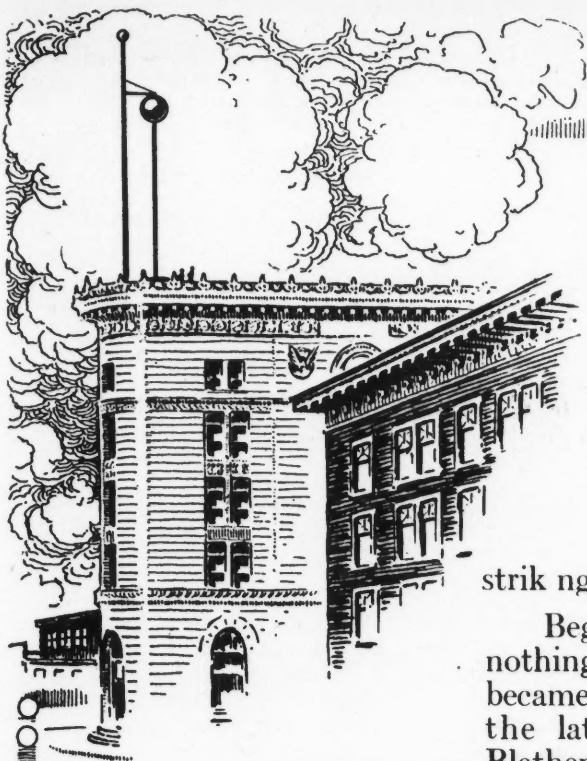
WALTER SCOTT & CO.

DAVID J. SCOTT, General Manager

Plainfield, N. J.

NEW YORK OFFICE
1457 Broadway, at 42d St.

CHICAGO OFFICE
Monadnock Block



Another Timely Times' Achievement

The history of The Seattle Daily and Sunday Times has been one of striking achievement.

Beginning from almost nothing, in 1896 The Times became in five years, under the late Colonel Alden J. Blethen, the leading evening Daily in the City of Seattle.



In due time the Sunday edition was added, and in a whirl became the leading Sunday paper of the Pacific Northwest.

A premium paper in its early days, The Seattle Daily & Sunday Times got out from under the premium system eight years ago, and without premiums or circulation contests secured and has kept to this date the largest Daily and Sunday circulation in the Pacific Northwest.

For several years, The Daily and Sunday Times has carried more advertising than the other two papers of Seattle combined, and has constantly delivered to its advertisers more net paid circulation than called for by its guaranties.

In the year 1916, The Times erected and moved into its own home, a six-story, fire-proof building on Times Square, Seattle, Washington.

In February, 1917, the Daily Times was moved from a one-cent to a two-cent paper. A drop in circulation was anticipated; but it did not materialize. The Daily Times at two cents is still delivering a net paid circulation far above its guarantee to advertisers.

The Seattle Daily and Sunday Times is now a two-cent Daily and a five-cent Sunday, delivering a Daily net paid circulation of over 65,000 copies, and a Sunday net paid circulation of over 85,000 copies.

The Times has always had quantity and class. Now it has more class.

Times Printing Company of Seattle

Times Building
Times Square

Joseph Blethen
President

C. B. Blethen
Editor-in-Chief

NATIONAL REPRESENTATIVES

Eastern and Central

- NEW YORK, Tribune Bldg.
- CHICAGO, Tribune Bldg.
- ST. LOUIS, Third Nat'l Bank Bldg.
- DETROIT, Ford Bldg.
- The S. C. Beckwith Special Agency

Pacific Coast

- SAN FRANCISCO, 742 Market St.,
- R. J. Bidwell Co.

Daily at noon The Times drops a time ball.



The Managing Editor of THE PITTSBURGH SUN tries his hand at writing an advertisement just to show the Advertising Department that he reads business news and understands its value in the making of a clean home newspaper.

THE SUN

OFFICE OF THE EDITOR

PITTSBURGH, PA. April 17, 1917.

J. E. Trower,
Manager of Advertising
The Pittsburgh Sun

Dear Trower:

I have been watching the work of yourself and associates in the Advertising Department of THE SUN for a long time. You fellows think that a Managing Editor has no business vision - that he resents the demands made upon the space of the paper for the printing of advertising news. Well, you have got to change that opinion so far as I am concerned, for I am very much interested in the news furnished THE SUN by the business world and I am glad to see that you are getting more of it all the time.

You crowded me very badly last month by giving me an average of twenty-five columns a day more than last year, but it was printed without sacrificing any of the other news and features.

I do not know if you appreciate how my co-workers and myself co-operate with your department in fairly dividing the space in THE SUN between "our" news and "your" news, but we are with you because, I am glad to say, you fellows are watching the character of "your" news quite as carefully as we are watching "our" news.

Do you know that my interest in advertising news increased tremendously when I noticed how you fellows were safeguarding the interests of THE SUN readers by excluding many kinds of business news announcements that have no place in the columns of a clean, home newspaper? I don't suppose you are aware how closely I have been watching your work in this respect, but I want to tell you that I am mightily pleased to see that commercial greed has not influenced you to open the door to unreliable and disgraceful advertising news. It would not mean anything to me to hold my job on THE SUN if my efforts to keep our news columns clean were handicapped by indifference on your part as to whether the advertising news you gathered was clean or not.

I hold that a home newspaper, in order to be fairly acceptable to its readers, must have the same ideals prevail in all of its departments, that one cannot represent decency and the other indecency. A newspaper cannot be both a Dr. Jekyll and a Mr. Hyde

The progress THE SUN is making must be as gratifying to you as it is to me, and now that we are working together for clean journalism and clean advertising we will no doubt work our way into the hearts of our readers more completely than ever.

You can tell your business friends that THE SUN has a Managing Editor who is reading their announcements very regularly and very carefully and that he stands by your side to give them fair play and good results.

Yours truly,

J. W. Merchant

Managing Editor - THE PITTSBURGH SUN

The Managing Editor of THE PITTSBURGH-POST was shown the advertisement written by the Managing Editor of THE PITTSBURGH-SUN, and he said:

"Why don't you let me in on this? My paper is the brother to the evening sister. We are both in the same family—both actuated by the same purposes—both desirous of being a credit to the family name."

"All right," said the manager, "write down what you want to say." And this is what he wrote:

The Pittsburgh Post

OFFICE OF THE EDITOR

PITTSBURGH, PA. April 17, 1917.

J. E. Trower,
Manager of Advertising,
The Pittsburgh Post.

Dear Trower:

I subscribe heartily to the sentiments expressed by the Managing Editor of THE POST'S sister paper, THE SUN.

He is absolutely right in his statement that advertising news cannot be less accurate or less clean than the other news of his paper if his paper is to find a wholesome welcome in the homes of Pittsburgh.

THE POST being a seven-day newspaper must exercise just one-seventh more care in the selection of all kinds of news than THE SUN; a proper increased responsibility because "the man of the household" always has to bear at least a few more of the responsibilities of life.

THE POST, Morning and Sunday, is in hearty accord with the principles of the household and will co-operate with all of the members thereof in all directions to add to the fame it has already acquired as an old established, worthy, dependable newspaper, printing the news that its readers should read in the advertising columns as well as in the other columns, and none other.

I am glad that Editors are at last appreciated by the Business Department.

Yours truly,

W. U. Christman

Managing Editor - THE PITTSBURGH POST

If you really want to know why THE PITTSBURGH POST and THE PITTSBURGH SUN are making such wonderful progress, it is because of the working-together spirit of all of the members of the family in producing clean, enterprising, progressive home newspapers.

All great news and feature services available to POST and SUN readers

THE PITTSBURGH POST (Morning and Sunday)

has recently completed arrangements with the Chicago "Tribune" for all of the special news service as well as the entire feature service of that great organization. This is in addition to the Associated Press and the International News Service, which have been available to its readers heretofore.

THE PITTSBURGH POST (Evening)

receives the full United Press and International—afternoon—news service, and the two papers divide between them exclusively in this territory all the Daily and Sunday features and comics of the International Feature Service and the Chicago "Tribune."

THE POST and THE SUN are clean newspapers No fake stock selling advertisements or offensive advertising are accepted.

WILSON NAMES CREEL AS CENSORSHIP CHIEF

Creates Committee on Public Information and Selects Former Newspaper Man to Act with Respective Secretaries of State, War, and Navy Departments—Publicity Among Duties.

President Wilson has issued an executive order creating a committee of public information to serve the purposes of censorship and publicity during the war, with George Creel, a magazine writer, as the executive director.

The other members of the committee are the Secretary of State, the Secretary of War, and the Secretary of the Navy, although it is expected that except in matters of broad policy their participation in the work of the committee will be delegated to army and navy officers, and, so far as the State Department is concerned, to an official of that department. The President named Mr. Creel as civilian chairman of the committee, in addition to charging him with the executive direction of the work.

Mr. Creel, who was born in Missouri, is about forty years old, and was formerly an active newspaper man in Denver and elsewhere.

The President's action was due to his receiving the following letter, signed by Secretaries Lansing, Daniels, and Baker:

"Even though the cooperation of the press has been generous and patriotic, there is a steadily developing need for some authoritative agency to assure the publication of all the vital facts of national defence. Premature or ill-advised announcements of policies, whether innocent or otherwise, would constitute a source of danger.

"While there is much that is properly secret in connection with the departments of the Government, the total is small compared to the vast amount of information that it is right and proper for the people to have.

"America's great present needs are confidence, enthusiasm, and service, and these needs will not be met completely unless every citizen is given the feeling of partnership that comes with full, frank statements concerning the conduct of the public business.

"It is our opinion that the two functions—censorship and publicity—can be joined in honesty and with profit, and we recommend the creation of a committee on public information. The chairman should be a civilian, preferably some writer of proved courage, ability, and vision, able to gain the understanding cooperation of the press and at the same time rally the authors of the country to a work of service. Other members should be the Secretary of State, the Secretary of War, and the Secretary of the Navy, or an officer or officers detailed to the work by them.

"We believe you have the undoubted authority to create this committee on public information without waiting for further legislation, and because of the importance of the task and its pressing necessity we trust that you will see fit to do so.

"The committee, upon appointment, can proceed to the framing of regulations and the creation of machinery that will safeguard all information of value to an enemy and at the same time open every department of Government to the inspection of the people, as possible. Such regulations and such machinery will, of course, be submitted for your approval before becoming effective."



GEORGE CREEL.

GEO. CREEL OUTLINES CENSORSHIP POLICY

Chairman of Committee on Public Information Addresses Special Message to American Newspapers Through THE EDITOR AND PUBLISHER.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, D. C., APRIL 19, 1917.

It is obvious, of course, that I cannot as yet speak in specific terms. The matter is too closely concerned with free institutions to permit of snap decisions and half-baked rules. There are, however, certain fundamental policies that may be declared, and which will, I trust, carry some measure of reassurance.

There is not a newspaper in the United States that is without earnest desire to do the thing that is best for America. It is upon this theory that I mean to base my policies and official actions. Whatever may be the needs of the future, I cannot see present necessity for any policy of rigid repression. Rather is it the case that every proper channel of information must be opened so that the people may not lack in knowledge and understanding.

I have no intent to interfere with the freedom of the press, to usurp functions of private ownership or to inaugurate any system of petty, hampering, and irritating supervision. The mistakes of European censorships will be avoided. I may say to you that I am going to be more proud of what I do not do than what I do. Such rules and regulations as may be necessary will be framed with a view to appealing to the intelligence and patriotism of the press, not merely to a fear of penalties. Cooperation is the vital need, not grudging submission to resented orders.

War is not entirely a matter of armed force. Public opinion is a factor in victory no less than ships and guns, and the creation and stimulation of a generous, ardent, national sentiment is the kind of fighting that the press alone can do. It is my conviction that every newspaper owner, editor, or writer is eager for this service, and I hope to be able to aid in its fullest expression.

GEORGE CREEL, CHAIRMAN COMMITTEE ON PUBLIC INFORMATION.

PAPER MAKERS WANT TO STOP THE FIGHT

Have Had Enough, and Some of Them Are Willing to Discuss Compromise with the Publishers—Manufacturers Breaking Away from One Another—Result of the Indictments.

Efforts are being made by a number of news print manufacturers to bring about an understanding with the publishers.

The quarrel between the publishers and the news print makers has reached that point where the newspaper men insist on a general drop in prices, and the crediting back on future bills of amounts paid since the first of the year, in excess amounts over a fair and reasonable figure.

Manufacturers who were in favor of gouging the publishers a short time ago have it is said, made propositions looking to the financing of mills that would guarantee a sufficient supply in the future, on a basis that will be fair to both alike.

That there will be a horizontal drop in the price of news, nation-wide in character, is the expectation of a number who have followed the news print problem carefully. That an understanding will be reached within the next few weeks is possible.

MANUFACTURERS ARE ANXIOUS.

Manufacturers who have held aloof, who have adopted the policy that the plight of the publishers is no concern of theirs, are coming around the other way, it is said. Some of them have called on prominent publishers to ascertain just what may be done to bring about a better understanding, to restore harmonious trade conditions, and to do away with the feeling of rancor that has existed for some time past. The advances, it is said, are from the manufacturers who have evinced a greater desire to be reasonable within the past week, than they have at any time in the past.

Indictments returned by the Federal grand jury in New York, they claim, has nothing to do with the case.

"Publishers who have had wind of this plan, view it askance," said one man who had heard of it. "They remember the attitude of the General Paper Company, and they know that in more recent cases consolidation has not reduced, but has increased, prices. They attribute the present trouble to the News Print Manufacturers' Association, and view with suspicion the organization of a big Trust out of any of the present operating concerns, with the watered stock that may be run into it, and on which publishers would be expected to pay interest at cutthroat prices in the future."

EFFECT OF THE INDICTMENTS.

Just what the effect of the indictments will have with reference to the price of news print, as fixed by the Federal Trade Commission, is not known. In some quarters it is believed that it will upset them to the extent that the \$3.10 figure will prevail, while others are of the opinion that the offer of the paper-makers was unqualified, without any strings, and cannot be withdrawn, regardless of any action by any agency of the Government. No promises of immunity were held forth, it is said, to any of the paper-makers. The figures published by the Federal Trade Commission were taken from the books of the various companies, and the price set for the six-months' period was based upon the figures which the manufacturing

(Continued on page 49)

5 Years *vs* 6 Months

We are not Artists in juggling circulation figures, but here are the plain facts:

In 6 Months	
The Star's Circulation Increased	18,153
In 5 Years	
The Post-Dispatch Circulation Increased...	13,347
Excess of The Star's 6-Month Gain	
Over the P.-D. 5-Year Gain	4,806

The Post Dispatch Government Statement just published, in comparison with the one published a year ago, shows that

The Post-Dispatch LOST 4,040

The St. Louis Star Government Statement just published, in comparison with the one published a year ago, shows that

The Star GAINED 22,246

The Star's Net Paid Average for March, 1917

100,524

82% St. Louis and Suburban

This is a **GREATER** Circulation in the St. Louis and Suburban territory, as defined by the Audit Bureau of Circulations, than the circulation in the same territory of the **Globe-Democrat, the Republic or the Times**

ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Building

PHILADELPHIA
Mutual Life Building

NEW YORK
Fifth Ave. Bldg.

NEWSPAPER MAKERS DEMAND THAT CONGRESS GIVE TRADE COMMISSION NEEDED AUTHORITY

Contention of THE EDITOR AND PUBLISHER that Powers of Commission be Broadened, to the End that Fair Prices for News Print May be Made Mandatory and a Supply Assured, Supported by Editorial Opinion in Many Quarters.

EDITORS and publishers of the country are according valuable support to THE EDITOR AND PUBLISHER in its recommendation that the Federal Trade Commission be given legal power to enforce its rulings. That legislation to this end by the Congress is a measure of national necessity has been urged insistently for several weeks in these columns, and it is gratifying to realize that the newspaper men of the United States are awake to the need for prompt action. Many of these have communicated their views on the matter, together with editorial utterances of this newspaper, to their representatives in Congress, and it seems entirely probable that early action is to be taken.

The Louisville Courier-Journal of April 17 reprinted on its editorial page the editorial, "A National Emergency," recently printed in THE EDITOR AND PUBLISHER, and added, in a striking editorial, some timely and valuable suggestions to those already made in this newspaper.

The Courier-Journal's editorial follows:

A REAL EMERGENCY.

The Courier-Journal reprints this morning an editorial from THE EDITOR AND PUBLISHER touching the news print paper situation and the light that has been thrown upon it by the investigations of the Federal Trade Commission.

The fact that the so-called shortage of news print is artificial in that it is the result of failure to make a sufficient supply of this kind of paper, when there is no lack of material or machinery for making it, is mentioned by THE EDITOR AND PUBLISHER in connection with a request from the American Newspaper Publishers' Association, to its members, to cut down their already reduced consumption of paper 25 per cent.

The public is directly affected by a reduction of consumption of paper. The proposed reduction would mean depriving newspaper readers of one-fourth of the reading matter now provided, and at a time when the news of all enterprises and activities connected with America's prosecution of war should be spread before the readers of the American press.

THE EDITOR AND PUBLISHER does not exaggerate when it says that the enforcement of further economy of white paper would in a great measure destroy the distinctiveness of newspapers and impair capital invested in newspaper property.

To the suggestion of THE EDITOR AND PUBLISHER that Congress empower the Federal Trade Commission to direct the ending of the shortage, through maximum production by the mills, the Courier-Journal adds the suggestion that Congress grant authority to fix a maximum price for news print paper, as the Canadian Government, with good reasons, already has done.

The newspaper of to-day, although privately owned, is a public utility in the highest sense of the term. To create an artificial shortage of paper, and enforce upon the press destructive economy, denying to readers the news to which they are entitled, and in which they are interested legitimately, works a hardship upon the public as well as owners of newspapers. Further reduction of consumption of paper would cripple, and might destroy, many newspapers that are valuable to the public by reason of their character and motives, in addition to their value as the vehicles of news. Congress should bring the paper shortage to an end, and do an act of justice to the press and its readers, by fixing a maximum price, as well as by directing the resumption of normal production.

EDITOR WAY APPROVES.

THE EDITOR AND PUBLISHER: Relative to the editorial entitled "A National Emergency," in THE EDITOR AND PUBLISHER of April 7, I have read the editorial with the deepest interest. I assure you I most heartily concur in the opinions therein set forth, and earnestly agree with you that Congress should immediately, in the public interest, give to the Federal Trade

Commission the power and authority to control in the present situation. It is my purpose within the next few days to forward this editorial to our North Carolina Senators with the earnest request that they urge upon Congress some immediate action which will afford relief. Thanking you for your letter, I desire to remain

P. T. WAX,

Ed. Henderson (N. C.) Daily Dispatch.

EDITOR WADLEY'S VIEWS.

THE EDITOR AND PUBLISHER:

We certainly do agree most heartily with you that Congress should back up, and enlarge the powers of the Federal Trade Commission in dealing with the manipulators of news print. Their investigation has established the fact beyond dispute that a conspiracy exists, which has robbed the publishers of half a billion dollars, and the protection of the Government should be invoked to break it up and punish the participants. Speaking for ourselves, however, we are not so much concerned in punishment for past sins, as in a prevention of their continuance. I will reprint your editorial, which will go to our Senators and Congressmen. Very truly,

J. L. WADLEY,

Ed. Texarkana (Ark.) Texarkanian.

THE EDITOR AND PUBLISHER:

I am with you in the sentiment expressed by your paper. Government officials and food authorities are talking of a Government regulation of food prices, and it seems to me it is not unreasonable to ask for a regulation of print paper prices, under the same stress of circumstances.

J. H. MCKEEVER,

Ed. Aberdeen (S. D.) American.

E. W. Scripps Favors Bond Issue

E. W. Scripps, the newspaper publisher has issued at San Diego, Cal., the following signed statement: "The use of my name by any person as opposing a bond issue to meet the urgent financial needs of the Allies or the United States is unauthorized. Not only am I not opposed to such bond issue, I strongly favor it. I also strongly favor the levying of an income tax, particularly on the income of the rich, to pay off these bonds and to pay future war expenses, and I also favor good pay for our soldiers. I have every confidence in the President and his plans for directing the nation in the war with Germany, and believe that it is the patriotic duty of every citizen in or out of office to stand by the President."

Jollification in New Home

The first general get-together meeting of the officers and employees of the Los Angeles (Cal.) Express-Tribune since that newspaper moved into its new building was held on the evening of April 3. Addresses were delivered by Edwin T. Earl, proprietor; Charles C. Rosewater, general manager, and L. A. Hoskins, managing editor. A banquet was served at seven o'clock, after which came the addresses and entertainment. Entertainers who took part were: Mrs. Branche Burt, soprano soloist; Miss Ruth Shoock, classical dancer; Victor Foster and Harry Plough at the piano, and Wilbur Beebe, buck and wing dancer.

Miss Hackett Engaged

The engagement of Miss Dorothy, daughter of Mr. and Mrs. Karleton Hackett, of Chicago, to Capt. John Holabird was announced this week. Miss Hackett's father is music critic of the Chicago Evening Post.

CENSORSHIP FEATURES MARK ESPIONAGE BILL

Senate Judiciary Committee Says Clauses Should Not Be Construed as Limiting Rights of the Press to Comment and Criticise Governmental Acts and Policies.

WASHINGTON, April 18.—Censorship of war news and other restriction of publications upon military affairs during the war were widely and earnestly discussed in the Senate when it began consideration of the Administration Espionage bill, now under discussion.

Several Senators assailed the new clause inserted by the Senate Judiciary Committee, designed to remove considerable restrictions against comment upon military matters. Senator Lodge said the new clause is ineffective and should be amended so as to prohibit comment which only gives military information or aid and comfort to the enemy.

That Congress is absolutely without power, under the constitutional guarantees of a free press, to impose any restrictions whatsoever upon the press was the position taken by Senator Borah, of Idaho.

Senators in charge of the bill said the committee amendment was drawn to permit legitimate comment, criticism, and discussion.

The Espionage bill was reported to the Senate by Senator Overman on behalf of the Senate Judiciary Committee.

To the section objected to by the newspapers the Committee attached a proviso that it should not be construed "to limit or restrict, nor shall any regulation herein provided for limit or restrict any discussion, comment, or criticism, or the acts or policies of the Government or its representatives, or the publication of the same—provided that no discussion comment, or criticism shall convey information prohibited under the provisions of this section."

The section defining espionage and its punishment was changed to make it apply to persons who seek information about national defence matters, "with intent or knowledge that the information to be obtained is to be used to the injury of the United States, or to the advantage of any foreign nation." The original language prohibited efforts to obtain such information by those "not lawfully entitled."

THE CENSORSHIP SECTIONS.

The section of the bill relating to censorship, and which will probably take the place of any special bill on the subject, are as follows:

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

mulgate, shall collect, record, publish, or communicate, or attempt to elicit any information with respect to the movement, numbers, description, condition, or disposition of any of the armed forces, ships, aircraft, or war materials of the United States, or with respect to the plans, or conduct, or supposed plans or conduct of any naval or military operations, or with respect to any works or measures undertaken for or connected with, or intended for the fortification or defence of any place, or any other information relating to the public defence calculated to be, or which might be, useful to the enemy, shall be punished by a fine of not more than \$10,000 or by imprisonment for not more than ten years or by both such fine and imprisonment;

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

Other censorship clauses of the bill put in the unmailable class everything of a nature conflicting with any provisions of the Act, and also bar from the mails anything containing any matter of a seditious, anarchistic, or treasonable character. Fines not exceeding \$5,000, or imprisonment, or both, are prescribed as penalties for violations.

Another section provides that "an order of the Postmaster-General forbidding the use of the mails in any case under the provisions of this chapter shall be subject to review by injunction proceedings instituted in the Supreme Court of the District of Columbia."

Billy's Prayer for Newspapers

Billy Sunday, in a prayer full of "pep" last Tuesday night, included the newspapers in his petition, saying: "Bless the newspapers—I wish I could remember all their names. Their reports have been fine, even in these days with war taking all the space and the price of paper sky high. Bless these boys on my right and left who are writing the reports—all splendid—of our work here. And you devil (leaning over the platform and shaking his fist), you're sore at that, aren't you? And you're trying to tell the managing editors to leave us out of the papers, and they're telling you, 'Nothing doing.'"

Diamond Jubilee of Galveston News

The seventy-fifth anniversary number of the Galveston News consisted of eighty pages. A notable feature of the issue is a history of the newspaper and its relation to the life of the great State in which it has been such a factor for progress ever since its first number was printed. "Service has ever been the paramount purpose of the News," is the claim of its publishers, and the claim will hardly be disputed.

Starts Recruiting Campaign

Working along lines similar to the American idea in New York, the Boston American has started a recruiting campaign. The results of the campaign on the Common last Saturday were very satisfactory to those who have the interests of the campaign at heart, including James Reardon and William Flynn.

Clothes demonstrate that people will pay to be uncomfortable.

Three and One-Half Million a Month

A payroll like this may not sound so tremendous for an Eastern city, **BUT BUTTE, MONTANA—WAY OUT WEST**, with a population at the 90,000 mark, receives this amount **EVERY** month—and spends it—right in **BUTTE**.

THE BUTTE MINER

Montana's greatest newspaper, the only morning newspaper published in **BUTTE**, leads in both the local and State field, standing head and shoulders above all competition.

IT LEADS THE FIELD

In every form of advertising—local, foreign and classified.

Its gain is sure and steady—both as to advertising and circulation.

Indicative of this healthy growth, the gain in foreign advertising for the first three months of 1917 over the first three months of 1916 was **73,262** agate lines, or 28 per cent.

The gain in classified advertising for the same two periods was **60,452** agate lines, or 34 per cent.

AS TO CIRCULATION

THE BUTTE MINER—is the **HOME** paper of Butte and has the largest circulation in the State of Montana.

YOU CAN COVER

The City of **BUTTE**, and the whole State of Montana as well, by placing your copy in **THE BUTTE MINER**.

THE BUTTE MINER COMPANY

FOREIGN REPRESENTATIVES

BENJAMIN & KENTNOR CO.

225 Fifth Avenue
NEW YORK, N. Y.

1218 People's Gas Building
CHICAGO, ILLINOIS

America's Most Carefully Edited Features



"You Are Accused of Wasting the Grain Supply of the United States!"

Cartoon By Cesare
(Daily)

Cesare's cartoons are more than the easy pencil strokes of the artist; they have the thought-power of the essay plus the thrust of the pungent editorial. They make people **THINK.**

Post Impressions By Simeon Strunsky

(Weekly)

Strunsky is a favorite of magazine readers of the higher type—appearing in a number of leading magazines. An essay by Strunsky is something to be always hailed with delight. There is all the zestful reading that characterizes the modern litterateur, coupled with an insight into human nature and a fundamental grasp of passing conditions. You will not find another viewpoint like his, if you search the country over. He is one of the great modern essayists.

Strunsky is a member of The Evening Post's regular staff and contributes a weekly essay on some topic of the day.

Prudence Bradish—The Homemaker

(Weekly)

Articles that treat of matters interesting to mothers and housewives. They are written from the point of view of the modest-income home, and the dominant note is ethical and inspirational. The author is a trained kindergartner, a successful mother, and a housekeeper who knows her job in minute detail.

The New York Evening Post

More than a Newspaper—A National Institution

Syndicate Department 20 Vesey Street

America's Most Carefully Edited Features

The higher type the reader, the more carefully edited is his newspaper.

New York Evening Post features represent the highest standards of editorial judgment and selection.

Every one (with a single exception) is prepared by its own staff. Every one is created bearing in mind that wonderfully high concept of journalism laid down in 1801 by its founder, Alexander Hamilton:

The design of this paper is to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals, and politics; and to cultivate a taste for sound literature.

Newspapers desiring exceptional service can get rare talent plus careful editing at a reasonable price.

Ask for booklet telling about *National Publication Features* and their prices.

The New York Evening Post
More than a Newspaper—A National Institution
Syndicate Department — 20 Vesey Street

INDICTMENTS IN OHIO UNDER "BLUE SKY" LAW

National Vigilance Committee of A. A. C. W., Cleveland Advertising Club, and Others Back of Charges Made by State Banking Department Official—Important Point Involved.

Grand jury indictments were returned in Cleveland recently against W. Baer Ewing, of the Ford Tractor Company; Henry Hoffman, Hoffman Oil & Refining Company, and Thomas M. Milam, Amalgamated Oil Company, charging violations of the Ohio "Blue Sky" law, for advertising securities for sale in that State without obtaining a license.

The cases are of special interest, because this is the first time indictments have been brought against foreign corporations offering stock purely by advertising, in a State with Blue Sky legislation, the indictments being based upon the theory that the Cleveland newspaper which carried the copy, was the agent in Ohio.

E. C. Wolfe, inspector in the securities division of the Ohio State Banking Department, brought the charges, and he was assisted by S. A. Weissenburger, secretary of the Better Business Commission, of the Cleveland Advertising Club, and Richard H. Lee, special counsel for the National Vigilance Committee of the Associated Advertising Clubs.

IMPORTANT POINT INVOLVED.

If the courts uphold the contention of Mr. Lee (agreed to by the State's Attorney at Cleveland) that a newspaper which publishes such advertising is a local agent of the company, this will give Blue Sky departments in numerous States local anchorage for bringing charges against many companies which have sold stock through advertising in territory they could not enter personally. The result will be of the greatest importance to the truth-in-advertising movement.

In the meantime, the National Vigilance Committee has called the indictments to the attention of the Banking Departments of the several States having such legislation, giving them specific information as to the form of indictment used.

Whether the defendants can be taken to Ohio for trial is still a mooted question, but the officials, working with Mr. Lee, are attempting to determine it, and, if it is legally possible, they will be required to stand trial.

As the result of a recent report by Mr. Lee on Ford Tractor operations, the advertising men and financial interests in the country know something of that enterprise and its advertising methods.

Henry Hoffman has operated as the Hoffman Oil & Refining Company, the Hoffman Enterprise, and the Hoffman Trust Company.

The Amalgamated Oil concern advertised its stock at one cent a share.

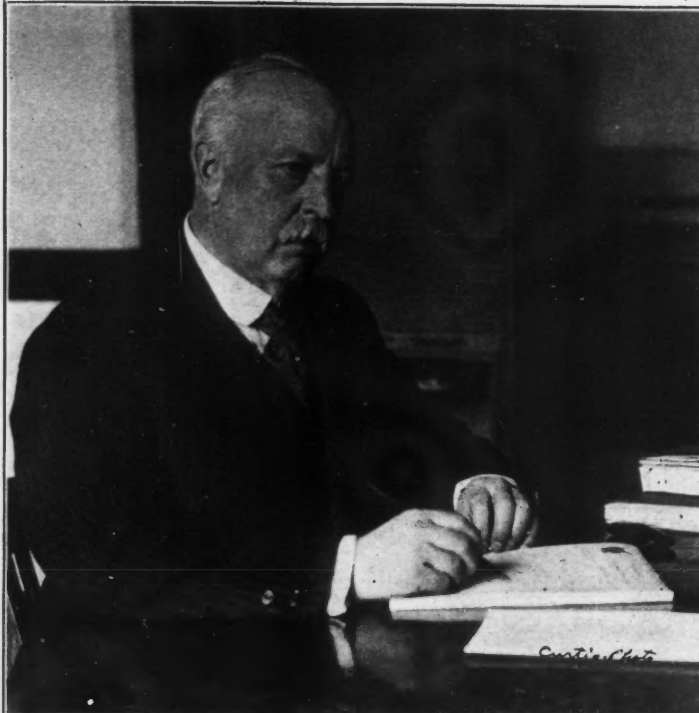
PATRIOTIC TRADE PAPERS

Three Hundred Offer Their Columns
Free to Uncle Sam

A. C. Pearson, executive secretary of the United Publishers' Corporation, and A. J. Baldwin, of New York, president of the Hill Publishing Company, offered to the Council of National Defence at Washington, on Tuesday, the free and unreserved use of the news, editorial and advertising columns of three hundred of the leading trade publications of the United States.

The two publishers had canvassed the trade journals of the country and from them had obtained the most liberal offers of cooperation.

NEWSPAPER MAKERS AT WORK



HERBERT F. GUNNISON.

HERBERT F. GUNNISON, business manager of the Brooklyn Eagle, is a man of resourcefulness. He is never at a loss. He can always grasp a question. He possesses the faculty of dissecting a problem intuitively. Because he has had experience in both the editorial and the business departments of the paper, he is qualified to view any matter that may come up for consideration from every possible angle. He possesses courage. He believes that a newspaper owes an allegiance to the city in which it is printed, and that allegiance, in his opinion, makes it necessary to keep close to the people. Mr. Gunnison thinks about the Eagle in terms of the average Brooklyn family. He strives to get the viewpoint of the householder, the local resident, the citizen. He studies the requirements of the people, in order that the Eagle may the better serve them. The Eagle keeps track of the social events of Brooklyn, church affairs, lodge news, and purely local happenings. A house party does not attract much attention in the average newspaper office, but if one gives such an entertainment in Brooklyn, it is certain to appear in the Eagle, with the names of those present. And the names of those present are correct, both as to initials and spelling. There is never a mistake. This simply illustrates Mr. Gunnison's idea of what a newspaper should be, and the character of matter it should print, in order to go into the home.

Mr. Gunnison dominates his associates without their knowledge—hence without friction. He always gets the best out of those who surround him, but he never suggests it. He encourages and develops initiative in every man connected with the plant. The Eagle is an institution, and he makes every man in the employ of the paper feel that he is a part of it, and that his ideas are valuable. In this way he brings about intelligent cooperation. In a conference he endeavors to get from each man his innermost thoughts. These conferences are free and open, and in them he encourages the frankest expression of opinion, regardless of the department or the person about whom it is expressed, the idea being not to develop criticism so much as to encourage helpful suggestion. These conferences are looked forward to by members of the staff. Mr. Gunnison is a man who unconsciously imparts new ideas to those about him. It is said of him that he is equal to any emergency. A problem that others have failed to solve, when presented to him, is picked to pieces with apparent ease, the good winnowed from the bad, the gold saved from the dross, in an orderly, logical manner. In this respect he is a constant revelation to his associates, who have implicit faith in his ability to reach the solution of any question that may arise in the publishing business. His seems to be a photographic mind that takes in everything, and then, by an eliminating process, screens out the best and expunges the remainder.

Mr. Gunnison was Albany correspondent of the Eagle from 1884 to 1886. In 1897 he became business manager and part owner. Besides being interested in civic affairs, he is a trustee of the Williamsburgh Savings Bank, secretary and treasurer of the Eagle Warehouse & Storage Company, and an officer and director in various Brooklyn corporations. He was three years treasurer and two years secretary of the American Newspaper Publishers Association, and a director of the Brooklyn Public Library.

Like most business men of affairs, Mr. Gunnison has a hobby. He likes to collect autographs and rare manuscripts. He has autographs of all the Presidents of the United States except Washington—and he expects to have that shortly. He possesses the original manuscript of Eugene Field's Shadwell Folio and many others.

He belongs to the Hanover, Hamilton, Brooklyn, University, Municipal, and St. Lawrence Clubs.

BILLY SUNDAY BREAKS RULE TO AID NEWSIES

Evangelist Appears on Stage at Newsboys' Benefit—Says Little Fellows Have Vim, Zim, Ginger, and Pepperino, and Do Not Grow Up to Be Willie Boys.

While Billy Sunday is generally regarded as a foe to the theatre, and while he admits that he never attends a theatrical performance, he brushed aside his scruples last Sunday night and appeared on the stage of the New York Hippodrome.

The occasion was the benefit performance in behalf of the New York newsboys. The feature of a show abounding in headline offerings was the evangelist, who gave a characteristic talk to an audience completely filling the great theatre.

Walter C. Kelly, the "Virginia Judge" of vaudeville, introduced Billy as being "the best known man in the world next to Teddy Roosevelt."

"I want to say right here," said Mr. Sunday, "that although I'm present I'm against the Sunday theatre, and Sunday baseball, too, though I'm as strong for baseball as when I was on the White Sox pay-roll. And incidentally, if anybody tells you there is anything crooked about baseball, that the games are frames, that there's anything the matter with the sport at all, you tell him he's a liar.

BOOSTS FOR THE NEWSIES.

"But I'm here because I want to say a word for the newsboy. I was a poor boy once myself and the butt of hardships, and I want to add my smile and boost for the little fellows and for all our young men who may soon be called upon to fight for the liberty and democracy of the country that gives the newsboy a chance to come to the top. The newsboy has vim and zim and ginger and pepperino, and he doesn't grow up to be a mutt or a willie boy or a tango lounge lizard.

"And I've come down here into this theatre to say a word for Jesus Christ and to give you His word to show you it is easier to do right than to do wrong.

"You may have climbed high or dived low and your face may be pinched; you may be all in, all tired of the struggle, but Christ can help you stagger out of the hell of your transgressions. You don't have to stay in the subways of life; you can attain the roofgardens."

Then Mr. Sunday told the familiar story of how he was saved—how a passing religious band singing a hymn and beating tambourines brought him to his feet as he "sat in the gutter" with other ball players, "all of us soused."

The benefit was a great success. Every seat in the house was sold. George M. Cohan, who was too ill to appear, sent a check for \$100 to pay for a gallery seat for a newsboy.

Evening Post Pays Insurance

Within less than a week after the death of J. J. Monahan, a maller for the New York Evening Post, on Saturday night, April 7, a check for \$1,000 had been transmitted through the Evening Post to the beneficiaries. This was the first death among employees of the Evening Post since the paper protected all the employees in its mechanical departments on December 25 by insurance under the group system. Mr. Monahan had been with the company sixteen years.

An Announcement of Significance

THE next issue of MUNSEY'S MAGAZINE will mark the beginning of a somewhat radical change in policy and method. It will cast off from the moorings of conventional magazine-making, and set itself to work to produce and print the things that are interesting and useful without regard to their magazine flavor.

The print capacity of THE MUNSEY will be greatly enlarged by the addition of a considerable number of pages, and by the elimination of illus-

trations that serve too little purpose to justify giving up to them the space they occupy.

All the changes I have in mind that will go to make up a reinspired, revitalized magazine cannot be put in force in the twinkling of an eye; but, starting with the May issue, we shall show some real improvement.

As a leading feature of the rejuvenated magazine, we have the pleasure to announce, beginning in the May MUNSEY, the publication of a remarkable contribution, entitled

THE STORY OF The Sun

We might well call it "The History of *The Sun*," or "The Romance of *The Sun*," or "A Condensed Biography of New York Journalists since the Beginning of Small Things," or "The History of New York Journalism Covering Three-Quarters of a Century," or "A Look Backward at the High Lights and Big Wigs of New York in Antebellum Days." It could appear under any one of these titles, as it covers all of them in flashlight and snapshot in "The Story of *The Sun*."

The Sun was founded in 1833, and was the pioneer one-cent paper of the world that stuck. All earlier efforts at once-cent journalism were of short life. Among those who failed where young Ben Day succeeded, was none other than the great Horace Greeley. But Ben Day, the young printer from New England, did much more than pioneer a new idea in journalism; he gave us a new journalism.

"The Story of *The Sun*" shows Ben Day expanding from the boy printer—and he was little more than a boy when he founded *The Sun*—to

the keen journalist with whetted native wit and broadened vision. It tells of the struggles and final triumphs in journalism of three contemporaries of Ben Day who were destined to leave their footprints big on the sands of time. They were James Gordon Bennett, Sr., the founder of the New York *Herald*, A. S. Abell, the founder of the Baltimore *Sun*, and Horace Greeley, the founder of the New York *Tribune*.

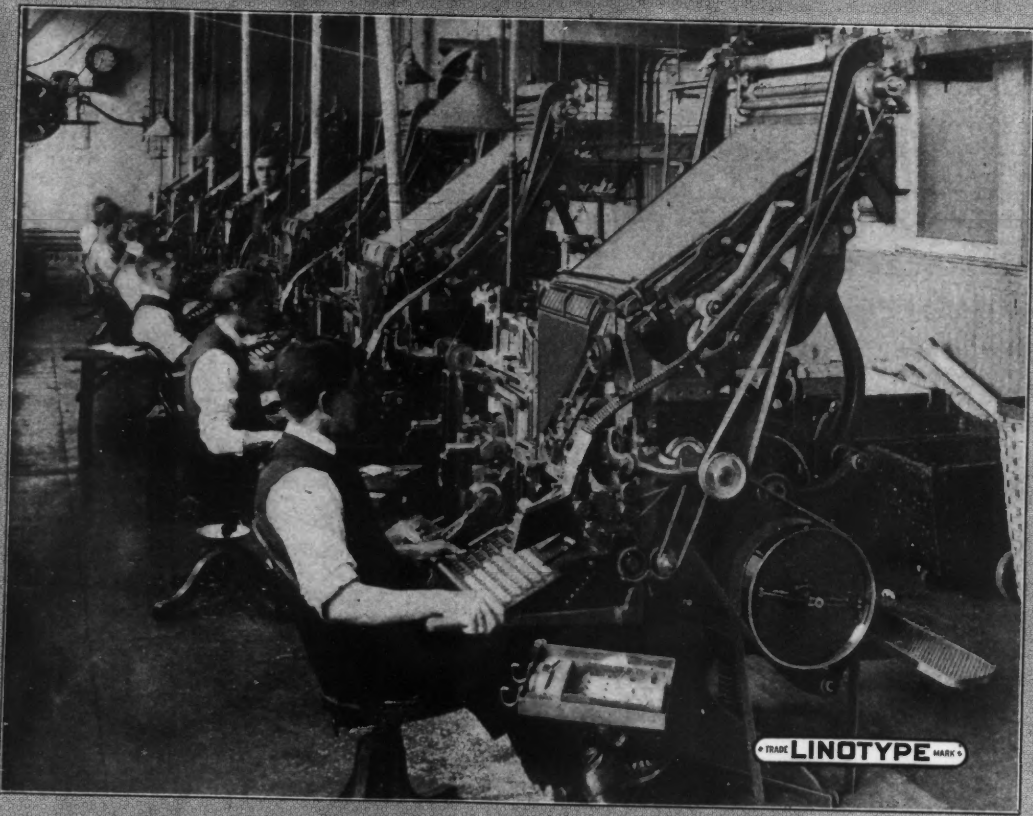
These three newspapers came after *The Sun* had pioneered the way. "The Story of *The Sun*" graphically pictures the simple beginning of Ben Day's tiny newspaper of only four pages, scarcely bigger than so many pages of MUNSEY'S MAGAZINE—a newspaper which was destined to become in prestige and power one of the three or four greatest in the world.

As the story unfolds we reach the period of Mr. Dana's administration, and it was the hand of Charles A. Dana that wrote genius all over the pages of *The Sun*, and sent it everywhere into the homes of culture and intellectuality.

ON SALE APRIL 20—TEN CENTS A COPY

This "Story of *The Sun*" begins in the May MUNSEY. There probably will be a sharp demand for the magazine. It is, therefore, advisable that you place your order for the May MUNSEY with your newsdealer now. Failing to do this, you may not get the opening chapters of "The Story of *The Sun*."

FRANK A. MUNSEY



LUDLOW TYPOGRAPHS AND LINOTYPES OF THE LYNN (MASS.) EVENING ITEM



THE MACHINE THAT LASTS

“It’s Economically Right”
 said an A. N. P. A. member in referring to
 Linotype - Ludlow *All-Slug* Composition

EVERY publisher attending the 1917 A. N. P. A. Convention should visit Linotype Headquarters to see an actual demonstration of producing all the text and 95% of all newspaper display in slug lines—which means: (1) Economical Composition (2) Improved Typography (3) Rapid Make-up (4) Elimination of Storage Cabinets (5) Saving in Floor Space (6) Minimum Metal Investment (7) Profitable Non-distribution.

The Linotype-Ludlow System of *all-slug* composition will net bigger returns on your investment than all other methods combined.

The Experience of The Lynn Item
 Reflects the Satisfaction of Publishers Everywhere

“Only a few months have elapsed since the Item installed a considerable amount of modern typesetting machinery, including two Ludlow Typographs for setting large display lines, and four Model 14 Linotypes. Not content with this provision for the future the

Item ordered five more Linotypes of the Model 18 style. These will complete a battery of 11 up-to-date Linotypes and will standardize the equipment so as to make all units interchangeable on the principle of ‘one for all and all for one.’”

We’re Ready to Show You

MERGENTHALER LINO TYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
 1100 So. Wabash Ave.

SAN FRANCISCO
 646 Sacramento Street

NEW ORLEANS
 549 Baronne Street

TORONTO: Canadian Linotype, Limited, 35 Lombard Street

EDITORIAL

THE MIGHT OF THE PRINTED WORD.

THE editors and publishers of America, members of the Associated Press and the American Publishers Association, will assemble in New York next week under conditions of unparalleled gravity. Not at any time since newspapers were first published—not, perhaps, in the history of the human race—have such mighty, such determining problems pressed for immediate solution.

The world is being made anew. The first creation, in which "lava drops, trickling forever from the finger of God," were caught in the fire-cradles in which worlds are moulded, seasoned in the Celestial Furnaces, becoming a habitable globe and joining the procession of the Planets, was a forecast of the second Creation.

In the first Creation order and law, form, motion, and light were evolved from chaos and void and night. The first Creation was material. The second Creation is Spiritual. In the first Creation Mother Nature's task was to harness and subdue her charging Wild Horses—Fire, Water, Air—and to give them to the service of man.

In the new Creation, whose processes we see in world-girdling battle lines, the rights of man are in the crucible. Democracy, child of age-long strife, turning her sword-scarred face, with a smile of hope and benediction, toward her defenders, calls them to battle.

It is one of the last of the great wars foretold by the prophets three thousand years ago. Its issue will determine the course of human history through countless journeys of the sun. Americans have been called to the ranks, to give of their strength unstinted to the cause of human liberty. They are responding.

That we may fight a good fight there must be no hampering of our national forces. The press, the third arm of our defence, must play its part in this crisis with valor, loyalty and unmatched public service.

Our newspapers must visualize for our people the heartening episodes of the struggles attending the new Creation. They must keep alive hope and faith and unity. **THEY MUST HELP TO WIN THE GREAT WAR.**

The editors, who are to meet here within a few days, must decide how best they may serve—how best they may make the might of the printed word count for national victory. To these men an official press censorship, whether directed on broad lines, or otherwise, is almost an affront to their self-respect, implying a doubt as to their complete loyalty. **THEY WILL MAKE A CENSORSHIP SUPERFLUOUS.**

Facing the publishers, whose conferences follow those of the editors, are grave problems pressing for attention. Threatened with such serious curtailment of their paper supplies that the service of their newspapers to the nation, and to the world, in this crisis may be weakened materially, they must insist that the Congress assure to them *economic justice*.

THE ASSAULT ON PRESS FREEDOM

IT has been lightly assumed that objectionable features in the Espionage bill, threatening the guaranteed freedom of the press, were solely the concern of editors and publishers of newspapers.

In the Senate debates on the measure, however, it seems that the truth has dawned upon some of our Senators that others than editors and publishers are concerned in the question of a free press.

On last Saturday Senator Borah made this plain—and impressive. In the course of the debate he said:

"It is a provision that strikes at the fundamental rights of the whole people. Some Senators seem to think that the Constitution is suspended in time of war. But that is absurd. The Constitution undoubtedly has some war powers that are latent in peace and which are active in war, but that does not mean that war suspends the Constitution itself.

"The importance of the provision in this subsection of the bill is shown by reading the first amendment to the Constitution, which protects the freedom of the press. In one sentence that amendment prohibits the establishment of a State religion, and forbids curtailing religious liberty, liberty of the

Waste not fresh tears over old griefs.—Euripides.

press, and the right of the people to speak freely and to petition the Government. If one can be set aside as a war measure, so could all the others; but nobody thinks that is possible."

When the preservation of a free press ceases to be the concern of the whole people, it will matter little what editors and publishers think about the matter—for we shall not any longer have a free press. Senator Borah has performed a great public service in pointing out that the issue is fundamental—that the Constitution is not solely a peace-time document, but attains its full potency as the guardian of our liberties only in time of war.

AS A WAR MEASURE CLOTHE THE COMMISSION WITH AUTHORITY

IT seems difficult to persuade some of our people that we have quit talking about the possibility of war—and that we have actually entered the great world conflict.

THE EDITOR AND PUBLISHER has been severely rebuked, in some quarters, for its insistence that Congress shall give to the Federal Trade Commission power to enforce its rulings. It is pointed out that this would be the entering wedge of state socialism, of Governmental regulation of prices and policies in all manufacturing lines.

THE EDITOR AND PUBLISHER does not believe in state socialism, nor in interference by the Government in private affairs—so long as those affairs are conducted legally and in a spirit of fair play. But when, through manipulation, prices for a necessary commodity are inflated, artificial shortages created, as charged in the findings of the Commission, with disaster threatened to so vital an institution as the press of America—and this in a period when the unrestricted service of the press is essential to the national security—the intervention of the regulating hand of the Government is fully justified.

No publisher desires to buy news print at a price which will mean loss to the manufacturer. All publishers realize that it is important to them that paper manufacturers should have a reasonable profit on their product. Publishers will be glad to pay a price which shall assure such a profit. Nobody doubts the fairness of the price scale fixed by the Federal Trade Commission. The manufacturers have not questioned the justice of these prices except in the most general terms.

Yet the Federal Trade Commission is without power to enforce those prices, or to demand that production be speeded up to meet a reasonable demand. In this impossible situation the publishers face a menace which could be removed, by the enactment of needed legislation, without resulting in the slightest injury to the news print industry. In fact, such legislation would tend to restore healthy conditions in that industry, and to end the suicidal policy which has been followed for nearly a year.

All nations at war safeguard their vital interests through special war legislation. It seems that only through such a course will the Government be able to protect, in war time, its third arm of defence—a free press. **GIVE THE FEDERAL TRADE COMMISSION AUTHORITY TO END WHAT ITS INVESTIGATORS CALL "AN INTOLERABLE SITUATION."**

GEORGE CREEL

PRESIDENT WILSON has selected George Creel to be chairman of the newly created Committee on Public Information.

Mr. Creel has been a writer, well known to the American public, for more than a generation. Twenty years ago he was connected with New York daily newspapers, going from here to Kansas City and founding a weekly publication called the Independent which he edited with marked success for many years. His department of "Whim Whams," in which he commented on people and affairs in the kindly, critical vein of Charles Lamb, was widely copied by the newspapers of the country. Leaving Kansas City he went to Denver, becoming editorial writer on the late Senator Patterson's newspaper, the

Rocky Mountain News. In this work he distinguished himself as an exponent of progressive and liberal public policies. In recognition of his ability he was made Commissioner of Police for Denver.

For several years past Mr. Creel has been engaged in magazine work, his contributions to leading periodicals having attracted wide attention to himself as a radical thinker, with a passion for the furtherance of democratic ideals. He is personally known to thousands of newspaper men throughout the country, and is one of the most popular men in the ranks.

In the selection of Mr. Creel as civilian chairman the President has assured, for the direction of the newspaper censorship, the most broad-voiced interpretation of the problems which will confront the Board. Mr. Creel's view of the functions of the bureau is characteristically liberal. He believes that he will better serve the nation's interests by aiding the newspapers to secure legitimate news than by merely suppressing news. Under his direction we should have a censorship which shall be an asset, and not a liability, to the country in time of war.

THE EDITOR AND PUBLISHER believes that it speaks for all newspaper men in assuring Mr. Creel of the loyal, painstaking cooperation of the editors of American newspapers, and of their faith that he will meet his difficult task in the spirit of high service which has distinguished his work as a writer.

FOR A DEPARTMENT OF ADVERTISING

THE EDITOR AND PUBLISHER suggests and urges the creation of a DEPARTMENT OF ADVERTISING as an auxiliary service-arm of the Government.

The present national emergency calls for EFFICIENCY in all lines of effort in connection with the mobilization of the country's forces. In the marshalling of the manhood power of the nation the Government needs to utilize ADVERTISING—ALL NECESSARY FORMS OF ADVERTISING. Advertising will sell war loans, too, as Great Britain and Canada have demonstrated so convincingly.

ADVERTISING, on a big scale, must constitute an important service factor in the successful prosecution of a people's war.

Yet there is no bureau or department of the Government through which advertising campaigns may be carried on—other than mere routine advertising for bids on supplies, etc. In all other details of preparedness for the great test of the country's patriotism and military strength the Government is ORGANIZED. Definite tasks are assigned to definite departments, with full accountability for results.

The Congress should provide, through emergency legislation carrying proper appropriations, for the immediate creation of a United States Department of Advertising. This Bureau might be made a part of the Department of Commerce. It should have a staff of men in charge of it who are experienced and expert in the art and science of advertising, and whose judgment would be an asset of incalculable value to the nation.

There should be no money wasted through ignorance or through the bias of men entrusted with the nation's advertising—nor should money be spared when the nation's need demands its use on an adequate scale of expenditure. Every dollar spent for advertising should bring results. Men who know how to get results from advertising should control that advertising.

Efficiency in advertising will be assured only through ORGANIZATION—through placing the advertising of the nation on the same basis as the other branches of the Government's business. Let us have prompt provision made by the Congress for a DEPARTMENT OF ADVERTISING!

The talk of committees of advertising men to act in an advisory capacity to the Government, to prepare copy, etc., merely means that the Government is trying to "find itself" in the problem of making advertising serve the nation's needs. These committee propositions are merely first steps. No time should be wasted through reliance upon such uncertain resources. Real work will follow real provision by the Congress for the prosecution of that work.

PERSONALS

NEW YORK—Helen Chase, who helps E. A. Rockwell do the music and art on the Brooklyn Eagle, recently published in the Eagle a poem on "Easter Day-break," which was characterized by fine sentiment and construction.

Ernest Howard, of the editorial writers' staff of the World, has returned to his duties much refreshed by a rest in Florida.

Andrew McLean, editor of the Brooklyn Citizen, was the principal speaker at a patriotic rally on Tuesday evening at Jefferson Hall.

Arthur H. Warner, who was for three years a New York newspaper correspondent in Paris, will lecture on "France at War and at Work," at the National Arts Club, on April 25, at 8:30 P. M., for the benefit of La Fraternité des Artistes of Paris.

Thomas Cronyn, of the New York Sun, is temporarily detailed to Washington.

Frederick W. Eddy, art critic for the New York World, morning edition, who has lived in Asia for more than five years, will conduct a vacation trip to China and Japan this season. As arranged, the party will leave New York on or about June 1 and is due to return here by October 1.

Joseph I. C. Clarke, formerly editor of the Sunday edition of the New York Herald, and later advertising counsellor for the Standard Oil Company, has been visiting friends in Mobile, Ala.

Harold C. Hansen, associate editor of the New York Globe, and Thornton Fisher, an artist with the McClure Syndicate, have bought adjoining houses in Albemarle Terrace, Brooklyn.

OTHER CITIES—Thomas M. Walsh has been promoted from city editor to news editor of the Woonsocket (R. I.) Call. Timothy J. Crane has returned to the Call, after being outside the fold for ten years.

J. Donald Adams, who left Providence, R. I., last September to work on the Seattle Post-Intelligencer, has returned to join the city staff of the Providence Journal.

Benjamin Grossman, librarian of the Providence (R. I.) Journal, was in New York last week, where he visited several newspaper "morgues."

Carl E. Brazier, for six years member of the Sacramento Union staff, has become sporting editor of the Oakland (Cal.) Tribune. During his stay in Sacramento, Brazier was successively a reporter, city editor, sporting editor, and telegraph editor of the Union, all of which positions he filled ably.

Hastings MacAdam recently arrived in Los Angeles, en route to Honolulu, where he has been appointed Postmaster. MacAdam was, for ten years, the Washington correspondent of the St. Louis Republic and, later, head of the publicity bureau of the Post Office Department.

Elias H. Cheney, one of the oldest editors in the United States, has recently been a visitor in Jacksonville, Fla. Cheney is the editor of the Granite State Press, of Lebanon, N. H., and has been going South regularly for forty-three years.

Marse Henry Watterson, editor of the Louisville Courier-Journal, who has been enjoying his customary winter vacation at Miami, Fla., has returned home.

W. S. Scott, formerly circulation manager of the Argus at Rock Island, Ill.,

**"Let a man contend to the uttermost
For his life's set prize, be it what it will."
—Robt. Browning.**

has taken charge of the circulation department of the Akron Evening Times.

Roy L. ("Addie") Adams, former sporting editor of the Peoria (Ill.) Journal, has joined the staff of the Akron Evening Times, and will serve that publication in a similar capacity.

Forest F. Tipton, who was secretary to former Gov. Frank B. Willis, will become managing editor of the Daily News, Washington Court House, Ohio, and the Record, a semi-weekly of that city. C. C. Martin, principal of the Wilmington, O., High School, will be the business manager of the paper. Interested with Tipton and Martin in the News and Record will be W. J. Galvin and Thurman Miller, Wilmington, O., publishers.

W. D. Eaton, formerly editor of Scoop the Chicago monthly, has severed his connections with that publication in order to devote himself to other affairs. He plans to publish a journal, at a later date, devoted to the interests of newspaper men.

Van Lear Black, one of the owners of the Baltimore Sun, with his family, and McKee Barclay, cartoonist of the Sun, are making a several weeks' cruise in Mr. Black's houseboat on the Upper St. John's River, Fla.

David, Gilchrest, of the Fall River (Mass.) Evening News reportorial staff, and Paul H. Johnson, advertising manager of the Fall River Evening Herald, were given a farewell dinner by many associates a few night ago. Gilchrest received a roll of greenbacks and Johnson a fine pipe. Gilchrest has joined the Massachusetts Naval Battalion, and Johnson has gone with the Standish Advertising Company, in Providence.

R. D. M. Decker, formerly circulation manager of the London (Ont.) Advertiser, now circulation manager of the Reading (Pa.) News-Times and Telegram, was presented, on the occasion of his leave-taking at London, with a pair of diamond-studded cuff buttons by his associates on the staff of the Advertiser.

PHILADELPHIA.—Alan C. Reiley, president of the National Association of Advertisers, spoke at the Poor Richard Club luncheon this week on the economic worth of advertising.

Mrs. Cornelius Stevenson will be honored by a breakfast on Saturday at the Bellevue-Stratford, in recognition of her extraordinary service to the city in civics, charity, and war relief work, in archaeology, museum management and organization and many other ways. She is the "Peggy Shippen" of the Public Ledger, and was decorated by the French Government last year for her valuable help to the cause as chairman of the French war relief committee. A distinguished group of leading men and women, including Cyrus H. K. Curtis and Mrs. Talcott Williams, and representing no less than thirteen organizations with which she has been prominently connected, has the affair in charge.

Louis Gerson, editor of the Jewish Morning Journal, is founder of the Maccabees, organized 13 months ago for the furtherance of preparedness.

At a recent meeting of the society, 31 of the 51 members present, Jewish youths between the ages of eighteen and twenty-five offered their services to the country.

Richard J. Beamish, directing editor of the Press, spoke at the annual dinner of the Alfalfa Club a few nights ago. Plans for the care of horses in the war were discussed.

Barclay Warburton, son-in-law of John Wanamaker, formerly owner of the Evening Telegraph and captain of the old Battery A, a crack organization connected with the National Guard, has offered the Government in behalf of himself and Henry W. Rudd, an American living in London, the site, equipment, and operating funds of an aviation school in England for the benefit of Americans in that country who seek an early chance for active service. Mr. Warburton will probably serve as a reserve officer.

WASHINGTON.—Robert Hill, formerly a local writer, is now writing special feature copy on war matters for the Post. His contribution Sunday was that of his trip on a mule boat to somewhere in the European war territory.

Judson Welliver is writing feature articles for the Munsey papers from London.

Former Senator William E. Chilton, editor of the Charleston Gazette, is being congratulated by his friends for the assistance he gave in securing the erection of the new navy \$11,000,000 armor plant in Charleston, W. Va.

E. J. Archibald, of the Montreal Star, who has frequently come to Washington on important occasions in the past, is representing his paper here at this time.

Newspaper visitors to Washington this week were S. P. Whipple, of the Syracuse Post; Wade H. Harris, pub-

lisher of the Charlotte Observer; C. W. Miles, of the Minneapolis Journal; E. B. Lilly, publisher of the St. Louis Republic; Carl Dickey, of the New York Times, and Irvin R. Kirkwood, of the Kansas City Star.

BOSTON—"Dinnie" Cotter, of the city staff of the Herald, who has been ill for about a month, is once more doing regular assignments.

Jerry Delaney is now a member of the city staff of the Herald.

William Flynn, of the American, is mentioned as a candidate for a war correspondent's berth if any of the Massachusetts regiments are sent abroad.

George Hines, of the Advertiser, is doing the military run for his paper which means that he is busy the most of the time. Jack Harding and Herbert Baldwin of the Post are doing similar duty for their paper.

Michael Hennessey, of the Globe, is pleased to learn that the book that he wrote on political life in Massachusetts has reached the thousand mark in sales.

George B. Gallup, formerly an advertising man, pure and simple, is now the publisher of the Woman's Journal, a suffragette organ, that does not have to rely on advertising to "make it go." Mr. Gallup started his career as a newspaper man.

PITTSBURGH.—Bennett Oliver, son of Senator George T. Oliver, of the Gazette-Times and Chronicle-Telegraph, has received notice of acceptance of his application for admission to the Army Aviation Training School. Having passed physical and mental tests, he is now awaiting assignment to one of the schools.

Philip Patchen, a London newspaper man, was a recent visitor to Pittsburgh. He is an American citizen, and has been appointed by the authorities at Washington as an official censor.

Elmer Rupp, Sunday editor of the Pittsburgh Press, has answered the call to colors as a captain in the National Guard.

Make a note to call on

Frederic J. Haskin,

Room 107, The Waldorf,

during the

Publishers' Convention

PERSONALS

(Continued from page 29.)

CHICAGO.—William K. McKay, formerly managing editor of the Chicago Evening Post, has joined the editorial staff of the Chicago Examiner.

James Butts, of the Chicago Daily News, sailed April 11 for China to take a position as assistant editor of the Shanghai Sun, said to be the largest newspaper in China. It is printed half in English and half in Chinese.

S. J. Duncan-Clark, war analyst and editorial writer for the Chicago Evening Post, has recently delivered several lectures on war subjects.

Jack Goldberg, news-wagon driver for the Chicago Tribune, has enlisted as a blacksmith in the United States navy.

Mark Watson, formerly New York correspondent for the Chicago Tribune, is back in the Tribune local office pending the mobilization of the Illinois National Guard.

Edmund Vance Cooke, the poet, has just finished a series of highly successful lectures before Chicago school children under the auspices of the Chicago Daily News.

Charles L. Hays, former telegraph editor of the Chicago Evening Post, has become financial editor, succeeding C. L. Speed, who is now city editor. H. R. Beckman has been appointed telegraph editor.

Donald H. Higgins, rewrite man for the Chicago Journal, and Herman B. Deutsch, assistant editor of the Civil Service News, have left their respective positions with a view to going "a-prospecting." They say they'll probably end up in war service, though they have a Mississippi River trip immediately in sight.

William H. Field, business manager of the Chicago Tribune, is the author of an informative article, in the current Printers' Ink, entitled, "Wanted, For Uncle Sam—A War-Time Advertising Chief."

BUFFALO.—E. B. Briggs, city editor of the Jamestown (N. Y.) Journal, is color sergeant of the Seventy-fourth Regiment, and is stationed at the armory in Buffalo.

Earl Pettit, lately a member of the News and Express staffs, has left Buffalo to study the art of chiropractic in Des Moines.

Edward P. Hartnett has resigned as a member of the Enquirer staff to join the News staff.

Marshall Taylor, of the Courier staff, is the father of a baby girl. Joseph Scanlan, chief copy reader of the News, is receiving congratulations upon the recent visit of the stork to his home. Robert C. Stedler, sporting editor of the News, is the proud father of twins.

C. Fitzgerald, of the Courier staff, has left the city to join the copy desk of the Philadelphia North American.

Fennell Smith, a former Buffalo newspaper man who recently was a member of the Cleveland Leader staff, has enlisted in the Ohio naval militia.

William J. Harris, a Buffalo boy, who also was a member of the Leader staff, has enlisted with the United States Marine Corps.

MILWAUKEE, Wis.—James W. Spradling, editor of the Monroe County Democrat, has received his commission as a captain in the United States Army Reserve. He served ten years in the National Guard.

J. H. McGrayel has resigned from the Sentinel city staff. He has been succeeded by John Roberts.

Chester Vonler has resigned from the Sentinel's copy desk to accept a similar position with the Minneapolis Journal.

Alvin J. Steinkopf and Harry Olson, the former a member of the Milwaukee Evening Wisconsin staff, and the latter a student in the Department of Journalism of Marquette University, have enlisted in the United States Army.

Paul Kaiser, former Sentinel reporter, now a student in the Department of Journalism of the University of Wisconsin, spent his Easter vacation with Milwaukee friends.

Melvin A. Hoyt, publisher of the Daily News, has returned from Madison, where he appeared before the State Legislature.

DALLAS, Tex.—Ben Hill, until recently on the staff of the Commerce (Tex.) Journal, has accepted a place as reporter on the staff of the Dallas Morning News.

Col. Frank P. Holland, publisher of the Texas Farm and Ranch, Holland's Magazine, and other publications at Dallas, Tex., has been elected a member of the board of directors of the Texas State Fair Association.

J. W. Carlin, of Waco, Tex., has accepted an invitation to address the convention of the Associated Advertising Clubs of the World in St. Louis in June. Mr. Carlin will deliver his address "Making Type Talk," which has won much favorable comment in Texas.

A. B. O'Flaherty, formerly of Corpus Christi, but recently "on the road" for a paper house, has accepted the position of business manager of the Bryan (Tex.) Daily Eagle. Ed E. Talmage, recently of the McGregor (Tex.) Mirror, will be editor.

ST. PAUL.—W. H. Powell, for the past three years connected with the St. Paul Dispatch and Pioneer Press, has resigned to become managing editor of the Ottumwa (Ia.) Courier, a Lee Syndicate paper, of which James Powell, a brother, is publisher. Mr. Powell during the past three years has done work on the copy desk, has been city editor of the Pioneer Press, and for more than a year has handled city politics.

V. O. Law, formerly with the St. Paul Daily News, is doing day police for the St. Paul Dispatch, taking the place of Henry Moe, who became private secretary to Congressman Lundeen, of Minneapolis, the first of April.

Glenn Briggs, on St. Paul Pioneer Press assignments, has resigned to re-enter insurance work in St. Paul. His place is taken by Earl Christmas, formerly with the Des Moines Register and Tribune.

W. A. Moon, on the Pioneer Press rewrite desk, has been called out with the naval reserves, and has reported in New York as a non-commissioned officer. Other staff changes are: H. F. White, formerly with Minneapolis newspapers, and Jack Hammond, formerly of the St. Paul News, on the Pioneer Press copy desk, Roy Dunlap being transferred to the telegraph editorship in the place of Hal Denny, now with the Minneapolis Daily News.

Robert Strong, former telegraph editor of the St. Paul Dispatch, now is with the Minneapolis Journal, Ben Ferriss, former rewrite man for the Dispatch, taking his place. Harrison Fuller is doing rewrite temporarily.

F. M. Letteny, who resigned from the advertising staff of the St. Paul Dispatch and Pioneer Press early in February to handle a business proposition in Minneapolis, has returned to those papers and is doing special work. J. M. Bennett, formerly space-buyer for a medical company, also has joined the staff for special work, as has Fritz

Bourman, who came to St. Paul from Omaha.

W. F. Dixon, of the advertising staff of the St. Paul Daily News, has joined the correspondence force of the Minneapolis Journal.

Henry Bratter, circulating manager of the Rural Weekly, of St. Paul, has gone to Omaha as manager of the Omaha Rural Weekly. These are the weekly editions, respectively, of the St. Paul News and Omaha News.

Prof. W. P. Kirkwood, head of the department of journalism of the University of Minnesota and editor of the agricultural publications of that institution, and John E. Casey, publisher and editor of the Jordan (Minn.) Independent and secretary of the Minnesota Editorial Association, are members of a committee of twenty-nine, appointed by Gov. Burnquist, on food production and conservation—a war measure.

SAN FRANCISCO.—Frank Carmody, day city editor of the Associated Press, has resigned, and will develop his ranch in southern California. Hugh Bergh, formerly on the editorial staff of the Fresno Herald, has joined the staff of the San Francisco division headquarters of the Associated Press. Lindsay Campbell, night city editor of the Associated Press, will go to the Examiner as night city editor. J. M. Colwell will go from the A. P. staff to the copy desk of the Examiner.

F. W. Kellogg, publisher of the San Francisco Call, and one of the principal owners of the Oakland Daily Post, has returned from a two months' trip in the East.

Edgar A. Waite, of the Pacific News Service, is now stationed in San Francisco, having been transferred from Los Angeles, where his former position has been filled by Mr. Fredericks.

William Slattery, the well-known sporting writer, recently left the staff of the San Francisco Call to become publicity agent for the Pacific Baseball League, with headquarters in San Francisco.

Justin McGrath, managing editor of the San Francisco Examiner, was a member of a party of prominent citizens of San Francisco, headed by Mayor James Rolph, who recently visited the Capitol at Sacramento in an effort to save from destruction the magnificent California State Building on the site of the Panama Pacific Exposition.

ST. LOUIS.—W. W. Ellis, editor of the Slaughting and fishing department of the St. Louis Republic, has been appointed president of the Missouri Fish Commission by Gov. Gardner, of Missouri.

Joseph Flining, formerly of the editorial staff of the St. Louis Republic, is now manager of the East St. Louis (Ill.) Chamber of Commerce.

George S. Johns, editor of the editorial page of the St. Louis Post-Dispatch, was recently appointed a member of a commission to take charge of the designs and workmanship of decorations for Missouri's new State Capitol, but declined the honor for business reasons.

P. E. Burton, editor of the Joplin (Mo.) News-Herald, was a recent visitor for a week in St. Louis.

SPOKANE.—W. H. Coles, publisher of the Spokesman-Review, was chosen to serve another year as chairman of the northern circuit of the Associated Press at a meeting of representatives of Pacific Northwest papers in Portland.

Persons prone to anger dwell on the provocation received, and are apt to forget the provocation they gave.

MOORE RECOMMENDS
ADS IN NEWSPAPERS

Tells Motor Cycle Manufacturers in Meeting Held in Chicago What the Dailies of the Country Have to Offer, the Service They can Render, and What They Are Doing.

Motor cycle manufacturers are considering enlarging the scope of their advertising, which at the present time amounts to about \$2,500,000 annually. At a recent meeting held in Chicago the representatives of the various motorcycle manufacturing concerns were addressed by Thomas Moore, assistant director of the Bureau of Advertising. The manufacturers requested the Bureau to send a representative to discuss the subject, and Mr. Moore, responding, put over the message of the newspapers, what they had to offer and the things they could accomplish for the makers of nationally distributed products.

SEEKS TO ENJOIN SHIMANSKY

United Press Brings Injunction Suit to Protect its Name.

The United Press Associations of New York on April 19 filed suit in the Federal Court in Cleveland, O., for an injunction against O. K. Shimansky to prevent him from sending out anti-prohibition propaganda and other publicity matter in such a way as to make it appear to come from the United Press.

Shimansky has been conducting a publicity campaign mainly in behalf of the liquor interests, of late through a concern incorporated in Ohio by him as the "United Press Association Company." In sending out propaganda to newspapers throughout the country, however, Shimansky used the name "United Press Association," omitting the word "company."

The petition filed asks that the injunction perpetually restrain Shimansky from using the name "United Press" or "United Press Association" unless accompanied with the following explanatory statement: "Not connected with the United Press Associations."

John H. Perry, counsel for the United Press, supported his petition with a large number of affidavits from prominent newspaper publishers and several members of Congress stating they received liquor propaganda from Shimansky under the name of the United Press Association.

"The Cleveland bureau," said Perry to-day. "Its aim is to get advertisements for special interests into the newspapers as news matter. In recent instances it has been paid by the liquor interests."

"The Cleveland Company has been simply masquerading under the name of the United Press. As a consequence the United Press has been flooded with letters from its clients objecting to the unfair use of its name. A gross deception has been practiced upon United Press clients and a fraud and imposition upon the public generally. We propose to put an end to such unfair practices."

Federal Judge Westenhaver immediately granted an order, returnable April 28, under which the defendants must show cause why they should not be compelled to state in all their publicity that they are not connected with United Press of New York.

DECISIVE VICTORY IN AD ROOM

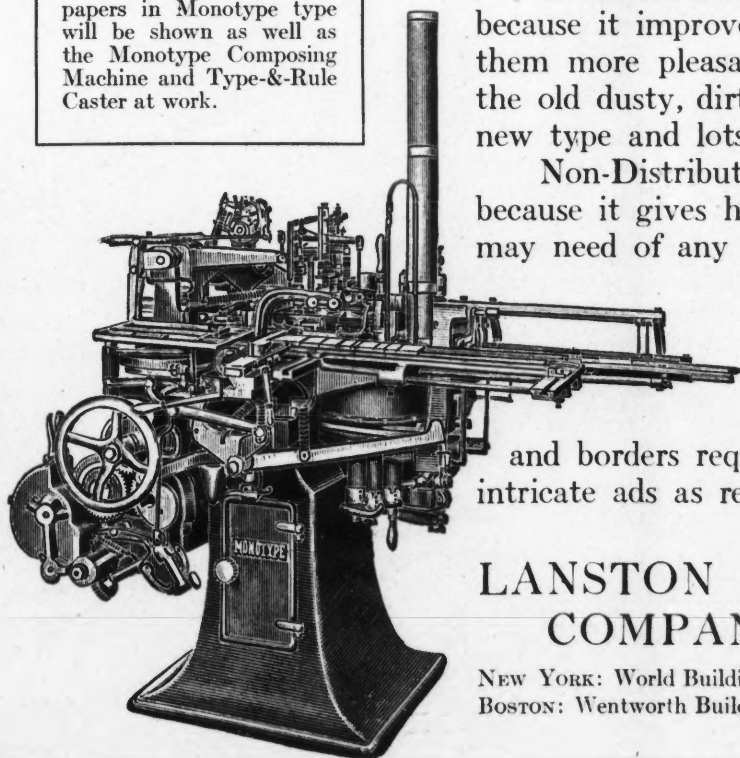
Entire Force in Productive Column

MONOTYPE COMPLETELY REVOLUTIONIZES OLD METHOD OF SETTING AND DISTRIBUTING DISPLAY ADS

Three Big Advances at Once

DON'T MISS THE EXHIBIT of the Monotype at the American Newspaper Publishers Association Convention, at the Waldorf-Astoria, from April 23 to 27.

Actual pages of newspapers in Monotype type will be shown as well as the Monotype Composing Machine and Type-&-Rule Caster at work.



THE MONOTYPE NON-DISTRIBUTION System is an advance for the publisher because it gives him a better paper, with clean-cut, up-to-date appearance, without extra cost and places all the compositors in the productive column all the time.

Non-Distribution is an advance for the compositor because it improves his working conditions, and renders them more pleasant and sanitary by doing away with the old dusty, dirty type cases and replacing them with new type and lots of it.

Non-Distribution is an advantage for the advertiser because it gives him new type for every ad and all he may need of any size or style and better display.

THE MONOTYPE

and Non-Distribution eliminate the lost motion of the ad room by providing all the type, leads, slugs, rules and borders required by the compositors, and sets the intricate ads as readily as the easy ones.

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building

CHICAGO: Plymouth Building
TORONTO: Lumsden Building

MONOTYPE NON-DISTRIBUTION WILL REPAY THE INVESTMENT IN LESS THAN TWO YEARS

MANY NEWCOMERS IN THE PRESS GALLERIES

Directory of Sixty-fifth Congress Lists Large Number of Correspondents, Some of Whom Are New to Capital—Big Press Associations Enlarge Their Staffs Because of War Conditions.

WASHINGTON, April 18. — Coincident with the assembling of a new Congress, a Congressional Directory is always issued, and the list of correspondents entitled to admission to the Press Galleries of Congress is published in the Directory. The Directory for the Sixty-fifth Congress will show for the first time the names of the new standing committee of Washington correspondents, of which Gus J. Karger, of the Cincinnati Times-State, is chairman, and Jesse S. Cottrell, of the Nashville Banner and other prominent Southern papers; Ben Allen, of the Cleveland Plain Dealer; Charles S. Albert, chief of the New York World Bureau; members, and Earl Godwin, of the Washington Star, secretary. Many names appear in the Directory for the first time, and still others have added newspapers to their list of those already represented. L. C. Probert, who has been identified with the Associated Press staff here for many years, as day superintendent and chief assistant to Jackson S. Elliott, succeeds to the place in the Directory vacated by Grafton S. Wilcox, who has joined the forces of the Chicago Tribune.

NEWS ASSOCIATIONS INCREASE FORCES.

Two names appear for the first time also in the United Press staff list. They are Webb Miller and Harold K. Phillips. The United Press has recently opened a Southern leased wire covering Richmond and other important cities of the South. The International News Service has increased its force to eight men, owing to the opening of a night service. George R. Holmes and Daniel Dillon are recent members of this staff. The Hearst Newspaper Bureau has had three recent additions. Sam W. Small, jr., formerly of Chicago, is now accredited as one of the Washington representatives of the Examiner. E. Jesse Conway, for many years with Ohio papers, and more recently identified with the newspapers of New York city, is now with the Hearst Bureau, too, and Irwin Barbour, who was recently married to Miss Mildred Koonce, who, previous to her marriage, was the society editor of the Washington Herald, is also accredited as a representative of the Hearst Bureau. Sam M. Williams is with the forces of the New York Evening World, and Tracey H. Lewis is accredited as representative of the New York Telegraph, while George H. Manning is the correspondent of the New York Evening Telegram. Joseph P. Annin, formerly the Capitol representative of the Washington Herald, is now one of the representatives of the New York Sun, and Clinton W. Gilbert has been added to the New York Tribune Bureau staff. The Boston Christian Science Monitor Bureau has added M. Milton Thompson as a member of its staff and Jerry A. Mathews, in addition to his other papers has added the Newark (N. J.) Star.

The Indianapolis Star will be represented at this session by William H. Smith and the Davenport (Ia.) Democrat by E. G. Dougherty. John D. Erwin, formerly secretary to Senator Luke Lea, is now the accredited correspondent of the former Senator's newspa-

per, the Nashville Tennessean and American.

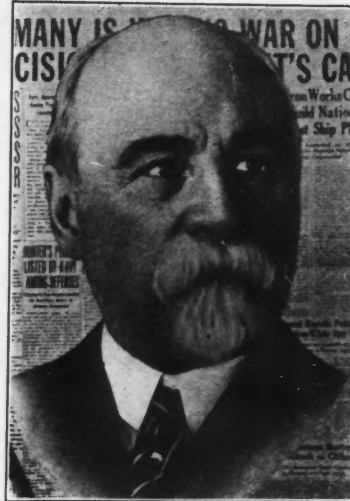
Winfield Jones, in addition to his other papers, is now the representative of the Philadelphia Bulletin, and H. C. Haliham has added the Pawtucket Evening Times to his string of papers. Edgar Markham is the correspondent of the St. Paul Dispatch and Pioneer Press, and Roy A. Roberts returns as the representative of the Kansas City Star and Times, succeeding Marvin H. Creager, who returns to the home office.

In the foreign field G. Lechartier comes to represent the Petit Parisien. Some of the men are well known in Washington, and in many instances have long represented other papers here. George H. Manning, who now has the New York Telegram, has long been a member of the Gallery representing prominent Southern papers. E. Jesse Conway was for many years a prominent representative of Ohio papers, and was with the New York World Bureau for several years. L. C. Probert, of the Associated Press, has long been prominently identified with the local office of the A. P., and is one of the most popular newspaper men of Washington. Tracy H. Lewis, of the New York Morning Telegraph, one of the comparatively new men to Washington, in addition to being a clever news-writer and all-around good fellow, is known as a crack marksman.

JOHN P. YOUNG HONORED

Forty Years' Service on San Francisco Chronicle Fittingly Recognized.

On April 1, John P. Young, managing editor of the San Francisco Chron-



JOHN P. YOUNG.

icle, completed forty years of service on that newspaper. Mr. Young is a hard worker and has lost none of his abil-

ity and desire for constant activity. Despite his exacting editorial duties, he has found time to write and publish a history of San Francisco and other books.

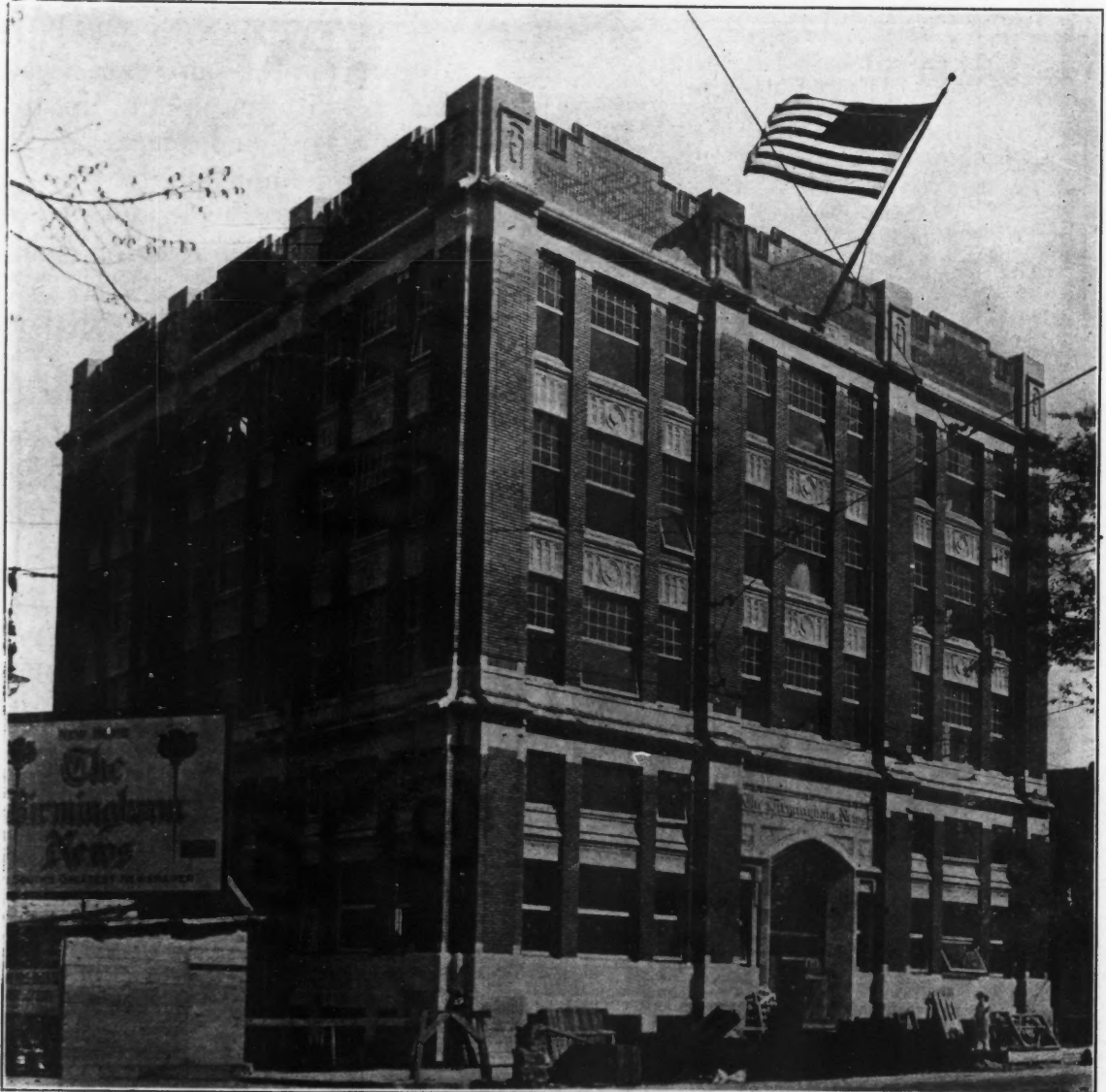
The publisher and editorial staff of the Chronicle presented Mr. Young with tokens of their esteem on his anniversary.

The Chronicle said, regarding the presentation: "To mark the turning of this milestone, M. H. de Young presented the veteran managing editor with a magnificent silver loving cup, made by Shreve & Co.; the business staff of the Chronicle bestowed on him a handsome silver vase, and the editorial staff gave to their head a beautiful gold watch. All of the gifts were suitably engraved to remind Mr. Young of the pleasant occasion.

Plans of P. P. A.

The Pilgrim Publicity Association, Boston, is planning a special excursion to the St. Louis convention of the A. A. C. of W., leaving Boston at 1 P. M. Thursday, May 31. A stop of a couple of hours will be made en route at Chicago, and from Burlington, Ia., the party will go via steamboat to St. Louis in company with the delegation from St. Paul and Minneapolis.

Those who talk much are sure to say something best left unsaid.

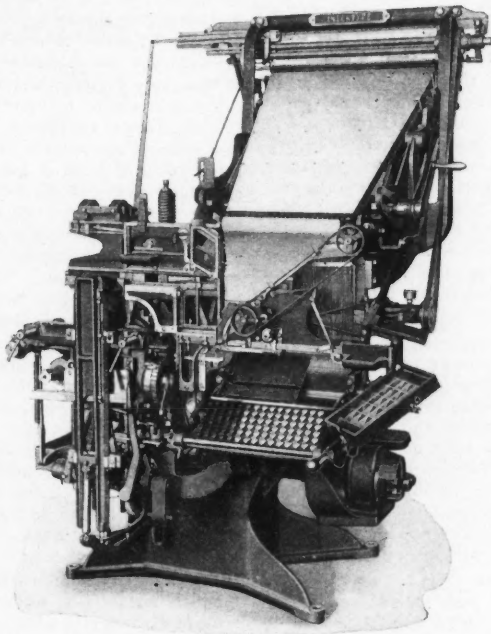


NEW HOME OF THE BIRMINGHAM NEWS NEARING COMPLETION

The new home of the Birmingham (Ala.) Evening and Sunday News, of which Frank P. Glass is editor, and Victor H. Hanson general manager, will be ready for occupancy about May 15. It will represent an investment, in building, ground, and equipment of approximately \$350,000, and will be one of the finest newspaper homes of the South.

85 MACHINES

Sold in March



—a new Intertype record for one month's sales

The best previous record was 76 machines sold last December.

Every Buyer a Believer

Every User a Booster

Watch Us Grow!

INTERTYPE

CORPORATION

Terminal Building, Brooklyn, N. Y.

NEW YORK
World Building

NEW ORLEANS
539 Carondelet Street

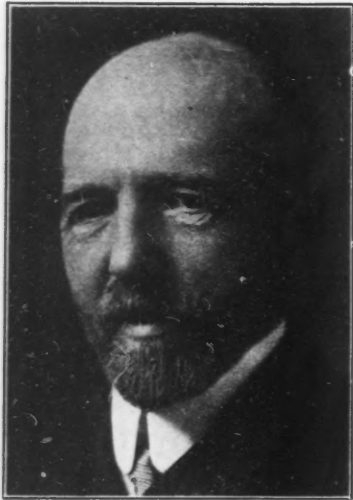
CHICAGO
Old Colony Bldg.

SAN FRANCISCO
86 Third Street

AFFILIATION OF FIVE ASSOCIATIONS PROPOSED

Movement Started to Effect Virtual Consolidation of Different Organizations Whose Membership Consists Principally of Journalism Teachers in Colleges and Universities.

Teachers of journalism everywhere are interested in the movement started at the recent meeting of the American Association of Teachers of Journalism, to effect an affiliation of the Association of American Schools and Departments of Journalism, which was organized recently in Chicago, the National Association of Teachers of Advertising, the



DR. FRED N. SCOTT,
President Association of the American Teachers of Journalism.

American Association of Agricultural College Editors, the American Association of College News Editors, and the American Association of Teachers of Journalism.

James Melvin Lee, director of the department of journalism at New York University and former president of the American Association of Teachers of Journalism, has been appointed chairman of the committee which will meet with the representatives of the organizations concerned, with a view of effecting a working alliance.

N. W. Barnes, of the University of Chicago Press, a member of the American Association of Teachers of Journalism, will attend the annual conference of the National Association of Teachers of Advertising, which will be held in St. Louis during the first week of June, at the same time that the annual convention of the Associated Advertising Clubs of the World is held. Mr. Barnes will present to the teachers of advertising proposal to effect affiliation.

N. A. Crawford, head of the department of industrial journalism and printing at the Kansas State Agricultural College, will attend the annual meeting of the American Association of Agricultural College Editors, which will be held at Ithaca, N. Y., June 23 and 29, and will submit the proposition.

The American Association of College News Editors has already agreed to become a member of the affiliation.

It is because most of the teachers of Journalism are members of more than one of the different organizations, and because most of them are unable to attend more than one convention a year, that the affiliation is proposed. It has been suggested that all five organizations meet together every other year, and that separate conferences be arranged for intervening years.

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

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

COLLEGE EDITORS ORGANIZE

Heads of Iowa School Publications Form Iowa College Press Association.

College newspaper men of Iowa met in Colfax, Ia., March 23 and 24 and completed plans for an Iowa College Press Association. The object of the new organization is to unite the college newspapers of the State for the three-fold purpose of promoting friendly relations between the colleges, to maintain high standards of journalism, and to aid in the solution of problems for the future editors and business managers of college papers.

Eighty-seven staff members represented seventeen college newspapers of the State.

The general programme for the two-day session contained some twenty talks by prominent speakers and journalists of the State, including Harvey Ingham, editor of the Des Moines Register; President J. H. T. Main, of Grinnell College; R. F. Place, associate editor of the Des Moines Capital; James Rhoades, editor of the Newton Daily News; Sec Taylor, sports editor of the Des Moines Register; Prof. F. W. Beckman, of the Iowa State College at Ames, and Conger Reynolds, professor in charge of journalism at the State University of Iowa. Editors and business managers of the leading college papers also appeared on the programme, which covered the more important phases of journalistic endeavor.

Officers for the ensuing year were elected, as follows: President, John Battin, editor Coe College Cosmos at Cedar Rapids; vice-president, W. N. Donahue; business manager, I. S. C. student Ames; secretary-treasurer, Kenneth Matthews, business manager Cornellian, Mount Vernon.

Directors, Homer G. Roland, editor the Daily Iowan, S. U. I., Iowa City; K. C. Warner, editor Leander Clark Record, Toledo; Donald Clark, Scarlet and Black, Grinnell; F. W. Beckman, head of journalism department, I. S. C., Ames.

TO RECEIVE NEWS BY WIRELESS

Middle Western Colleges Plan to Exchange News in Novel Way.

A special section devoted to "Wireless News from Other Universities" is to be started in the Cardinal, student daily newspaper, at the University of Wisconsin. News will be exchanged by wireless with other universities which have radio stations of sufficient sending power.

The stations which will probably be on the correspondence list of the Cardinal are Ohio State University, University of Iowa, Pittsburgh University, University of North Dakota, and Washington University at St. Louis. A student in the course in journalism, who is also interested in wireless, will handle the department, and students will send and receive the messages.

REORGANIZE JOURNALISM WORK

Instruction at Washington to Be Restricted to Juniors and Seniors.

Beginning next fall the department of journalism at the University of Washington will require a minimum of sixty-eight hours of college work for admittance to journalism studies.

The work of the first two years will be under direction of the department. It will be principally in language, science, English, political and social science, and psychology. One of these subjects the department expects the student to pursue intensively, so that upon arrival at junior standing he can come to his journalism studies with a goodly background of general information and a mind disciplined by the specialized study he has pursued.

A few students who for special reasons cannot complete two years of college work before taking journalism will be admitted as special students.

Journalism under the new plan will go on the same basis at Washington in its liberal-arts requirements as the standard professions of medicine and law. Freshman and sophomore majors will be brought into touch with the department through journalism assemblies and by other means.

In the third year about one-half the major's work will be journalism, and in the fourth year most of it. The number of hours of journalism for the A.B. degree for majors is raised from thirty-six to forty, and sixty-four hours of journalism altogether will be offered next year.

JOURNALISM NOTES

Four courses in journalism will be offered during the University of Washington summer session, June 16 to July 27.

J. W. Evans, assistant professor of journalism at the University of Kansas, will be a member of the University of Wisconsin summer school faculty during the coming summer.

R. J. Dustman, Columbus, O., representative of the Associated Press, recently gave a splendid talk on the organization of the Associated Press before the journalism students at Ohio State University.

"Newspaper Building" is the title of a book which will soon be published by Jason Rogers, publisher of the New York Globe. A special edition intended principally for students of journalism in the colleges and universities will be published.

Journalism students at the Ohio State University are now making weekly field trips to newspaper offices, printing plants, and engraving shops. The inspection trip serves to supplement a course in newspaper illustration.

The greatest safety device is a careful man.

Laughter is the glow from a clear conscience.

NEW YORK UNIVERSITY GOES TO HEAD OF LIST

With a Total Enrolment of 553 Students in the Departments of Journalism, and Advertising and Marketing, New York City Institution Has Largest Journalism Registration in Country.

With a total enrolment of 553 students, the Departments of Journalism and Advertising and Marketing at New York University lead all of the Departments and Schools of Journalism in point of size.

At New York University, journalism and advertising are organized into two separate departments. In the Department of Journalism there are 218 students and in the Department of Advertising and Marketing, there are 335 students. James Melvin Lee, former president of the American Association of Teachers of Journalism, is head of the Department of Journalism, and George Burton Hotchkiss, secretary of the National Association of Teachers of Advertising, is head of the Department of Advertising and Marketing.

The work at New York University is organized quite differently from that of other institutions offering technical instruction in journalism. Because of its location in a city like New York, the institution includes a good many students who enroll simply for one course, chiefly in those which might be called graduate instruction, such as magazine editing, magazine fiction, newspaper and magazine verse, etc.

The Department of Journalism at New York University makes a special effort to have the classes conducted by men actively in the business. For example, the course in news reporting is held in the city room of the New York Globe, and is conducted by George T. Hughes, former city editor of the Evening Mail, now city editor of the Globe. The class in literary criticism is given by Royal J. Davis, literary editor of the New York Evening Post. The class in current topics is under the direction of William Carmen Roberts, political editor of the Literary Digest. The class in newspaper and magazine verse has for its teacher Joyce Kilmer, a member of the staff of the New York Times and poetry editor of the Literary Digest.

Supplementing the work of the classes conducted by Professor Lee and Professor Albert Frederick Wilson, are many special lecturers in the newspaper and magazine field.

Maine Newspaper Institute

ORONO, Me., April 19.—Announcement has just been made that the annual Newspaper Institute of the University of Maine will be held this year despite the war, at the usual time, the first week in May. The speakers will include J. T. Williams, editor of the Boston Transcript; Hugh Pendexter, and John Clair Minot. The visitors will have an opportunity to see the military work that is carried on by the stalwart regiment of 900 college men at the University.

Getz to Leave Ohio State

Carl H. Getz, secretary of the American Association of Teachers of Journalism, has resigned as assistant professor of journalism at the Ohio State University. Mr. Getz's plans for the future are indefinite.

"He is the richest man who knows how to draw a benefit from the labors of the greatest number of men."

DUPLEX TUBULAR PLATE PRESS

"Our customers write our ads."

Some of the Recent Purchasers:

Richmond, Va., "News-Leader"

TWO 24-PAGE FOUR-PLATE WIDE TUBULAR PLATE PRESSES (each the equivalent in printing capacity of a sextuple of any other style) with a COMPLETE OUTFIT of TUBULAR PLATE STEREOTYPING MACHINERY REPLACING A COMPLETE AND COMPARATIVELY NEW SEMI-AUTOPLATE equipment.

(The Duplex Tandem style sextuple press and the complete Autoplate equipment with other stereotyping machinery therewith are for sale and may be inspected by interested parties at the News-Leader office.)

Vancouver, B. C., "Daily Province"

TWO 32-PAGE FOUR-PLATE WIDE TUBULAR PLATE PRESSES (each the equivalent in printing capacity of an ordinary octuple of any other style) with COMPLETE OUTFIT OF TUBULAR PLATE STEREOTYPING MACHINERY. *The Province* for several years has been using an equipment of two 24-page Tubular Plate Presses and this second order for a new and much larger equipment by such a publication is sufficient evidence of the success of Tubular Plate principles.

Paris, France, "L'Information"

A SECOND 16-PAGE DUPLEX TUBULAR PLATE PRESS, together with additional stereotype machinery, is being prepared for shipment to this office. For the past four years *L'Information* has been printed on a Tubular plate outfit and this order is for a complete duplicate.

Columbus, Ohio, "Monitor"

A little less than a year ago the Columbus *Monitor* installed a Duplex Tubular Plate Press. After several months' experience AN ORDER FOR A SECOND MACHINE was placed, which press is now being installed.

Besides the above particularly noticeable repeat orders, we have orders on our books from a large number of other concerns for Tubular Plate Presses of 16, 20 and 24 page capacities. Below are the names of some of these.

CONCEPCION, CHILE....."El Sur"	CORTLAND, N. Y. "Standard"
GREENVILLE, S. C. . "Daily Piedmont"	AMSTERDAM, N. Y. "Recorder"
MIAMI, FLA. "Daily Metropolis"	ATHENS, O. "Messenger"
EVANSTON, ILL. "News-Index"	HONOLULU, HAWAII. "Star-Bulletin"
MARTINS FERRY, O. "Daily Times"	SPRINGFIELD, ILL. "News Record"

Recent Installations

BELOIT, WIS. "News"

MADISON, WIS. "Democrat"

LEXINGTON, KY. "Herald"

See the DUPLEX EXHIBIT at the A.N.P.A. Convention
Hotel Waldorf-Astoria, April 24-28, 1917

Several new machines of the Tubular Plate line recently designed will be shown in this exhibit. They will be "eye-openers" in the line of up-to-date and greatly improved newspaper machinery.

DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN

Miller & Richards, Agents for Canada

New York Office, World Building

TEMPORARY INJUNCTION NOW MADE EFFECTIVE

Judge Hand, on the United States District Bench, Signs an Order Restraining the International Service from Communicating Certain A. P. News—The Court's Comment.

Judge Hand, of the United States District Court, has followed his preliminary decision of March 29 by signing a temporary injunction restraining the International News Service, controlled by William Randolph Hearst, from inducing any person to communicate Associated Press news to the International. In granting the order, Judge Hand said it had been established to his satisfaction that the International had "acted unfairly in competition with the complainant," and that the Associated Press and its members had been and were being greatly injured.

Judge Hand, however, denied the motion of the Associated Press's counsel for a temporary injunction to restrain the International from selling news copied from Associated Press bulletins or early editions of Associated Press newspapers, giving as his sole reason that this legal point should remain for the Circuit Court of Appeals to decide before an injunction should be granted. As a consequence of his decision, both sides will take appeals, it was announced. The Associated Press, because of the part of its motion that was denied and the International entering a cross appeal because of the part that was granted.

TERMS OF INJUNCTION.

The International is restrained as follows by the terms of the order:

"From inducing, procuring, or permitting any telegraph operators or other employees or agents of the complainant or any of its members or of any newspaper or newspapers owned or represented by them or any of them, or any such members, to communicate to defendant or to permit the defendant to take or appropriate, for consideration or otherwise, any news received or gathered for complainant, and from purchasing, receiving, selling, transmitting, or using any news so obtained.

"From inducing or procuring, directly or indirectly, and of complainant's members or any of the newspapers represented by them, to violate any of the agreements fixed by the charter and by-laws of the complainant."

Commenting on the part of the motion that he denied, Judge Hand said:

"The motion of complainant for a preliminary injunction against the copying, receiving, selling, transmitting, using, or causing to be copied, received, sold, transmitted, or used, any of the news, furnished by complainant from bulletins or editions of newspapers published by any of the complainant's members, be, and hereby is, denied, for the reason that, although the Court is satisfied, both on the facts and the law, that the said practice is unlawful and inequitable, and that complainant is entitled to the injunction upon condition that it submit to a similar injunction in favor of the defendant, which it has offered to do the legal question is one of first impression, and should remain for decision by the Circuit Court of Appeals before an injunction should be granted.

"And it is further ordered that the said denial of temporary injunction in the aforesaid particular is conditional upon the cooperation of the defendant and its counsel with any motion made by the complainant to advance the hearing of any appeal it may take to the Circuit Court of Appeals, and their co-

operation in obtaining a speedy disposition of such appeal; and in the event of a failure of the defendant or its counsel to perform these conditions the complainant may renew its application for such preliminary injunction."

NEWS IS EXPENSIVE.

Judge Hand stated that it had been established to his satisfaction:

"That the annual cost to the complainant of its news gathering and distribution to its 800 members is very great, being in the year 1915 about \$3,500,000, all of which cost was assessed among the members on a cooperative basis, as provided by the by-laws; and that the annual cost to the defendant of its news gathering and distribution to its 450 customers is very great, amounting to upward of \$2,000,000.

"That defendant has engaged in obtaining and selling to its clients for publication by them complainant's dispatches before their publication and has employed and paid one B. E. Cushing, the

telegraph editor of the Cleveland News, a paper holding a certificate of membership from the Associated Press, to furnish it, for sale to its clients and publication by them, not only with the local news of the Cleveland district but also with a substantial amount of other and particularly of foreign news which had come to the said Cleveland News from the Associated Press and over its wires, and that such service by the said B. E. Cushing was in violation of his obligations as an employee of the said Cleveland News and of its obligation as a member of the Associated Press.

"That defendant has repeatedly taken news furnished by the complainant to its member representing the New York American, by causing the dispatches to be taken on its behalf after being received over the Morkrum receiving machine, before publication thereof."

The appeal by the Associated Press counsel, and the cross appeal filed by counsel for the International, probably will come up at the May term.

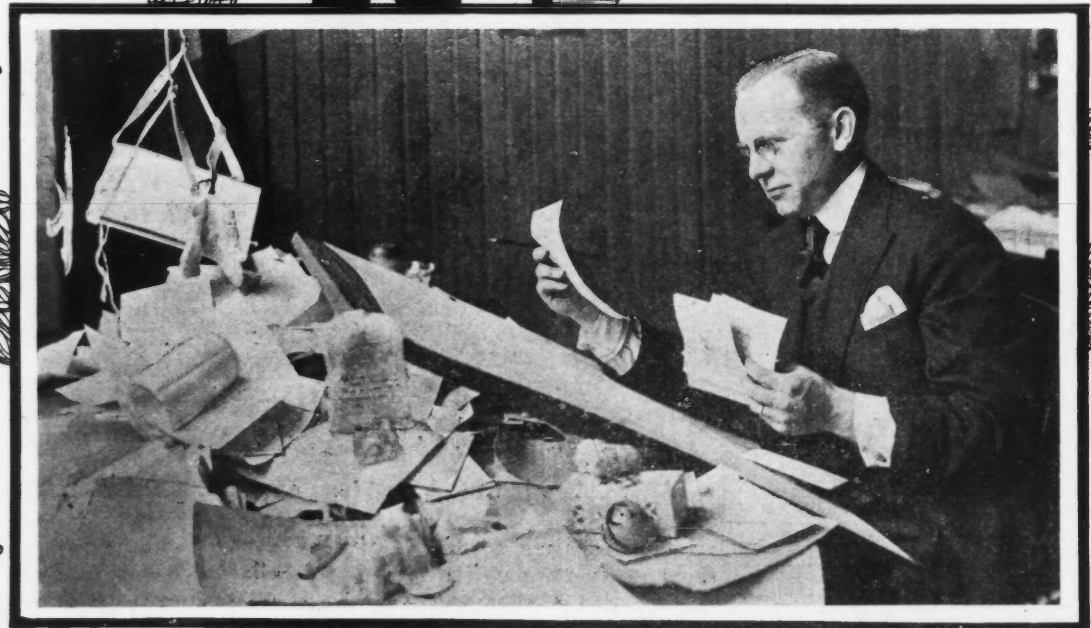
NEWS PRINT SHORTAGE IN MISSOURI RELIEVED

President Blanton, of State Press Association, Makes Cheering Announcement of Purchase at \$3.25 to \$3.50—Hopes to Get Larger Allotment Next Month.

H. J. Blanton, president of the Missouri Press Association and editor of the Paris (Mo.) Appeal, has just announced that through the organized efforts of the officers of the association, material relief from the present paper shortage has been afforded the organization's members.

He states that 140 tons of news print paper had been bought for distribution at \$3.25 and \$3.50 per ton at the mills. One hundred tons of roll paper were distributed to members who require that variety of paper, and forty tons of flat paper of all sizes and weights, employed in country printing offices.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



BABY DUFF MAKES A HIT

Brings Presents from Those who Imagine that Artist is a Proud Father.

From the way Tom Duff takes care of that youngster of his one naturally would think that Tom's creator was the ideal papa. But this isn't the case by a forkful. The only thing Walter R. Allman, daddy of the Duffs, knows about a baby are the shadowy recollections of his

own bib-and-tucker days, and what he has observed on street cars and at the other end of the apartment.

Allman broke into artisting in the commercial game, but he only stuck to this for a year. Then he got into the news end of the Chicago Tribune and the American, and a year later went to Toledo, where he drew cartoons for seven years for the News Bee.

He joined the N. E. A. staff in 1914, and in a few weeks had created the

Duffs, his first strip, which won instant success. The popularity of the strip was increased this spring by the Duff baby, which is creating laughs for readers of 150 newspapers.

Friends of the Duffs, naturally enough, thought the creation of the baby meant a similar incident in Allman's young life, and he was showered with hundreds of letters and baby presents. The presents are still in storage.

To Visiting Publishers

15 Minutes from Broadway

You can see Scott Quadruple presses running every afternoon at

THE HUDSON OBSERVER, HOBOKEN

25 Minutes from Broadway

You can see the Scott "Multi-Unit" Double Sextuple Combination Triple Quadruple Press running every afternoon at

THE NEWARK EVENING NEWS

35 Minutes from Broadway

You can see the Scott "Speed King" 24 page press running every afternoon at

THE ELIZABETH JOURNAL

45 Minutes from Broadway

is our factory where we can show you presses and other newspaper machinery under construction.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, *General Manager*

PLAINFIELD, NEW JERSEY, U. S. A.

NEW YORK OFFICE—Brokaw Bldg., 1457 Broadway

CHICAGO—Monadnock Block

I. C. M. A. CONVENTION IN JUNE AT ATLANTA, GA.

Circulation Manager of The New York World Writes Entertainingly of Forthcoming Convention of Circulation Men—Dates June 12, 13, 14,—Cooperation Strongly Urged.

By JAMES MCKERNAN,
Manager Circulation, New York World.

THE appearance of a U boat along the Atlantic Coast will no doubt cause a change in the plans of those members of the Association who intend making the trip from New York to Savannah by boat, and thence by train to Atlanta. However, the war with



JAMES MCKERNAN.

Germany ought not to have any effect on the attendance, as most newspapers have been compelled to restrict their output on account of the high cost of white paper. Circulation managers will no doubt be able to absent themselves from their duties for a few days that it takes to attend the convention, more especially as many publishers realize the amount of good it does their papers to have the circulation managers attend.

There are many ways in which a circulation manager can serve his employer in addition to increasing circulation, particularly the economical running of his department. In most every newspaper office during the past year the circulation manager has been of great value in working along lines of economy.

At the annual conventions, through discussion of the various ways and means, a circulation manager better fits himself to be of further value to the paper that he represents. It is surprising how often members connected with smaller papers adapt to advantage ideas and systems used on the larger publications and vice versa.

Publishers and business managers are realizing more and more each year that it is an excellent thing to have their paper represented by their circulation manager in our Association. The old idea which existed in the minds of some of them that a convention was simply a junketing trip has been practically eliminated.

At the convention at Grand Rapids

last year, when through the business-like methods the convention had handled and discussed the various matters which were scheduled for that particular day, and adjournment was in order at an earlier hour than usual, the members were offered a choice by our president of accepting an invitation from one of the local committees for a sight-seeing trip, or to take up discussions on matters of business scheduled for the following day, the members without a dissenting voice chose the latter; just one of many incidents that prove the earnestness of our members in their desire to seek information which will enable them to handle their business more intelligently and economically. We learn through others as we go along in this world, and the man who feels that he has acquired all the knowledge in his particular line is certainly an object for pity. Of course, we all know that experience is the best teacher, but what a great advantage it is to be able to learn the different experiences that members have had in handling the circulation of the various papers they represent. *It is not always the things we do that make for success, but the way we do them.* Good schemes or ideas, if not handled properly, will result in failure. At our Convention we learn at first hand just how various schemes have been worked, and when some of them have been failures we also learn the causes.

Knowledge is power, and when a man has a thorough knowledge in any line of business, he is better equipped to carry things to a more successful issue than one who is less favored. In this connection there is no source so prolific of circulation ideas as the I. C. M. A.

A circulation manager cannot spend a week more advantageously in the interest and welfare of the newspaper on which he is employed than by attending the I. C. M. A. Convention in June. The dates selected are June 12, 13, and 14.

A boat trip, although it takes more time than a trip by rail, is usually favored by our members because it permits them to get better acquainted with each other, and to discuss matters and make suggestions which facilitate the handling of the business of the Convention; however, unless there is a decided change in the war condition between now and June, the boat trip will not be a popular one this year. There are several good, fast trains leaving New

York for Atlanta at hours that will suit the convenience of our members. The trip on the train takes about twenty-four hours. Members will have to leave New York on Sunday night and arrive in Atlanta Monday night in order to be in time for the opening of the Convention Tuesday morning.

Most of the members in the West will no doubt assemble in Cincinnati, and have been requested to advise our president, John M. Schind, Indianapolis, News, Indianapolis, Ind., so that he may better arrange for their comfort and convenience.

A genuine Southern welcome is assured all those who have the good fortune to attend. John T. Toler is chairman of the local arrangements committee in Atlanta, and our genial John D. Simmons, who has persistently, year after year, extended a hearty invitation to the I. C. M. A. to hold its convention in Atlanta, is also a member of the local arrangements committee. John Temple Graves, who journeyed from Atlanta to Grand Rapids last year for the purpose of extending an invitation to the I. C. M. A. to hold its convention in Atlanta, stated that members of other conventions held in that beautiful Southern city left with their voices full of praise of its hospitality and its welcome.

J. M. Annenberg, chairman of the Convention programme, is preparing an interesting list of subjects to be discussed at the Convention.

Buy Page to Boost Recruiting

The Washburn-Crosby Company, Minneapolis millers, have offered the use of their advertising space, a full page, in the Saturday Evening Post to the Navy Department to boost recruiting. The offer was accepted.

List of Advertising Agents \$1.00

The Six Point League has compiled a directory of advertising agents, space buyers and solicitors in the territory east of Buffalo, Pittsburg, and including Virginia, Georgia and Florida, which is for sale at \$1.00 per copy. Included is a fairly complete list of national newspaper advertisers and advertising managers. But 100 books remain unsold, so send money at once to,

Six Point League
334 Fifth Avenue
New York



EVANSVILLE

Evansville, Ind., is the "Gateway to the South."
A commercial and manufacturing center of nearly 100,000.
Metropolis of the rich agricultural lower Ohio valley—wheat, corn, tobacco, etc.
Nine railway lines, six traction lines, six steamboat lines.
Three hundred manufacturing plants—Cigars, plows, steam shovels, munitions, beer, pottery, buggies, wagons, stoves, flour, brooms, bottles, furniture, cotton goods, gas engines, railway shops, meat packing plants.
Largest buggy, cigar, gas engine and furniture plants in the world.
Large jobbing center.
Nine wholesale and 315 retail groceries, one wholesale and forty-nine retail druggists, six department, twenty-five dry goods, six cloak and suit, twenty-eight clothing, twenty-nine confectionery, twelve cigar, twenty-three jewelry stores.
Bank deposits \$27,000,000.
Three magnificent new national bank buildings costing half-million each.
Splendid hotels, coliseum, stadium, clubs, and

THE EVANSVILLE COURIER

One of the newest, best edited, most influential and thorough covering newspapers possessed by any city in the United States. 95 per cent. of its circulation is within buying radius—and nearly every copy means a prosperous, thrifty home.

THE JOHN BUDD COMPANY, ADVERTISING REPRESENTATIVES
Burrell Bldg., New York Tribune Bldg., Chicago Chemical Bldg., St. Louis

Baltimore is particularly interesting to the advertiser who is working on a limited appropriation, to secure the maximum results.

For Better Business in Baltimore
Concentrate in the

BALTIMORE NEWS

Net Daily Circulation, March,

93,013

Gain over March, 1916, Over

18,000

Special Representatives

DAN A. CARROLL

Tribune Building, NEW YORK

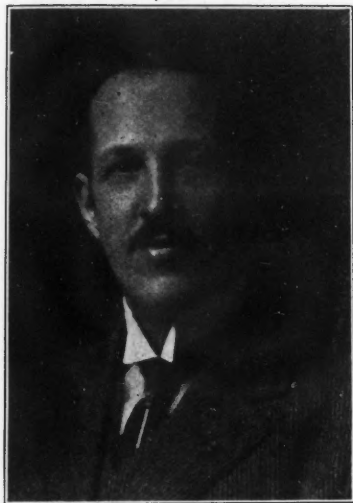
J. E. LUTZ

First National Bank Building, CHICAGO

CORRESPONDENTS ELECT CARDOZE AS PRESIDENT

Annual Dinner of Legislative Reporters at Albany Was Usual Success—Ambassador Gerard, Gov. Whitman, and Former Govs. Glynn and Odell Among Speakers.

The Legislative Correspondents' Association of New York State made merry at its annual dinner and "roast fest" at the Ten Eyck Hotel, in Albany, last Thursday evening. With all the fun and good-natured "slamming" of State officials and prominent men, there was



FREDERIC T. CARDOZE.

an undercurrent of seriousness to the dinner this year, caused by the war, and several of the "stunts" took a distinctly patriotic turn.

The dining-room was transformed by the means of painted scenery into a "throne room," where the correspondents staged the coronation of King Charles III, or, in other words, Gov. Whitman's third term. The walls of the throne-room were decorated with portraits of the various King Charleses, each with the well-known features of the Governor in dress of various periods, from the Indian days to the modern. This was the central theme of the dinner, and about it were staged many stunts, punctuated with clever parodies hitting the foibles of the day in political circles.

Former Ambassador James W. Gerard, just returned from Germany, was

the principal speaker. The other speakers were Gov. Whitman, former Gov. Benjamin E. Odell, jr., and former Gov. Martin H. Glynn. Following the usual custom of the State legislative reporters, the speeches were delivered in confidence, and no word of them was reported. Scores of prominent men from all parts of the State and country attended.

Frederic T. Cardoze, International News Service, president of the Association, presided at the dinner. The other officers of the Association are: First vice-president, Don Martin, New York Herald; second vice-president, Harold P. Jarvis, Buffalo Courier; secretary, Albert E. Dale, the Knickerbocker Press, of Albany; treasurer, George R. Cozzens, the Associated Press; board of directors, Charles S. Hand, New York World, chairman; Charles H. Armitage, Buffalo News; W. Axel Warn, New York Times; Joseph J. Early, Brooklyn Standard-Union; William H. Owen, United Press Associations; Frank A. Tierney, Albany Times-Union; Edward Staats Luther, New York Telegraph; Harold Phelps Stokes, New York Evening Post.

Mr. Martin acted as chairman of the entertainment committee; Mr. Luther, chairman of the reception committee; Mr. Armitage, chairman of the invitations committee, and Russell Hathaway, jr., of the Associated Press, acted as chairman of the dinner committee.

THE MEN WHO MADE IT GO.

Besides members of the board of directors who served on the various committees, the committee organization follows:

Entertainment—James E. MacBride, New York American; Royal K. Fuller, Brooklyn Times; John M. Francis, Troy Times; Thomas J. Ross, New York Tribune; Charles D. Watkins, the Associated Press; John McH. Stuart, New York Herald; C. F. Betts, New York American; George W. Herrick, New York Telegraph; John D. Whish, Syracuse Journal; George T. Fry, New York Evening World.

Dinner—S. Louis Schnitzer, New York Staats-Zeitung; Edward C. Cuyler, Utica Press; Joseph L. McEntee, New York Sun; Franz Richter, New York Staats-Zeitung; Willard A. Marakle, Rochester Democrat and Chronicle; John C. Crary, New York Tribune; Douglas Griesemer, New York Mail; Samuel J. T. Coe, International News Service; James H. Gaylor, Albany Evening Journal; Jerome L. Smith, the

Knickerbocker Press, Albany; Neil McDonald, Albany Argus.

Reception—Fred W. Wose, New York World; James Mansell, Albany Argus; Walter S. Green, Rochester Times; Harold J. Blackford, Brooklyn Daily Eagle; Frederick P. Burdick, New York Call; Warren W. Wheaton, Albany Evening Journal; James B. Wallace, Troy Record; Leonard Smith, New York Times; Harold G. Nye, the Associated Press; Maurice Rodesk, New York Jewish Morning Journal.

Nesbit Vice-President's Guest

Wilbur D. Nesbit, author of "Your Flag and My Flag," which is proposed as the new national anthem, and which is quoted at all patriotic gatherings, is a guest of Vice-President Marshal, in Washington. Mr. Nesbit is an Indiana man, a former newspaper man, now vice-president of the William H. Raulin Company, one of the big advertising concerns in the country. He is considered one of the best advertising writers in the country, and has attended the meetings of the National Advertising Board in New York and Chicago. While in Washington Mr. Nesbit will be entertained by a number of Government officials.

Oklahoma Press Association

The Twenty-Sixth Annual Convention of the Oklahoma Press Association will be held May 11 and 12 at Shawnee,

Okla. The programme as prepared by the special committee includes a number of papers and discussions by members of the association and editors and publishers of nation-wide acquaintance.

High Lights on the Foreign Situation

The kind of reading that appeals to all classes with the United States now in the world war. Feature articles from leading soldiers, statesmen and authors of Europe. We handle more important articles of this description than any other agency in America.

The International News Bureau, Inc.

J. J. Bosdan, Editor
15 School St., Boston, Mass.

OFFICIAL CIRCULATION STATEMENT

OF THE NEW YORKER HEROLD

as submitted to Post Office

APRIL 1, 1917

Total Daily Circulation **121,778** NET

The above figures demonstrate that the NEW YORKER HEROLD has the largest daily circulation of any of the Metropolitan Newspapers published in the German language in the UNITED STATES.

Applicants for A. B. C. Membership

Office: GERMAN HEROLD BUILDING,
22-24 North William St., New York

The Sun

New York

"Morning Quality & Quantity"

Notice Advertisers Advertising Agents

A

Gain of 64,350 Lines

of advertising for March, 1917, is the result of a New Force in New York City compelling the revision of advertising schedules.

The Sun

Always a Great Newspaper, with inherent Selling Power, has more than doubled its circulation the past year.

March 31st, 1916 - - - 68,309
March 31st, 1917 - - - 150,139

Average net paid daily and Sunday for six months

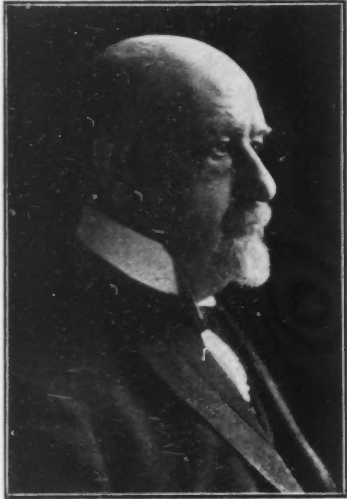
Gain in Circulation, 81,380

Member Audit Bureau of Circulations

**WILLIAM BERRI, NOTED
NEWSPAPER MAN, DEAD**

Owner of Brooklyn Standard-Union Succumbs to Long Illness Following Pleurisy Contracted Last July—Was Foremost Citizen and Much Interested in Public Affairs.

William Berri, sole owner and directing spirit of the Brooklyn Standard-Union, died on the morning of April 19th at his home, No 465 Clinton Avenue, in Brooklyn, after nine months



WILLIAM BERRI.

illness, following pleurisy contracted last July while he was returning from the Republican National Convention.

Mr. Berri was born in Brooklyn on September 12, 1848, and was for more than fifty years in the oilcloth and carpet business, founded by his father, and was sole owner for the last twenty years of that period.

While a very young man he established a printing business for himself, which was successful. He invented several type-casting machines and other mechanical devices. Several trade publications were established and conducted by him, including the Carpet and Upholstery Trade Review, and the Furniture Trade Review, of which he retained the proprietorship during his life.

On August 24, 1869, he married Miss Frances Williams Morris, who died June 12, 1910. He is survived by one son, Herbert Berri, two grandsons, John and William, and one brother, Eugene Berri, of Santa Barbara, Cal.

OWNED THE STANDARD-UNION.

Mr. Berri became one of the owners of the Standard-Union in 1888, and for several years had been its sole owner. He had been active in Republican politics ever since he attained his majority. For more than twenty years, up to last year, he had been a delegate to Republican State Conventions. He was a delegate to the Republican National Convention in 1908 and 1916, and a delegate-at-large from New York in the Convention of 1912.

In 1896 he was appointed President of the board of trustees of the New York and Brooklyn Bridge, and held that office when the board went out of existence upon consolidation of Brooklyn in the city of New York. At the time he became president of the board, all passengers who crossed the bridge in travelling to or from uptown in Brooklyn had to pay two fares, one to the cities for passage on the bridge trains, and one on the Brooklyn trolley cars, that ran no further than the bridge entrance.

This extra fare was a great burden to Brooklyn passengers, and retarded the development of this community. During the last year, before Mr. Berri's appointment, the number of passengers crossing the bridge had actually fallen off, amounting to only about 44,000 daily. Mr. Berri was instrumental in causing the Brooklyn Rapid Transit cars to be operated over the bridge without charging an extra fare. Now more than 200,000 passengers a day are carried over the bridge without extra charge.

WAS MAN OF AFFAIRS.

Mr. Berri was a member of the New York State Commission, and its vice-president, to the Louisiana Purchase World's Fair at St. Louis, in 1904. He was a trustee of the Hudson-Fulton Celebration Commission, 1909, and the New York Tercentenary Celebration in 1914.

In 1914 the voters of the State elected him a Delegate-at-Large to the Constitutional Convention, and in the following year he took an active part in the work of the Convention. In February, 1916, Mr. Berri was appointed a member of the Board of Regents of the University of the State of New York, and the present Legislature recently elected him by unanimous vote of the Senate and Assembly to hold that office for the full term.

Mr. Berri had taken a prominent part in the affairs of the financial institutions of Brooklyn, being a director in many of them. He was also a member of numerous clubs. He founded the Oxford and Lincoln Clubs and the Brooklyn Choral Society.

Mr. Berri's funeral will be held at his late home this (Saturday) evening.

TRIBUTE TO MR. BERRI.

R. F. R. Huntsman, for many years advertising manager of the Brooklyn Standard-Union, and an intimate personal friend of his late chief, pays a touching tribute to Mr. Berri. He says:

"The passing of William Berri, owner of the Brooklyn Standard-Union, removes from the newspaper fraternity a man who was known intimately and honored universally from coast to coast. He was a big man in every way. No one will ever say that he was anything but a broad, fair, and courageous newspaper man. In the upbuilding of the Standard-Union he followed one rule—the Golden Rule. Under obligations to no man, fearless, and free of all entangling alliances, Mr. Berri made his paper a replica of himself.

"Those who worked with him have always said that his one strongest characteristic was loyal support of every

To see what is right, and not do it, is want of courage.

**The Times-Dispatch
Richmond, Virginia**

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley
Special Representatives

200 Fifth Ave. New York
People's Gas Building Chicago
Mutual Life Building Phila.

employee. His newspaper family was really a family in every sense of the word, and every man on his paper knew that in fair weather and in bad weather, there was one man who stood ready to help with moral and physical and financial support. He loved his men, he honored his workers, he encouraged those who labored for him, and for whom he labored.

"His interest in the welfare of his paper was personal and intense, but not merely from the prosperity which is shown by cash receipts. His ideals were of things which could be accomplished, and he never expected the impossible, although he was the hardest worker of all himself.

"Many years before the Standard-Union could be considered a 'success,' Mr. Berri was a wealthy man. He was one of the few newspaper owners who was financially independent of his newspaper property."

OPPOSES CENSORSHIP BILL

President Joerns Denounces Measure Drafted by War College.

Arnold Joerns, president of the Advertising Men's Republican League of Chicago, has sent to the Congressmen from Chicago and to the Illinois Senators, a letter urging them to do all in their power to defeat the proposed censorship law now before Congress. Mr. Joerns denounces the measure as "irra-

tional and unwise" and as unfair and monarchical.

Times Ad Men Hear Putnam

Major George Haven Putnam was the guest of honor and principal speaker at the monthly luncheon of the advertising staff of the New York Times, held in the New York Times restaurant on April 14.

A Live Town 1764 A Leader in 1917
A Live City 1872

**FITCHBURG
MASSACHUSETTS
Population 40,000**
Fifty miles from Boston

The center of a district of 100,000 population.

Celebrated for the manufacture of Revolvers, Bicycles, Saws, Machine Knives, Paper, Screen Plates, Steam Engines, Boilers, Steel Horse Collars, Woolens and Gingham.

Your advertisement in

**The
Sentinel**

will reach these manufacturers and their skilled employees.

The Julius Matheva Special Agency
Boston—New York—Chicago

The Des Moines Capital

has been making wonderful strides in the past few weeks in newspaper quality. The Capital is publishing the magnificent war articles of Frank H. Simonds and Carl Ackerman, purchased from the New York Tribune Syndicate, and the Capital regularly publishes the unusual editorials of Dr. Frank Crane, the Burgess Bedtime Stories, Goldberg's Comics, the evening story of the Chicago Daily News, the health talks of Dr. John H. Kellogg, of Battle Creek, and a very large number of the finest feature services to be purchased in America.

The Capital's sole ambition is to be "EVERY INCH A NEWS-PAPER," and to succeed in this respect it is necessary to have some firm policies. The vigorous character of the Capital may be recognized when we state the Capital publishes no free publicity, does not publish a line of medical advertising, and that it guarantees every line of advertising which appears in its columns.

Furthermore, the Capital has the largest circulation of any Des Moines newspaper, and in 1916 published more clean advertising in six issues a week than any other Des Moines newspaper published in seven issues per week.

Here are the government circulation figures filed with the Des Moines post-office on April 1st:

GOVERNMENT FIGURES

CAPITAL	47,668, 6 mo. average, net paid
Daily and Sunday News.....	46,526, 6 mo. average, net paid
Daily Register	43,232, 6 mo. average, net paid
Evening Tribune	37,464, 6 mo. average, net paid

Perhaps the most notable advertising fact in connection with the Capital is that it regularly publishes more advertising from the sixteen largest stores in Des Moines in six issues a week than its chief competitor publishes, from the same stores, in thirteen issues per week.

The Des Moines Capital

Honest News—Honest Views—Honest Advertising

LAFAYETTE YOUNG, Publisher

Special Representatives

O'MARA & ORMSBEE,
Brunswick Bldg., New York City

Special Representatives

O'MARA & ORMSBEE,
Tribune Bldg., Chicago, Ill.

Member Audit Bureau of Circulations

**ESTIMATES \$5,000,000
FOR BOND ADVERTISING**

Amount Experts Think Will Be Necessary to Make Sale of Largest Single Issue of Uncle Sam's Bonds in Quick-est Time on Record—Cost Will Only Be .001 Per Cent.

Five million dollars, advertising men estimate, will be the necessary advertising fund to sell \$5,000,000,000 worth of Government bonds for the prosecution of the war with Germany, if the sale is effected through the banks of the country, which some seem to think will be the plan followed. Just how the offer will be made has not been determined, but whichever way it is done, it will involve the use of advertising in the newspapers. If this estimate is correct, the cost would be .001 per cent. Turning the figures around the other way, one cent's worth of advertising will sell \$1,000 worth of bonds.

Just how the advertising will be done, is not known. It depends on the manner in which the bonds will be sold. It is all speculation so far.

One proposition, it is said, is to offer the bonds through the agency of the Federal Reserve Bank, which in turn will sell them through member banks and other financial institutions.

BANKS MAY DO THE ADVERTISING.

Another is to turn the issue over to a syndicate of bankers, who will in turn make the sale in the form of a popular loan, utilizing every bank and trust company in the United States as a selling agency. The bonds, disposed of in this way, it is said, would be sold in denominations as low as \$5. In the event this is done, it is said that the commission to the bankers will be the smallest ever paid, and will effect a tremendous saving over former issues, with the chances that the bonds will bring a premium.

In the event the sale is made by the Government, the advertising, it is believed by those who have followed the matter, will be done by the Federal authorities direct. If the offer is made through the banks, then those institutions will be required to do the necessary advertising.

EVERY BANK TO ADVERTISE BONDS.

It is said that the bankers are anxious to place the loan in a time so short that it will be a revolution to the balance of the world as to the financial preparedness of the United States. Their plan, if they handle it, is said, favors a preliminary advertising campaign by every bank in the country prior to the date when the sale opens.

For this purpose copy that will hit the mark will be furnished. Profiting by the mistakes of Great Britain, the waste effected in the original English campaign will be avoided.

WHAT THE NEWSPAPERS WILL GET.

Just how much of the advertising will go to the newspapers, if this plan is

adopted, is not known, but it is believed that it will be in proportion to the amount expended in the papers annually, which is more than 50 per cent. of the total.

There has been a great deal of talk as to what will be done and the way it will be done. So far, nothing has been given out officially, and will not be until after Congress passes on the amount of bonds that will be offered, and determines the method by which the armed strength of the country will be raised. If universal conscription is decided upon, advertising will not be necessary. If the volunteer method is adopted, advertising will be required.

It is stated that the Government is better prepared than is realized, and has worked out definite plans as to the manner in which the advertising campaign will be conducted, regardless of the method that may be followed in the sale of the bonds. These plans will not be announced until the proper time arrives. Everything, so far as possible, has been coordinated, and just as soon as Congress clears the decks by authorizing the sale of bonds, and the raising of the armed strength of the nation, the plans of the Federal officials on advertising, as well as on other methods for the conduct of the war, will be made known.

Government officials are keeping silent on these points. It is only those who are not in the confidence of the Administration who are doing the talking.

Class Journals Back Wilson

The Editorial Conference of the New York Business Publishers' Association, Inc., has passed the following: "Resolved, The members of the Editorial Conference of the Class Journals of New York City here assembled are glad to respond to President Wilson's appeal in his proclamation of April 15, and will do all in their power to lead and inspire the industries they represent to render that patriotic service to the nation which the President has requested."

**Letters to
Successful
Publishers**

Hon. James M. Cox,
Columbus, Ohio.

Dear Governor Cox:
You have made an enviable record as a progressive and militant chief executive of your state, but among newspaper men we believe you are best known for your work in building those two fine properties, the Dayton News and the Springfield News.

When we recall how you started in Dayton with practically nothing but grit for capital, and how you fought your way through to a 100 per cent. success, we are disposed to think that it is far easier to be a good governor than it is to do what you have done with your newspapers.

We are proud of the fact that the Dayton News and the Springfield News have used our illustrated service for four years past.

Respectfully yours,
THE CENTRAL PRESS ASS'N.
New York and Cleveland.

MEMORIAL TO FARNSWORTH

Providence Journal Staff Dedicates Tablet in City Room.

The city staff of the Providence (R. I.) Journal on April 12 dedicated a bronze tablet in their room to Henry W. Farnsworth, a former fellow work-



THE FARNSWORTH TABLET.

er, who was killed in action in Bois Sabot, France, September 28, 1915, while a member of the Foreign Legion.

Farnsworth's parents, Mr. and Mrs. William Farnsworth, of Boston, and sister, Mrs. Alfred L. Loomis, of Tuxedo Park, N. Y., were present at the services.

John R. Rathom, editor and general manager, of the Journal, eulogized

Farnsworth; Charles R. Stark, jr., of the reporters' staff reviewed his service on the staff, while Stephen O. Metcalf, president of the Journal Company, read a letter from Jules Jusserand, French Ambassador to the United States.

Following the reading of the letter, Mrs. Farnsworth unveiled the tablet, which was draped with the American and French flags, and placed a wreath underneath it. She and Mrs. Loomis were then presented with large bouquets by J. Harold Williams, on behalf of the staff.

The tablet bears the following inscription: "In loving memory of Henry W. Farnsworth, who died for France at Bois Sabot, September 28, 1915, aged twenty-five, this tablet is erected by those among whom he once labored in this room.

"Tall, eager, a face to remember, A flush that could change as the day; A spirit that knew not December, That brightened the sunshine of May."

The Globe Was Safe

When Owen Eagan, Inspector of the Bureau of Combustibles, opened the three-inch shell found in the press room of the New York Globe, he found it was unloaded. He expressed the opinion that it was probably a souvenir of the Black Tom explosion, owned by an employee of the Globe.

NO NEWSPAPER IN AMERICA HAS A greater circulation in proportion to the population of its city than the Evening Star of Washington, D. C.

NO OTHER NEWSPAPER IN AMERICA combines the greatest circulation in its city with as high quality rating as that of the Evening Star, Washington, D. C.

THE STAR HAS MORE CIRCULATION in Washington than all three of its competitors combined. It is believed that no other newspaper in America so completely dominates its field.

THE STAR'S CIRCULATION WITH BUT one edition printed every afternoon between 2:30 and 4:00 o'clock is over 90,000 a day.

THE STAR CO-OPERATES WITH NATIONAL advertisers to see that the wholesale and retail trade in Washington knows of and appreciates the manufacturer's advertising in The Star.

FAKERS AND CROOKS ARE BARRED from the advertising columns of The Star. Readers are constantly invited to call the paper's attention to any statement which they might find in The Star to be misleading or untrue.

DAN A. CARROLL
Tribune Building
New York, N. Y.

J. W. LUTZ
First National Bank Building
Chicago, Ill.

Do Not

ORDER COMICS, DOT PUZZLES, HOUSE PLANS OR OTHER FEATURES WITHOUT FIRST WRITING FOR OUR PROOFS.

Keystone Feature Syndicate
761 DREXEL BUILDING,
PHILADELPHIA, PA.
25th Year of Faithful Service.

SHOWS BIG PROFIT IN SAVING WASTE PAPER

Washington Star's Campaign Nets School Children's Playground Fund \$5,077.09
—Twenty Tons of Paper Were Salvaged Weekly by Pupils—Children Taught Value of Thrift.

The Washington Star's campaign to save old newspapers has been attended with success beyond expectations when the campaign was launched. In order to popularize the idea, it was proposed that the old newspapers be collected by the children and brought to the different public schools, from which points they were to be gathered by a junk dealer. The money derived from the sale was to be devoted to the Playground Fund of the public schools of the city.

SAVED TWENTY TONS OF PAPER A WEEK.

The children collected an average of 41,422 pounds of old papers weekly—more than twenty tons. The paper so saved was shipped back to the mills and is utilized in the manufacture of box board, marble paper, and other grades for which it is suitable, and reduces the amount of original raw material that would have to be used for that purpose were it not available.

The campaign, started by Fleming Newbold, business manager of the Star, made it possible to turn over to the Superintendent of the Schools an average of \$241.76 weekly, or a total of \$5,077.09 for the time the campaign ran. The result has been that it has advertised to the community the scarcity of paper, and the necessity for economy has taught thrift to the children in a definite and practical way, has conserved considerable paper that would have otherwise been destroyed, and has raised a substantial sum of money for the school children's playgrounds.

JACKSON PATRIOT BUYS A FINE NEW BUILDING

Michigan Daily Acquires New Home in the Exact Business Centre of the City, Which Is to Be Altered to Meet Growing Need of the Newspaper—Will Be a Model Plant.

The Jackson (Mich.) Patriot has purchased the three-story and basement Cooley property, at the northeast corner of Cortland and Mechanic Streets, which is to be the future home of that newspaper. When the alterations and improvements are completed, the Patriot will have one of the best and most complete newspaper offices of its size in the United States.

Work of remodelling the old building will start in a short time. The business office will be located on the corner of the ground floor, with the press and mailing rooms on the ground floor also, but in the rear. The editorial and composing rooms will be on the second floor, and for the present the third floor will be continued as the National Guard Armory. Later, it is planned to raise the building to six stories, for additional shop and office room. The building occupies 66 feet on the Mechanic Street side, and 132 feet on Cortland Street. New store fronts are to be put in on the Mechanic and Cortland Street sides, with a large new building entrance on the Mechanic Street side. There will be a broad stairway from the basement to the upper floors of the building.

With the acquisition of the new building, John H. Miner, the principal stockholder of the Cooley Building, be-

comes a director in the Patriot Co., and will give the benefit of his experience in directing the improvements to be made to the building. Mr. Miner is one of the large real estate owners in Jackson. He is a prominent attorney, and is a director in the Jackson City Bank, is identified with the Union Bank, the Jackson State Savings Bank, and is one of the principal owners of the Orpheum Theatre.

The Patriot has been built up by Milo W. Whittaker and James Frank, until it is one of the largest and most influential newspapers in Michigan, ranking close to the top among the morning dailies of the State. Mr. Whittaker is treasurer and Mr. Frank secretary of the Patriot Co., and both men are widely known and popular with the editors, publishers, and advertisers of the country.

CUT OUT BASEBALL EXTRAS

Buffalo Afternoon Papers Will Not Publish Them This Year.

In line with the movement to conserve the supply of white paper, the four afternoon papers of Buffalo this year will not publish the extras which in former years were issued during the baseball season.

This action will result in a large saving of print paper, and the elimination of no small expense. The baseball extras in Buffalo, it is understood, never have been paying propositions.

Had it been decided to continue the publication of these extras this year on the same scale that prevailed heretofore, there would have been serious conflict with the iron-clad non-return rule which was established when the price of the papers was advanced to two cents.

It was recognized that it would have been difficult to sell baseball extras, for which there was a fluctuating demand, if this restriction were to be rigidly enforced. This factor was of assistance in determining some of the publishers to give up the baseball extras.

As a matter of enterprise in bygone days of low cost and abundance of white paper, it is considered here that a baseball extra might have been a luxury which those who could afford could indulge in. But in these days it is considered a reckless extravagance.

The News, Times, and Enquirer in past seasons issued one or two extra editions. All baseball and late sport news now will be handled in the final editions.

HOUSTON MET PUBLISHERS

Plans for Co-operation Between Government and Agricultural Papers.

At a meeting in St. Louis this week sixty-three delegates of the Agricultural Publishers' Association pledged themselves to obtain more effective publicity for the efforts of the United States Department of Agriculture and recommended that the department appoint an advisory editorial board, consisting of twelve members, of whom six are to be editors and six publishers, to work out a plan for conducting the information branch of the department. In addition to farm publications, rural and metropolitan newspapers are to be represented on the committee.

The meeting was presided over by Secretary of Agriculture Houston and it marked the first time in the history of the United States that the department has met officially with the publishers of farm papers. In a short talk to the editors at the close of the

meeting, Secretary Houston said that the department welcomed constructive criticism, and that any suggestions regarding the increase and conservation of the nation's food resources should be sent in writing to the department.

No detailed plan of proceeding with the publicity campaign was adopted, the sense of the meeting being that such questions must be left to the individual editors and publishers, who best know the territory which they serve. The meeting represented a combined circulation of 11,000,000 and included delegates from as far East as New York and as far West as the Dakotas.

COBB STIRS PHILADELPHIA

Urges that American Troops Be Sent to Battle Lines in France.

PHILADELPHIA, April 18.—Irvin Cobb, "America's greatest reporter," spoke at the big Red Cross rally at the Forrest Theatre during the week. At the beginning of the war he got within both the French and German lines, and spent three months at the German front. Although he has been accused of being pro-Teuton, his references to "Prussian paranoiacs" and what America could expect if the "German lunatics" reached these shores, hardly bore out the charge. He warmly advocated sending troops to France, and said that the moral effect of the American flag over American soldiers in Flanders would be of incalculable value. Mr. Cobb read a cablegram just received by George Horace Lorimer, from Lord Northcliffe, instructing the editor of the Saturday Evening Post to turn over to the Red Cross the \$1,000 which the British editor is to receive for an article. Mr. Lorimer gave a luncheon for the speaker before the meeting, and in the evening Mr. and Mrs. Lorimer entertained at dinner, previous to another talk which he gave at the Huntingdon Valley Country Club.

NEW BUREAU ORGANIZED

Hugh Gibson in Charge of State Department News—Philip Patchen as Assistant.

WASHINGTON, April 19.—With a view to the better dissemination of official information regarding foreign affairs and the transactions of the Department of State, a publicity bureau has been organized in that department. The bureau is in charge of Hugh Gibson,

recently relieved from duty as a secretary at the United States Embassy at London. He is assisted by Philip Patchen, a newspaper man, formerly attached to the New York Sun and recently returned from Europe, and by Howard R. Barnes, a clerk in the department, who recently served as a detail at the London Embassy.

"He who has health has hope" runs an Arabian proverb, "and he who has hope has everything."

The Boston Evening Record

Independent, optimistic,
published in the interest
of its 35,000 readers, and
growing every week be-
cause people believe in it.

Rate, r. o. p. 12 cents a line. flat

Represented in New York by
Bryant Griffith & Fredricks

James Vance Hackett Who Knows His Address?

Was a newspaper reporter
in New Orleans, Memphis,
Chicago and St. Louis some
years ago. Last definite
address was New Orleans
in 1908. It is to his advan-
tage to be located. Will re-
ward anyone giving accu-
rate information regarding
his whereabouts since 1908.

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

STATEMENT

Of the ownership, management, circulation, etc., of Erie Daily Times, published daily except Sunday, at Erie, Pennsylvania, required by the Government Act of August 24, 1912, for April 3, 1917.

Editor, F. S. Phelps, Erie, Pa.; Managing Editor, F. S. Phelps, Erie, Pa.; Business Manager, John J. Mead, Erie, Pa.; Publisher, Times Publishing Co., Erie, Pa.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock), F. S. Phelps Times Publishing Co., Erie, Pa.; John J. Mead, Times Publishing Co., Erie, Pa.

Known bondholders, mortgages and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only)

25,773

JOHN J. MEAD, Business Manager.

Sworn to and subscribed before me this 3d day of April, 1917.
(Seal) P. V. GIFFORD, Notary Public.
(My commission expires Jan. 16th, 1921.)

The E. Katz Special Adv. Agency, New York and Chicago.

ALL AGREE THAT UNCLE SAM SHOULD BUY SPACE

Advertising Club of St. Louis Passes Unanimously Resolution Approving of Payment for Bond Sale Publicity—President Houston Predicts Record A. A. C. W. Convention in June.

That the annual convention of the Associated Advertising Clubs of the World, to be held in St. Louis June 3-7, will be a revelation to the world, is a prediction of Herbert S. Houston, president of the association. This statement was made in an address before the members of the Advertising Club of St. Louis recently.

He made his prediction, he said, because the success of the undertaking could well be forecast from the extensive preparations being made by advertising organizations all over the country, and because of the elaborate plans being perfected from day to day for the reception of delegates and the entertainment of visitors by the St. Louis Club and the municipal authorities of that hospitable city.

President Houston further predicted that instead of recent war developments interfering with the convention in any way, they would be beneficial. "During your June convention the brightest minds in the commercial world will be congregated in St. Louis, and you will find that hundreds of business men, whom you never expected to see, will be flocking in upon you, that they may be able to catch the drift of the nation's thoughts relative to affairs commercial," he continued.

President Houston then told of having offered the services, gratis, of an advisory board to the United States Government in planning an advertising campaign for the bonds, which are to be issued to raise war funds. The speaker declared that the advertising men of the country could save at least \$25,000,000 of the money that otherwise would have to be spent in selling the bonds. Houston declared he believed, and so advised the Government, that all of the publication space of various kinds, used in advertising the proposed bond issue should be paid for at prevailing rates, as the publishers could no more afford to give away their space than the merchant his stock of goods or the banker his money.

PASSED STRONG RESOLUTION.

Festus J. Wade, who raised the \$85,000 convention entertainment fund among St. Louis business men, then offered a resolution as follows:

"Believing that advertising is a commodity precisely as bonds are, or as the products of the farm are, the Advertising Club of St. Louis wishes to go unanimously on record to the effect that the Government in using advertising space, should pay for it precisely as it pays for food or munitions for the army or navy: Therefore, be it resolved that The Advertising Club of St. Louis unanimously approves of the action of the National Advertising Advisory Board in offering its professional services to the nation without cost for the direction of an advertising campaign of paid advertising to mobilize either men or money for the war. In adopting this resolution we wish to express it as our united belief that publishers are as patriotic as any other citizens, but we also wish to express it as our united belief that there is no more reason why they should contribute space, which is their merchandise, than the farmer should contribute his grain, the merchant his goods, the manufacturer his finished product, or the banker his money." The resolution was adopted without a dissenting vote, and Mr. Wade, who is president of the Mercantile Trust Co., was felicitated upon its authorship by President Houston, and others.

The National Exhibit Committee of the A. A. C. W. has cabied to John Hart, advertising manager of the London Opinion, requesting him to send the complete exhibit of the famous British Army and Loan Campaign conducted by the advertising men of England, to be exhibited at the convention. The committee has received a favorable reply, and it is planned to install the exhibit in the marble rotunda of the City Hall during the convention.

FAMOUS EXHIBIT EXPECTED.

This exhibit will be especially pertinent in view of the fact of President Houston's offer to the Government, which has been accepted by President Wilson. The exhibit, which Hart has assembled, will illustrate the campaign, which assembled 4,000,000 soldiers and raised \$5,000,000,000 for the famous "victory loan." The exhibit will be installed with national colors of the two countries—the United States and England. Edward Mead, member of the Advertising Club of St. Louis, who is vice-chairman of the National Exhibit Committee, and the chairman of the Committee of National Exhibits of the Convention Board of the Advertising Club of St. Louis, will have charge of the exhibit.

A. W. McKeand, president of the Community Advertising Departmental

of the A. A. C. W., is in St. Louis from Indianapolis to get the initial work of preparing the programme of his departmental under way. Nine different contributing factors to all civil and municipal growth and advertisements will be touched upon in the speeches to be made before this departmental at the convention by the leading authorities in the United States in the different lines. Space for the departmental has already been procured.

Delegates and visitors to the annual convention will enter the city through a "Golden Way," which will be a wonderful system of orange-colored lighting, into the arrangement of which the Illuminating Committee of the St. Louis Club, the merchants and municipal authorities are entering with a zest. Work has already begun on the open-air theatre in Forest Park, which will be a concrete affair of solidity and permanence, and which will always stand as a reminder of the convention. It is being erected at a great cost, and the Advertising Club of St. Louis is bearing a large share of it.

The Women Associates of the Advertising Club of St. Louis have about completed the programme for the entertainment of the women who accompany the delegates to the convention; Mrs. Henry W. Kiel, wife of Mayor Kiel, and Mrs. George Burbach, wife of the advertising manager of the Post-Dispatch, are leaders in the preparations.

A. N. A. Annual Convention

The Association of National Advertisers will hold the semi-annual meeting at Detroit, Mich., May 31, June 1, and June 2. Sessions will be held at the Hotel Statler, and will be executive as heretofore. Meeting dates will make it possible for the members to go on to St. Louis in time for the convention of the A. A. C. of W.



This Is The Name of The Monthly Magazine That Is Sent Free To All NEA Client-News-papers.

There's a Reason--

A Mighty Good One — For Its Name, As Any Newspaper-Maker Will Discover By Reading One Number.

We Will Be Very Glad To Send You A Sample Copy.

THE NEWSPAPER ENTERPRISE ASSOCIATION
1279 West Third Street
CLEVELAND, OHIO

CLINE-WESTINGHOUSE FULL AUTOMATIC PUSH BUTTON CONTROL FOR NEWSPAPER PRESSES

USED BY
KANSAS CITY STAR SEATTLE TIMES
AND OTHER WELL KNOWN PAPERS

Complete Electrical Equipments

CLINE ELECTRIC MFG. CO.
CHICAGO: Fisher Bldg. NEW YORK: World Bldg.

The Armor Plate City

Among more than 100 competing cities, the United States government has selected CHARLESTON, W. VA., as the most advantageous site for its great new Armor Plate Factory and for its Projectile Plant to be erected this year at a total cost of Twenty-two Millions of Dollars, and to employ from 2,000 to 4,000 men.

The Leader in the rich Charleston Area is

THE CHARLESTON MAIL

Published in the Largest County's Largest City, in WEST VIRGINIA

When The Mail goes to press no other paper published or circulated in Charleston is less than 12 hours old.

CIRCULATION

The Mail's circulation is 99% PAID. Its unpaid copies include Employees' and Advertisers' copies only. No contest or premium ever used to induce subscribers.

ADVERTISING

Publishes usually more Local advertising in its six days, at an average rate from 20 to 25% higher, than its chief contemporary publishes in seven days, including Sunday.

FOREIGN REPRESENTATIVES:

Bryant, Griffith & Fredricks

Chicago

225 Fifth Avenue, New York

Boston

TO ADVERTISE DAIRY PRODUCTS IN DAILIES

Big Newspaper Campaign of the National Dairy Council has Started and Will be Continued Until it Reaches Every Portion of the United States—Much Activity in the Field.

LORD & THOMAS, Maller's building, Chicago will handle the advertising account of the National Dairy Council, 130 North Fifth Avenue, Chicago. The Council is to spend from \$100,000 to \$750,000 in advertising, of which, it is said, more than half, will go in the much as 75 per cent., will go in the newspapers. Some full pages have already been started by the advertising manager of the Council, Julius Kahn. The advertising has appeared so far in Detroit, Milwaukee, St. Louis, Louisville and Indianapolis. All of the milk and cream advertising will go in the newspapers. The campaign will embrace every section of the United States.

THE DOOLEY-BRENNAN AGENCY, of Chicago, is to conduct an extensive newspaper advertising campaign for the "Cudahy Curled Hair Mattresses," a by-product of the Cudahy Packing Co., of Chicago.

THE FRANK SEAMAN AGENCY, New York city, will put out large copy for the General Electric Co., of Schenectady, N. Y.

THE FEDERAL ADVERTISING AGENCY, 16 East 39th Street, New York city, handles the advertising of D. E. Sicher & Co., 45 West 21st Street New York city. This agency also handles the Utica Knitting account.

THE E. R. CONRAD Co., Denver, Colo., will handle the advertising of the Tolver Tube & Tire Co., Denver Colo.

THE A. M. SWEYD Co., 347 Fifth Avenue, New York city, is asking newspapers for information for the Richard Fink Co., "Campbell Wafers," 396 Broadway, New York city.

THE TAYLOR, CRITCHFIELD, CLAGUE Co., Brooks Building, Chicago, Ill., is placing orders with some Chicago newspapers, and later may extend to other cities, for the E. J. White Laboratories, "White's Pearl Tooth Paste," Chicago, Ill., and also is sending out orders to Western newspapers for the Pahst Brewing Co., "Pahlo" (a new temperance drink), 917 Chestnut Street, Milwaukee, Wis.

STREET & FINNEY, 171 Madison Avenue, New York city, is handling the advertising of Silberberg Import Co., "Slip-Pon" Vests, 239 Fourth Avenue, New York city.

THE MACAVOY ADVERTISING Co., Conway Building, Chicago, Ill., is placing one-time orders with a selected list of Sunday newspapers for the Motor Cooling Systems, Baltimore, Md.

MOCK & HARDY, Harris Building, Chicago, are placing eight-inch, eight-time orders with newspapers in selected sections for Martin & Martin, E-Z Stove and Shoe Polish, 326 South Michigan Avenue, Chicago, Ill.

HARRY C. MICHAELS, 404 Fourth Avenue, New York city, is handling the advertising of, and making 5,000-line contracts with newspapers in selected sections, for the Plymouth Rubber Co., "Slipknot Rubber Heels," Canton, Mass.

THE MORSE INTERNATIONAL AGENCY, Fourth Avenue and 30th Street, New

York city, is placing extra space on contracts for the B. F. Allen & Co., "Beecham's Pills," 417 Canal Street, New York city.

THE NICHOLS-FINN ADVERTISING Co., 222 South State Street, Chicago, Ill., is planning an extensive newspaper campaign for the Racine Rubber Co., "Country Road Tires," Racine, Wis.

PICARD & Co., 50 East 42d Street, New York city, are renewing the paper contracts for the United Shirt & Collar Co., "Lion Brand" Collars and Shirts, 720 River Street, Troy, N. Y.

THE SINGLETON-HUNTING Co., Citizens Building, Cleveland, O., will place the advertising of the Peterson's Manufacturing Co., Agricultural Implements, Kent, O., during the month of May.

THE CORNING FIRESTONE ADVERTISING AGENCY, St. Paul, Minn., is placing advertising in 163 daily and weekly newspapers in the Northwest for McKibben spring and summer hats. This agency is also placing a line of copy for the State of Minnesota in a number of large newspapers and magazines of national circulation. Ten-thousand-line contracts are being placed by the same agency for Lanpher & Gordon hat advertising. This agency is also making up lists for a number of Northwestern educational institutions, among them being the College of St. Thomas and St. Catherine's College, St. Paul; St. John's Military Academy, Delafield, Wis.; Shattuck School, Faribault, Minn.; Oak Hall, St. Paul; St. James School, Faribault, Minn.; St. Mary's College, Winona, Minn., and Macalester College Conservatory, St. Paul.

CHAMBERS AGENCY, New Orleans, is placing 28-line copy in Louisiana, Mississippi, and Alabama newspapers for Louis C. Carvalho Co., New Orleans.

THE N. W. AYER & SON, 300 Chestnut Street, Philadelphia, Pa., will place orders with newspapers early next month for Wm. Peterman, Inc., "Peterman's Roach Food," 200 Fifth Avenue, New York city.

THE E. D. KOLLOCK ADVERTISING AGENCY, 201 Devonshire Street, Boston, Mass., is offering the following hotels on an exchange basis: Greylock Hotel, Williamstown, Mass.; Rockingham Hotel, Portsmouth, N. H.; Grenliden Hotel, Lake Sunapee, N. H.; Maplewood Hotel, Maplewood, N. H.; Barcroft Hotel, Worcester, Mass.; Sippican Hotel, Marion, Mass.; Bethel Inn, Bethel, Me.; Winthrop Arms, Winthrop Highlands, Mass., and Cumberland Hotel, New York city.

THE GEO. BATTEN Co., Fourth Avenue Building, New York city, is making up a list of newspapers for the Cluquot Club Co., "C. C. C." Product, Mills, Mass.

THE GREEN-LUCAS Co., 21 West Fayette Street, Baltimore, Md., is placing orders with some large city newspapers for the Herr Corporation, real estate, Atlantic City, N. J.

DEAN JEAN BARNES, 354 Fourth Avenue, New York city, will use considerably more space this year for the advertising of B. Priestley & Co., "Priestly's Cravenette," English mohair, 354 Fourth Avenue, New York city.

THE FISHER-SMITH ADVERTISING Co., 122 East 25th Street, is placing orders with newspapers that have poultry sections for the Cinnakol Poultry Food, Bayonne, N. J.

THE BAYER-STROUD CORP., 200 Fifth Avenue, New York city, is handling the advertising of the United States Tobacco Co., "Epicure Tobacco," Richmond, Va.

THE D'ARCY ADVERTISING Co., International Life Building, St. Louis, Mo., is sending out orders to some Western newspapers for the Sheboygan Mineral Water Co., Mineral Water and Ginger Ale, Sheboygan, Wis.

THE GEO. L. DYER Co., 42 Broadway, New York city, will spend about \$200,000 handling the business of the Simmons Co., "Beds," Kenosha, Wis.

BERRIEN-DURSTINE, 25 West 45th Street, New York city, is sending out orders to newspapers, in selected sections, for the American Asiatic Association, "Asiatic Magazine," 280 Madison Avenue, New York city.

THE DARLOW ADVERTISING Co., World-Herald Building, Omaha, Neb., is placing orders with newspapers in large cities for the Skinner Mfg. Co., "Skinner's Macaroni," Omaha, Neb.

THE CAMPBELL-EWALD Co., 117 Fort Street, West Detroit, Mich., is sending out orders to some Western newspapers for the Hyatt Roller Bearing Co., Detroit, Mich.

THE NELSON CHESMAN & Co., 200 Fifth Avenue, New York city, are handling the advertising of the Empress Mfg. Co., "Empress Hair Restorer," 36 West 20th Street, New York city, and are placing 35-line, 9-time, orders with newspapers in selected sections.

THE NELSON CHESMAN & Co., 1127 Pine Street, St. Louis Mo., are placing orders with a selected list of newspapers in Western cities for the Blatz Brewing Co., "Barma," a new temperance drink, Milwaukee, Wis.

THE WALTON ADVERTISING AND PRINTING Co., 141 Milk Street, Boston, Mass., is placing orders with some newspapers for the Saxony Knitting Mills, "Saxony Nogap Shirts," Needham Heights, Mass.

VANDERHOOF, CONDUCT & COMRIE, 140 South Dearborn Street, Chicago, Ill., are placing orders with some Western newspapers for the McCray Refrigerator Co., Kendallville, Ind., and are handling the advertising of the Flanders Co., Food Products, Detroit, Mich.

THE J. WALTER THOMPSON Co., 242 Madison Avenue, New York city, is preparing an advertising campaign for the Deppe Motor Corporation, "Deppe" Automobile, 34 Pine Street, New York city.

H. H. LEVEY, Marbridge Building, New York city, is placing orders on an exchange basis for the Rutledge Hotel for Women, 163 Lexington Avenue, New York city.

LORD & THOMAS, Maller's Building, Chicago, Ill., are placing orders with newspapers in cities where they have stores for the Wormser Hat Stores.

THE WM. D. MCJUNKIN ADVERTISING AGENCY, 35 South Dearborn Street, Chicago, Ill., is placing contracts and orders with some Western newspapers for the Heppes Nelson Roofing Co., "Flex-A-Tile."

THE J. WALTER THOMPSON Co., Lytton Building, Chicago, Ill., is sending out orders to a few newspapers in large cities for the Felt & Tarrent Manufacturing Co., "Comptometer" Machine, 1719 North Paulina Street, Chicago, Ill., and 350 Broadway, New York city.

(Continued on page 49)

WORLD WIDE CAMPAIGN TO ADVERTISE JAPAN

Tokio Kisen Kaisha Co. to Open an Office for the Purpose of Launching an Advertising Plan to Attract Attention to the Mikado's Realm—Tips for the Ad Manager.

W. H. AVERY, assistant general manager of the Tokio Kisen Kaisha, the largest steamship company operating passenger steamers between San Francisco and the Orient, has announced a world-wide advertising and publicity campaign to exploit the attractions of Japan and the Far East. The management has decided to open a large advertising bureau. The new advertising department of the steamship company will have its headquarters in San Francisco, and will be directed by James King Steele, San Francisco advertising and publicity man, who is well known as the editor of the World Traveler de Luxe.

Sullivan Talks to Ad Women

The last regular programme of the League of Advertising Women of New York was held at the Advertising Club on the evening of April 17. John Sullivan, secretary of the Association of National Advertisers, addressed the ladies on "The Distribution of Advertising Films." The League has had a most prosperous season.

New Orleans States

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

36,660 Daily

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

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

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

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOODMAN,
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

AD FIELD PERSONALS

JAMES P. HUNTING, former treasurer of the Singleton-Hunting Company, has been appointed manager of the Cleveland branch of the Macavoy Advertising Company, of Chicago. The Cleveland branch office has been opened in the Union National Bank Building.

J. W. SANGER, formerly advertising manager for Pease Brothers, opened an office for himself in the Hollingsworth Building, Los Angeles, on April 15.

CARL M. GREEN, president of the Carl M. Green Advertising Company, of Detroit, who has been touring California recently, says he is greatly impressed with the possibilities of advertising California products at home and abroad.

F. J. HUESMAN has opened an advertising agency in Los Angeles. Mr. Huesman recently arrived in Los Angeles. He maintains a well-appointed suite of offices in the Merritt Building, and plans to conduct a general advertising business.

H. E. JAMES, of the H. E. James Advertising Agency, Inc., Philadelphia, has just returned, after an extended vacation and business trip to California and the Hawaiian Islands. The James Agency will move to New York and occupy its new quarters at 110 West 19th Street about June 1.

ALCORN-HENKLE, publishers' representatives, New York and Chicago, have been appointed as foreign advertising representatives, both east and west, of Reno (Nev.) State Journal.

HORACE H. DELANO resigned as classified advertising manager of the Chicago Herald to manage the advertising of Alfred Decker & Cohn, of Chicago, manufacturers of "Society Brand" clothes.

F. A. WILSON-LAWRENSON has been made general manager of the Welch Grape Juice Co., of Westfield, N. Y.

W. L. TALCOTT has been appointed advertising director of Frank B. Strauss & Co.

W. M. HUROWITZ has been appointed Western advertising manager of Frank B. Stevens & Co.

C. E. WITTMACK has been appointed sales and advertising manager of the Oshkosh (Wis.) Overall Co.

FRED W. McELROY has been appointed acting advertising manager of the Alpha Portland Cement Co., Easton, Pa., succeeding S. Roland Hall.

JOHN W. ODLIN has been appointed advertising manager of the Wright Tire Co., Worcester, Mass.

W. T. PICKERING has joined the service department of the Southwestern Advertising Company of Oklahoma City at the Dallas, Tex., branch.

MAURICE NEEDHAM is now associated with the Barrett-Cravens Co., of Chicago, maker of automobile equipment. Mr. Needham was formerly advertising manager of the Nash Motors Co., of Kenosha, Wis.

BRADLEY WELCH, formerly of the Wallace Armstrong Agency, of Philadelphia, has joined the staff of the Greenleaf Company, of Boston.

AGENCY NOTES

H. E. James advertising agency of Philadelphia will move to New York city about the 1st of June.

The H. E. Resiman advertising agency is the new name of the company formerly known as the Sales Service Co., of Chicago.

Breadth of vision and directness of purpose should go hand in hand.

Frank A. Arnold and Julian Seaman were appointed directors of Frank Seaman & Co., at the annual meeting held recently.

Frank Kiernan & Co., advertising agency, have moved to new offices at 135 Broadway, New York. This business was established nearly fifty years ago by Senator John Kiernan and has grown steadily under the direction of his son, Frank Kiernan. Large and commodious offices have now been provided to take care of the volume of business which the Kiernan agency places with publications all over the world.

Moves to New Quarters

The N. W. Ayer & Son Advertising Agency now have large and especially attractive offices in the National Bank Building, Boston, having moved from 111 Devonshire Street to the present location some days ago. The present offices of the company are much larger and more attractive than those formerly occupied, and are easier of access from the business part of the city.

Advertising Luncheon

Those who attended the recent luncheon given by the Greenleaf Company at Boston to about forty publicity representatives in that city are still talking about the success of the affair. The party was held in the Rose Room of the Hotel Lenox.

Arkenberg Special Agency

Is making Advertising Agents realize the value of Newspaper Classified for developing small accounts, and assisting on large campaigns.

A. S. A. is allowing commission to Agencies on all orders sent in.

Lists are now being arranged for new Bulletin No. 136 which will be the best ever put out.

Will your paper be represented in "No. 136" and get the benefit of distribution of this Bulletin and all other promotion work we are planning? It's up to you.

Write, phone, or call

ARKENBERG SPECIAL AGENCY

Publishers' Representatives

406 Madison Ave.
Toledo, Ohio.
Phone Main 5893

702 World Bldg.,
New York, N. Y.
Phone Beckman 2252

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 December, Daily 41,875; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916.</p>	<p>MONTANA</p> <p>MINER Butte Average daily 12,470. Sunday, 20,371, for 6 months ending September 30, 1916.</p>
<p>CALIFORNIA</p> <p>EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C.</p>	<p>NEW JERSEY</p> <p>JOURNAL Elizabeth</p> <p>PRESS-CHRONICLE Paterson</p> <p>COURIER-NEWS Plainfield</p>
<p>GEORGIA</p> <p>JOURNAL (Cir. 57,531) Atlanta</p> <p>CHRONICLE Augusta</p>	<p>NEW YORK</p> <p>COURIER & ENQUIRER Buffalo</p> <p>IL PROGRESSO ITALO-AMERICAN New York</p> <p>DAY New York The National Jewish Daily that no general advertiser should overlook.</p>
<p>ILLINOIS</p> <p>HERALD-NEWS (Circulation 15,190) Joliet</p>	<p>OHIO</p> <p>VINDICATOR Youngstown</p>
<p>IOWA</p> <p>THE REGISTER AND TRIBUNE Des Moines Circulation, 85,000 Daily, 70,000 Sunday.</p> <p>SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.</p>	<p>PENNSYLVANIA</p> <p>TIMES Erie</p> <p>DAILY DEMOCRAT Johnstown</p> <p>TIMES-LEADER Wilkes-Barre</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>TENNESSEE</p> <p>BANNER Nashville</p>
<p>LOUISIANA</p> <p>TIMES-PICAYUNE New Orleans</p>	<p>TEXAS</p> <p>CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.</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 Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.</p>	<p>UTAH</p> <p>HERALD-REPUBLICAN Salt Lake City</p>
<p>MINNESOTA</p> <p>TRIBUNE, Morning and Evening Minneapolis</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>MISSOURI</p> <p>POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis every day in the year than there are homes in the city. Circulation entire year, 1916: Sunday average 356,193 Daily average 204,201</p>	<p>WASHINGTON</p> <p>POST-INTELLIGENCER Seattle</p>

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>NEBRASKA</p> <p>FREIE PRESSE (Cir. 128,384) Lincoln</p>
<p>NEW YORK</p> <p>ROULETTINO DELLA SERA New York</p>	

A. N. P. A. CONVENTION EXHIBIT PERSONNEL

Floor of the Waldorf-Astoria Where the Annual Gathering Will Be Held, Will Resemble the Best-Lighted Section of Broadway, on a Small Scale—List of the Exhibitors.

The convention floor of the Waldorf-Astoria Hotel will be the point to which all publishers will gravitate during the coming week. It will resemble, in many respects, an exposition of publishers' supplies. Practically all of the available space has been rented by different manufacturing concerns, feature and syndicate companies, trade newspapers, and the like. The same rooms are retained by them year after year. As far as possible, the convention staff is always the same. Publishers who come from all portions of the country find familiar faces and make acquaintances that ripen into strong friendships.

The number of rooms that have been rented this year are in excess of any previous gathering of the Publishers Association.

There will be exhibits of machinery, or syndicate and feature matter, and of everything of interest to the publishers who will be there. The corridors that lead out from the Astor Gallery will be flanked with brilliantly lighted display. The large hall in front of the gathering usually looks like a miniature White Way.

THE LIST OF EXHIBITORS.

Among those who will represent the various associations and exhibitors on the convention floor are:

The American Newspaper Publishers Association—Lincoln B. Palmer, manager, F. P. Sherwood and Thomas Walsh.

The Bureau of Advertising of the A. N. P. A.—William A. Thomson, Thomas H. Moore, Miss Florence W. Bernstein, Miss Frances Robers, and William C. Flad, jr.

THE EDITOR AND PUBLISHER—For news and features: James Wright Brown, W. D. Showler, Merlen Pew, Frank J. Arkins, and H. H. Thomson; for advertising and circulation: Edwin D. DeWitt, George P. Leffer, J. W. Ferguson, L. H. Townsend, and Edward Gans.

The Pollard-Alling Manufacturing Company, New York—William M. Stretch.

Photographic News Syndicate—Francis Lawton, jr., general manager; Russell Gomez, and Kenneth T. Kendall.

R. Hoe & Co.—O. C. Roesen, sr., and practically all of the sales representatives of the company will be in attendance.

The Haskin Letter—Frederic J. Haskin, W. J. Cobb, and Miss Frances J. Work.

The Advertising News—William C. Freeman, George French, William B. Curtis.

The Fourth Estate—E. F. Birmingham, Fremont Spicer, Joseph Savadel, J. F. Redmond, and William Henry Beers.

National Electric Bulletin Corporation—K. A. Staahlgren.

Mergenthaler Linotype Co.—Walter H. Savory, manager of the New York sales department, and the following men from the New York offices: Hugh C. Curry, efficiency engineer; Alfred Archer, assistant manager, New York sales department; W. L. Parks, John D. Babbage, jr., Charles P. Gurnett, George W. Loop, Fred C. Grumman, C. C. Rhame, Fred J. Mueller, William H. Stubbs, Mark H. Boynton, E. G. Myers, M. J. Kerrins, L. H. Quade, M. O. Menalge, E. H. St. John, Alfred W.

Channing, William H. Miller, Frank B. Fobes. There will be present, in addition, George E. Lincoln, manager of the Chicago office, and W. C. Bleloch, assistant manager; Fred W. Bott, manager of the New Orleans office; F. C. Van Schaick, manager of the San Francisco office; Thomas Bland, manager of the Canadian Linotype, Ltd., Toronto.

The Ludlow Typograph will be represented by William A. Reade, president of the company, and Mr. Muir, of the Ludlow Typograph Co., as demonstrator.

The International Syndicate—Howard E. Muller.

The Evening Mail's Midnight Frolic atop the Century Roof will be in charge of John E. Cullen and Virgil B. McNitt.

Goss Printing Press Co., George A. Eddy, vice-president, assisted by R. C. Seymour, R. P. Thomas, J. W. Spencer, M. L. Redfield, H. D. Bell, and Paul Cox.

The Monotype Co.—Richard Beresford, New York manager; H. D. Best, Philadelphia district manager; James H. Sweeney, Western district manager; H. F. McMahon, Canadian District Manager; F. Weindel, Philadelphia office; J. C. Thompson, G. W. Lieb, and E. Lundeen.

GRAND RAPIDS PAPERS DOING PATRIOTIC BIT

Are Unitedly Co-operating in Recruiting Movement and Aiding in Every Way Possible the Country's Cause—Manager Booth's Two Sons and Other Newspaper Men Enlist.

The Grand Rapids Press, one of Michigan's foremost dailies, is going things for the great recruiting movement started the country over. The Press is not only printing boxes and stories urging the youth of the land to enlist. It has already contributed eight of its employees to the cause even at this early hour, and more are to follow. The pick of the editorial-room staff of the Press is now enrolled in United States services, ready to do their duty at their country's call. Two members of the staff, W. H. Kingsley, assistant city editor, and Kenneth Clapp, reporter, are now in training, Kingsley at Columbus, O., and Clapp at Port Royal, S. C.

Edmund W. Booth, manager of the Press, has contributed his two sons to the cause and has done so unflinchingly, aiding them in every way to land in troops which seem sure to see action. Paul Booth has departed for the East, where he is expecting to join a submarine-chasing outfit. Ted Booth, correspondent for the Press on the Mexican border during the stay of the troops in Texas, has joined the Naval Militia, and has given up his newspaper duties to take up recruiting work.

Percy W. Nickel, religious editor; Hubert H. Woltjer, United Press operator; Ray Wells and Arthur Lockhart, of the advertising department, are the other youths who have joined the service. All four are in the Grand Rapids division of the Naval Militia. Kingsley is in the United States Army Hospital Corps, and Clapp in the United States Marine Corps.

Alex Golden, Sunday city editor of the Grand Rapids Herald, has also enlisted in the local division of the Naval Militia.

PATRIOTIC MEETINGS STAGED.

All three Grand Rapids newspapers, the Press, News, and Herald, are co-operating in the recruiting movement, staging huge patriotic mass meetings at

which the editors of these papers and newspaper men from other cities are principal speakers, and playing up recruiting news to the fullest. At the first mass meeting held for this purpose, at which A. P. Johnson, editor of the News; Arthur H. Vandenberg, editor of the Herald, were speakers, and which was presided over by E. W. Booth, manager of the Press, more than 10,000 crowded the doors to get in. An overflow meeting was held to bring the message of preparedness and duty to the thousands who could not gain admission to the hall.

SELLING BUSINESS MEN FOR CONVENTION MONEY

Advertising Club of St. Louis Has Novel Plan to Raise Funds for Entertainment of A. A. C. W. in June—Newspaper Space Bought and Paid for to Push Campaign.

Members of the Advertising Club, of St. Louis, have gone about the problem of raising money for the entertainment of the thirteenth annual convention of the Associated Advertising Clubs, June 3 to 7, with the determination to make the funding campaign do more for the club than merely supply the needed cash. They are determined also to make the campaign the occasion upon which they will "sell" St. Louis business men on the convention and on the value of the St. Louis club.

The plan has been to "sell" every business man thoroughly, rather than merely to go forth with the idea of obtaining donations, and the plans have all been laid with the greatest care.

In addition to presenting strong selling talks to interest business men, the committees that have been on the job have tried to make their methods of themselves an indication of the business-like character of the advertising club and the approaching convention.

The club first paved the way by using full-page advertisements in the newspapers (paid space, by the way) and this was followed by a careful division of the lists of names of the men and firms to be seen, and a classification to show how much ought to be obtained from each line, and how much each man or firm in the line ought to provide.

ARMED WITH ARGUMENTS.

At the same time, definite talking points, especially applicable to the individual line worked upon where this was possible were devised, so that members of the financing committees

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

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

went forth armed with definite reasons why the firm approached should put a definitely suggested sum into the fund.

After the campaign had started, and as a means of helping to sustain interest, the club used posters in all sections of the city, stating briefly something of the value of the convention to the city, and the work was further supplemented by direct-mail cultivation where this was practical.

"It is certainly befitting," said Harry E. Myers, general secretary of the convention board of the Advertising Club of St. Louis, recently, "that the club should have paved the way, to the greatest possible degree, with advertising before the solicitation started, and that efforts should be made to maintain interest in the course of the campaign, both because this was the best, easiest way to accomplish the desired result, and because the club wanted to take its own medicine, to show St. Louis firms that it believed in advertising for its own work."

The St. Louis committees promoting convention plans have felt they were especially fortunate in obtaining the services of Festus J. Wade, president of the Mercantile Trust Co., as director of finances, for his connection with the movement instantly gave it a hall mark that meant a great deal to St. Louis business interests.

NEWS PRINT FOR KANSANS

Car Load of Paper at Federal Trade Commission Rate to be Distributed.

A car load of flat news print will be distributed to the papers of Kansas about May 1, at the price fixed by the Federal Trade Commission, and agreed upon by the manufacturers and jobbers, according to a telegram received by George W. Marble, president of the Kansas League from the Federal Trade Commission. This is the first car to go to the publishers of the Sunflower State in this manner, according to Mr. Marble. The price to be charged will be \$3.25 per hundred pounds, plus 12½ per cent. profit allowed some jobber to handle the shipment. The distribution will be handled by a Kansas City paper house.

While dirt is very valuable in some places, your office or store is no place for it.

Times Subscribers All

To the Editor of The New York Times:

An acquaintance of mine recently moved into the Oban Court Apartment, Hayes Avenue, Elmhurst. The first day he was there he was sought by the boy who has the newspaper route. He ordered The New York Times. Being a newspaper man himself, he asked the boy if many other families in the apartment took The Times. "Forty-six," was the reply.

"How many families in the apartment?" was asked.
"Forty-six."
L. S. CASE.
Flushing, April 18, 1917.

PHILADELPHIA

America's Greatest
Industrial City.

The PRESS
Philadelphia's Great
Industrial Paper.

Representatives
LOUIS GILMAN NEW YORK
HARRY B. LASHIER CHICAGO
World Building
Tribune Building

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be in the Market for Supplies.

BOSTON.—Washington Press, Inc.; capital, \$50,000; president and treasurer, John D. O'Connor, Boston; clerk, Parker D. Morris, Boston.

CRANSTON, R. I.—The Mathewson Printing Company; capital, \$50,000; incorporators, Winthrop S. Mathewson, Lynette W. Mathewson, and Thomas Whitehead, all of Cranston.

EBENSBURG, Pa.—The Summit Publishing Company, \$6,000; Harry A. Eglehart, incorporator.

PHILADELPHIA.—McLain-Haddon-Simpers Co., advertising; \$1,000.

NEW ENTERPRISES

LEACHVILLE, Ark.—A new paper is to be started here soon by B. L. Appleby, of Barfield.

LINWOOD, Kan.—The first issue of the Linwood Light, a new publication here, has been made. It is published by Long & Drake.

WILLIS, Tex.—The Willis Star appeared here recently, after a lapse in publication of more than a year. J. E. Pate is proprietor and P. H. Roberts, jr., is editor.

WHITE CLOUD, Kan.—A new newspaper, called the White Cloud Booster, is being published here by John Hamilton.

LAWTON, Okla.—D. Preston McCallib, of Oklahoma City, will be the managing editor of the Oklahoma Soldier, to be published here as the official weekly publication of the First Oklahoma Regiment.

ENID, Okla.—The Morning Times is the name of a new paper to be issued by the Enid Eagle, according to recent announcement. The first number will be out about May 1.

NEWPORT, Tenn.—M. A. Roadman, who was editor of the Newport Plain Talk a few years ago, has purchased the equipment of a defunct plant in Mississippi, and will move the same to Newport, where he will start an independent daily newspaper. The Newport Times, owned and controlled by a stock company, and which discontinued publication last November, will resume publication some time this month.

WAELEDER, Tex.—T. E. Childers, who established the New Era in September, 1911, has sold the paper and plant to H. F. Bridges, of Luling.

SENECA, Pa.—The Kicker, of which Anna C. Kinney was editor and owner, has been sold to Gordon B. Moore, of Oil City. One of the features of this paper was the announcement in rhyme of births.

CHANGES IN INTEREST

WELLINGTON, Kan.—The Wellington People's Voice, a local weekly, has been sold by Charles R. Havens to Burns Hegler and H. C. Plumb, owners of the Wellington Daily Journal, and will be printed in conjunction with the daily.

ATHOL, Kan.—The Athol Record's editor, Albert A. Henning, having resigned his position, A. M. Cowan, owner of the paper, has assumed its management. The Record is being issued from the Smith Center Journal's office, and will be until Mr. Cowan arranges for a new editor for his paper.

NOWATA, Kan.—The Nowata Times has been sold at Sheriff's sale to B. G. Dowell, cashier of the Nowata National Bank, for \$1,500. Mr. Dowell states that he expects to dispose of the property.

OZARK, Mo.—Edward P. Gough has assumed the editorship and management of the Ozark Democrat, which paper is owned by Charles E. Reid, of Ozark.

DELIA, Kan.—Miss Hila McBride has purchased and now is editor of the Delia News, a local four-page paper.

CROCKER, Mo.—M. F. Meade has sold the Crocker News to Charley Iden, of Pleasant Hill, who has taken charge of the paper.

DE SOTO, Mo.—Henry W. Harris has leased the De Soto Press from C. C. Mitchum, and has taken charge of the same.

BIRCH TREE, Mo.—Walter Webb is the new editor of the Shannon Herald, a local paper, succeeding Lee W. Smithson, who assumes other duties on the paper.

LINCOLN, Kan.—D. L. Carter, of Ellsworth, is to take charge of the Lincoln Sentinel as manager and managing editor.

VALLEY FALLS, Kan.—J. L. McCullough, formerly editor and owner of the Anthony Bulletin, is the new manager of the two papers in Valley Falls and Oskaloosa, owned by Mr. Harmon.

RANDOLPH, Ia.—The Enterprise has been sold to C. E. Huffaker.

PAINESVILLE, O.—The Telegraph, established nearly one hundred years ago and one of the best-known small dailies in Ohio, has been sold by J. F. Burke to Will C. Kegel, of Defiance, O. The transaction was conducted by H. F. Heinrichs, newspaper broker of Litchfield, Ill.

FLETCHER, Okla.—John C. Nagle, for several years publisher of the Comanche (Okla.) American, has purchased the Tribune.

EUREKA SPRINGS, Ark.—R. I. Davenport

has purchased from S. A. Diehl a half-interest in the Eureka Springs Times-Echo, and hereafter this paper will be published jointly by them, the firm being known as Diehl & Davenport.

NEWSPAPER CHANGES

ANAHEIM, Cal.—The Daily Herald has been purchased by W. G. Damon. Editor Robert Johnston will remain in charge of the news department for the present.

HUNTINGTON PARK, Cal.—The Signal, which was formerly conducted by Lile R. Morehouse, is now edited and published by J. A. Bowen.

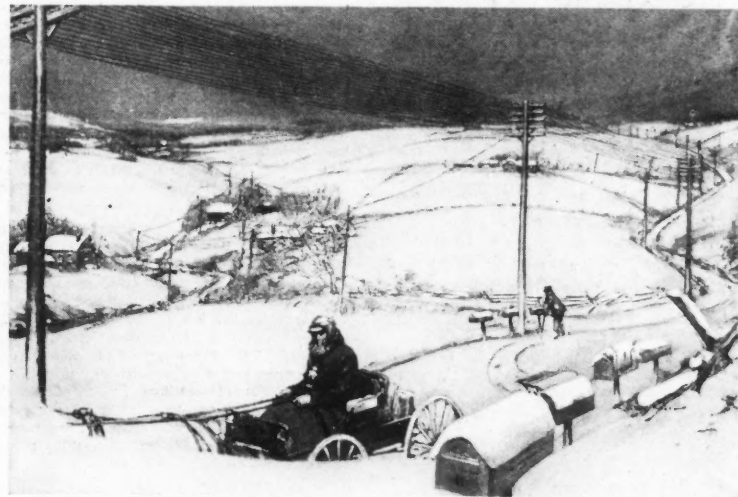
NEWSPAPER ACTIVITIES

The Pittsburgh Dispatch is giving away a handsome engraving of President Wilson, with the American flag and several battleships used as a border. The artistic combination was conceived by John Snyder, of the circulation department of the Pittsburgh Dispatch and has been enthusiastically received by the readers. The Pittsburgh Post is meeting with great success in the distribution of an engraving of President Wilson.

The Seattle Times recently launched a new idea when it inaugurated a "Used-Car Week." In preparation for the event "Week." In preparation for the event, large quantities of space were used by auto and accessory dealers. The idea was the setting aside of one entire week for the advertising and sale of used or second-hand automobiles, and, as a result of the combination of hard work and advertising, the event was very successful.

Men are improving in politeness, but not in thinking. The sound argument for correct manners holds good for correct thinking. There is terrific chaos in most minds when an attempt is made to seriously think things over.—[E. W. Howe.

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



Standards of Service

In rural communities clusters of mail delivery boxes at the crossroads evidence Uncle Sam's postal service. Here the neighbors trudge from their homes—perhaps a few yards, perhaps a quarter mile or so—for their mail.

and villages. One-fourth of the 10,000,000 telephones in the Bell System are rural. They reach more places than there are post offices. Along the highways and private lanes the telephone poles lead straight up to the farmer's door.

Comprehensive as is the government postal system, still the service rendered by its mail carriers is necessarily restricted, as the country dweller knows.

He need not stir from the cheerful hearth ablaze in winter, nor grope along dark roads at night for friendly news or aid in time of trouble. Right in the heart of his home is his telephone. It is the American farmer's key to the outside world, and in no other country is it found.

Long before rural delivery was established the Bell System began to link up the farmhouse with the neighboring towns

WAR SCOOPS
BOY SCOUT BILL

Smiles—Hints for the Motorist—House Plans—Daily Fashions—Puzzles—News Weekly Comic Fashion—Childrens Feature Pages—Art Needlework, also The Ad Route.

The International Syndicate
Features for Newspapers
Established 1889 Baltimore, Md.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES
One Policy — One System — Universal Service

"NOT GUILTY" NEWS PRINT MAKERS' PLEA

Seven Manufacturers Indicted On a Charge of Entering Into a Conspiracy in Restraint of Trade Appear in Court and Give Bonds in Sum of \$3,000 Each.

"Not guilty" pleas were entered Tuesday April 17, by the seven news print manufacturers who were indicted by the United States Grand Jury for the Southern District of New York. The pleas were entered before Judge Cush-



BAINBRIDGE COLBY,

Special Prosecutor for the Government. man, in the criminal division. The manufacturers appeared at 10:30 A. M. accompanied by their attorneys.

When the case of the paper manufacturers was called, Henry A. Wise, asked that the defendants be given two weeks in which to change their plea or demur.

Mr. Wise stated that inasmuch as the men indicted were all prominent business men, who had presented themselves voluntarily, without expense to the Government and were in court, that bail be fixed at \$3,000 in each case, and not \$5,000 as originally requested by Mr. Colby. Judge Cushman set the bail at \$3,000 and gave the paper makers until April 30 to answer.

The men who were indicted, and who appeared in court with their attorneys last Tuesday, are: George H. Meade, of the Spanish River Pulp and Paper Mills, Ltd.; Phillip T. Dodge, of the International Paper Co.; Edward W. Backus, of the Minnesota & Ontario Power Co.; George Chahoon, jr., of the Laurentide Paper Co.; Ltd.; Gordias H. Gould, of the Gould Paper Co.; Alexander Smith, of the Abitibi Paper Co.; Frank J. Sensenbrenner, of the Kimberly Clark Co.

Use what you have to get what you want.



DOMINATES

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

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN
General Manager
New York

LIVE TOPICS DISCUSSED BY OUR READERS

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

Congress and Postage

NEW YORK CITY April 17, 1917.

THE EDITOR AND PUBLISHER:

A new effort now pending in Congress to increase the postage rates on all classes of periodicals, and to tax their advertising income, revives a question that never seems to stay answered: Is advertising a graft on the public?

The periodicals of this country, including the newspapers, constitute a popular university supported by the people and without which the masses of our population, young and old, would be uninformed on practically everything essential to their well-being. As a people, we would be uncultured, immoral, unprogressive, unimaginative, uninteresting. Perhaps the last state would be worse than all the rest. Almost every division of people into groups, whether for business or for pleasure, for ethical purposes or what not, has its distinctive class journal. And every taste can be gratified in from one to a score of general periodicals. Whereas, the universal craving for news is satisfied by the daily press and the weekly newspapers.

The newspapers and periodicals of the country are the natural mediums of exchange of news in the domain of manufactured products, inclusive of such products as educational courses and journeys around the world. By what other method of communication could this all-important information be diffused? Shall we substitute bulletin boards throughout the land? Conceive of such a thing, if you can. Can it be done by circularizing every home in the land continuously in behalf of each commodity? Conceive of that, if you can. Should the people gather in great assemblies and have this information announced to them? Think of it!

Road builders make considerable money at their business. But who, on that account, would think of them as parasites upon the body politic? And yet providers of these other great avenues of communication are again and again subjected to Congressional attack in the form of proposed taxation through the Post Office Department, or otherwise. They are suspected of being in collusion with the great advertisers, to rob the people. Substitute continuous miles of bulletin boards instead, and discover by that process whether advertising, as at present conducted, lowers or raises the cost of commodities to the consumer.

The publishers of newspapers and magazines have created the most convenient and cheapest method by which every man can reach every other man with his message. The people realize this in a quiescent sort of way, and might easily fail to see the menace of a simple little bill in Congress to add a cent or two to the postage rate, a trifling 10 per cent. tax on the advertising income. But let the people as a whole once realize that they must dig down into their own pockets and pay back to the publishers this cent or two and this 10 per cent., and immediately the Congressman who proposed the thing

would be torn to shreds. For the publishers of the newspapers and periodicals of this country would have little difficulty in convincing the people of the United States that the business of publishing newspapers and periodicals does not return such a profit upon the investment as to permit of any such governmental imposition of additional costs. The bogey of advertising as a graft on the public would speedily be sent flying.

It is undoubtedly true that there are more magazines and newspapers than we need. But it is equally true that those we do need, we need so thoroughly that we do not begrudge their publishers a living wage for their work. If some of them are growing rich, we do not even begrudge that. They are worth the money. Newspapers and magazines are a necessity for the "reading matter" they contain and the advertising they carry. Advertising is not a graft on the public; it is one of the greatest economies in our national life. W. B. ASHLEY, Executive Secretary Church Advertising Departmental, Associated Advertising Clubs of the World.

Dr. Reiser's Appreciation

GRACE METHODIST EPISCOPAL CHURCH,
NEW YORK CITY, April 18, 1917.

THE EDITOR AND PUBLISHER:

I cannot refrain from sending you this little note of encouragement. I am constantly wondering how you get out every week such an intensely interesting, informing, and stimulating periodical. Naturally I receive a great many. In spite of the fact that I am not directly in the newspaper field, I cannot refrain from going through your magazine as soon as it is put on my desk. CHRISTIAN F. REISNER.

To Represent Cuban Daily

Nicholas Rivero, jr., business manager of Diario de la Marina, Havana, Cuba, announces the appointment of Cone, Lorenzen & Woodman as exclusive advertising representatives of that newspaper for the United States and Canada.

Lending money is more profitable and less arduous than earning money.

To our Flag Customers SPECIAL NOTICE

Sold up. Flag orders accepted subject to prevailing prices and indefinite date of delivery.

Unprecedented demand cause for this condition in the flag market. Can supply Flag pictured, Wilson's Great Message and a new War Atlas. Immediate delivery.

Write to-day for prices and samples.

S. BLAKE WILLSDEN
Premium and Advertising Specialties.
1606 Heyworth Bldg., Chicago

QUALITY CIRCULATION BUILDER

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

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate
203 Broadway, New York

HELPS PITTSBURGH RECRUITING

Post and Sun of Iron City Stimulates Young Men to Join Army or Navy.

The Pittsburgh Post and Sun are encouraging enlistments in the army and navy, by having a parade downtown every day between 10:30 A. M. and 1:30 P. M., which has had the effect of arousing enthusiasm. In the parade there is Danny Nirella's band, representative of the army and navy, two companies of the Eighteenth Regiment, and a large flag—40x70 feet, which requires fifty men to carry it.

There are band stops in various downtown districts at noon. When the band stops and plays "The Star-Spangled Banner" the block in which it halts is crowded and every one's hat comes off.

Recruiting records have been broken in the city. Thousands view the pageant on the streets, and the whole town is talking about the enterprise of the two newspapers and the manner in which they are encouraging enlistments.

Crochet and Embroidery Lessons

Furnished in mat form, 2-column, 3-column, and 7-column size. Enables you to dress up your page attractively without much cost.

Send for proofs today.

World Color Printing Company

R. S. GRABLE, Mgr.
Established 1900 ST. LOUIS, MO.

THE circulation of The Louisville Herald is concentrated circulation.

Ninety per cent. of the Louisville Herald's circulation is within a radius of 100 miles to Louisville. "The paper that goes home" in Louisville, Kentucky, and Southern Indiana is THE LOUISVILLE HERALD Kentucky's Greatest Newspaper

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

INVESTORS PUBLIC SERVICE, Inc.

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

Write for Details.

SINGER TOWER, NEW YORK

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office Statement)

Sunday 68,942

Daily 55,365

PAPER MAKERS WANT TO STOP THE FIGHT

(Continued from page 18)

companies themselves furnished, and from records which their own employees kept.

That there is a greater degree of dissatisfaction among manufacturers today than at any time since the Federal Trade Commission set the price at \$2.50, but which has not yet been put into effect, is evident. A number of them, it is said, have offered to make concessions, and it is declared that at least one manufacturer has offered to go over to the side of the publishers, finance and erect a mill of great capacity for the furnishing of news print at a reasonable price, under such safeguards that publishers may be assured of fair dealing for a number of years in advance.

That this offer has been noised about seems evident, for within the past few weeks similar propositions have come from other sources, and, in addition, a number of manufacturers who were, prior to the returning of the indictments, inclined to the belief that the Government investigation would amount to nothing, are now anxious, it is said, to make concessions.

A few weeks ago a number of manufacturers, it is said, were busily engaged in trying to sow dissension among publishers, in order to create a schism when the A. N. P. A. convention meets. Since then there has been a change of front. Instead of trying to force the fight in the ranks of the publishers, where they have met defeat in every instance since the paper problem became acute more than a year ago, they are now engaged in trying to effect a compromise that will prevent the explosion. This eleventh-hour decision on their part will hardly be effective, it is said, for the exhibition of prices and costs produced by the Federal Trade Commission, plus the allegation made in the indictments returned by the New York grand jury, have opened the eyes of the publishers to the exact status of affairs.

The result of all this is a leavening influence at work among the manufacturers, who are declared to be even more anxious to effect a settlement than the publishers.

Publishers who have followed the matter are of the belief that the indictment of the paper-makers will not in any way affect the price fixing on the part of the Federal Trade Commission. It is the opinion of several that the Commission will be clothed with the authority to cope with the situation and to compel the manufacturers to make reasonable quotations for their product. The belief is expressed by many that the indictments mark the beginning of the end of the combine that has forced up the price of paper by creating what the Federal Trade Commission terms "an artificial shortage," and compelling publishers to bid against one another, thus creating an auction market.

The general belief is that the indictments returned last week will result in restoring competition, break up the combine, and will, in connection with the proposition to enlarge the authority of the Federal Trade Commission, give that body the power to prevent extortion in any line of business, either during or after the conclusion of the war.

ON THE BIG ASSIGNMENT

Four Reporters of Cleveland Leader Join the Naval Militia.

Four members of the Cleveland Leader reportorial staff were assigned the other day to "cover" the biggest "story" of their lives. But it was Uncle Sam

this time, not the city editor, who made the assignment. Anthony F. Moitoret, Fennell Smith, Collins Nadollock, and William J. Harris had heard the nationwide call to arms and joined the U. S. S. Dorothea crew, which has left for the Eastern seaboard. Moitoret will rank as a yeoman in the naval militia service. Smith enlisted as a first-class seaman. Nadollock joined the engineers' division, and Harris the marine division.

TIPS FOR THE AD MANAGER

(Continued from page 44)

THE TOWNER AGENCY, of Boston, is handling the New England account of the Universal Film Co.

THE MOSE INTERNATIONAL AGENCY, of New York, handles the campaign of the Portland Chamber of Commerce. Metropolitan newspapers are to be used.

THE SWANN AGENCY, of Boston, is placing good-sized orders for the Republic Rubber Co.

THE BLACKMAN-ROSS Co., of New York, handles the account of the Gibson Hollister Co., manufacturers of Jumbo spark plugs.

THE MARTIN V. KELLEY Co., of New York, handles the account of the Flske Rubber Co., Chicopee Falls, Mass.

THE GREENLEAF Co., of Boston, is placing the advertising of the American Optical Co., using large city newspapers.

THE POWNING AGENCY, of New Haven, Conn., is using large space in the newspapers for "Absorbine, Jr.," a liniment manufactured by W. F. Young, of Springfield, Mass.

THE O'KEEFE AGENCY, of Boston, Mass., has recently run copy in the Boston papers for the Massachusetts Committee of Public Safety, urging recruiting.

THE FERRY-HANLY ADVERTISING Co., Commerce Building, Kansas City, are sending out orders as follows: Southern Pine Association; Nonspi; H. D. Lee Mercantile Company, page copy in national farm papers; Long-Bell Lumber Company; Morey Mercantile Company; Odessa Manufacturing Co.; Tulsa Oil Review; Tulsa Securities Corporation; Cactus Remedy Company, and Dixon Hotel.

ARNOLD JOERNS Co., Chicago, has secured the account of the Knickerbocker Manufacturing Company, makers of Knickerbocker Bath-Spray Brushes.

MALLORY, MITCHELL & FAUST, Chicago, handle the account of the American Washing Machine Co., 10 South La Salle Street, Chicago.

LORD & THOMAS, Mailers Building, Chicago, handle the account of the Marshall Ventilated Mattress Co., 1454 South Sangamon Street, Chicago.

THE FIELD ADVERTISING SERVICE, Indianapolis, Ind., handles the account of Wilkinson Sisters, manufacturers of quilts, comforters, and couch throws.

BERRIEN-DUESTINE, Inc., New York city, handle the account of the New York Couch Bed Co., Long Island City, N. Y.; also John Paterson & Co., tailors, 10 East 33d Street, New York City.

THE FRANK PRESBREY Co., New York city, handles the account of Baker, Murray & Imbrie, Inc., 10 Warren Street, New York city.

THE CECIL ADVERTISING AGENCY, Richmond, Va., handles the auto accessories account of the Bain Manufacturing Co., Richmond, Va.

SPECIAL SERVICE for NEWSPAPER PUBLISHERS

ADVERTISING MECHANICAL CIRCULATION

Mr. Victor F. Lawson, referred to by permission, writes to an inquiring publisher:—"I consider him exceptionally well informed in the details of newspaper administration. He did some very satisfactory work for us."

CHAS. S. PATTESON
Prince George Hotel, New York City

SERVICE MANAGER

National advertisers and the agencies are asking the newspapers for local market information and for assistance in securing distribution and displays. They want dealer co-operation. A service department manager who is equipped for this work in a big, broad way is now available. Experience includes retail selling, newspaper and agency soliciting and copy writing, also handling large national accounts. "Far more than a writer of advertisements or solicitor. He is an advertising man of vision who knows merchandise and how to apply advertising to bring results." If you have a man-size opening, let us introduce No. 248. Our clients are east, south and west. All departments are represented. No charge to employers.

FERNALD'S EXCHANGE, Inc.
Third National Bank Bldg., Springfield, Mass.

SITUATIONS WANTED

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

WOMAN WRITER, (27), free-lance, wants position. Human interest, humor and articles. Address P. 3256, care Editor and Publisher.

CIRCULATION MANAGER with excellent references, up-to-date ideas, 17 years' experience, wishes position as such with live paper, country preferred. Address Box P. 3267, care Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER seeks position. Now employed in charge of splendid paper in bustling city but wants position where a larger salary can be paid. Has references from men of highest standing and a record of business success. Can handle entire plant from end to end, in fact has done so for years. Chance to procure annually high grade man. Address P. 3265, care Editor & Publisher.

EDITORIAL MAN, experienced as house organ editor or associated on some live business journal; strong, clean-cut writer; familiar with printing, engraving, make-up; five years' experience on several big papers; highest recommendations from well known editors; available now. Address P. 3259, care Editor and Publisher.

HELP WANTED

A Canadian (French) daily newspaper seeks a representative for New York City and the Eastern States. One who thoroughly knows Canada and the importance of the buying capacity of French Canadians in the Province of Quebec preferred. The publisher will personally receive mail during convention week if addressed to Box P. 3268, care The Editor and Publisher, World Building, New York City.

WANTED: PROOF READER. YOUNG WOMAN, EXPERIENCED, ACCURATE. MUST ALSO BE WILLING TO DO TYPING AND FILING. CALL ROOM 74—NO. 45 BROADWAY.

FOR SALE

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

LINOTYPE—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Model No. 4, Serial No. 11680, magazine, matrices, spacebands, liners, and blades. Winaton Printing Co., Winaton-Salem, N. C.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

\$4,000 Per Annum Net

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

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York

CHANCE FOR MERGER

Two evening papers in live Central West field may be bought for \$50,000 and merged. Will net annually from \$15,000 to \$20,000 if merged. Details to inquirers furnishing references. Ask for propositions 913x and 1000x.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

PUBLISHERS' NOTICE

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

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

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

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

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

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

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

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

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

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

Washington, D. C.—Bert E. Travis, 511 Fourteenth Street, N. W., Berts Bldg., News Stand. Chicago—Power's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

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

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

OBITUARY NOTES

WYATT BRODIX, aged twenty-five, a sport writer for the St. Louis Republic, was killed on April 11 by being struck by a train in St. Louis County. He was popular among the St. Louis younger set of St. Louis newspaper men, and conducted an interesting department.

JESSE WRIGHT, one of the oldest printers in the Hearst service, died last week. He was fifty years old and was "headman" in the composing-room of the Chicago Evening American.

MISS HUGH A. O'DONNELL, wife of the former editor and publisher of the New Orleans American, died in that city recently. She had been an invalid for many years, and was well known in Philadelphia when her husband was on the staff of the Press.

WILLIAM G. JONES, editor of the Brooklyn (N. Y.) Home News, died on April 13. He was one of the owners of the Pentagon Printing Co., of New York.

CHARLES ROBERTSON, the advertising specialist of Toronto, Can., died in that city, on April 14, in his sixtieth year.

JAMES J. FLEMING, aged twenty-six, attorney and former newspaper man, is dead in St. Paul. He had been connected with several newspapers of that city and with the Chicago Inter-Ocean. His wife and infant child survive him.

H. O. F. DITTMARS, aged thirty-six, for more than ten years editor and proprietor of the Kennett (Cal.) Outlook, died on March 31 at Colfax, of tuberculosis.

WEDDING BELLS

Reginald G. Smith, city editor of the Niagara Falls (N. Y.) Gazette, was married on April 8 to Miss Frances E. Kincaid, of Dayton, O.

Miss Florence Anna Rook, daughter of Col. and Mrs. Charles Alexander Rook, was married on April 19 to John Gormly MacConnell, of Pittsburgh. Miss Rook has been active in war relief work and showed her splendid patriotism by being one of the first women of the country to arrange her marriage plans fitting to the spirit of the times. The wedding was small and informal, invitations having been sent by telephone. Many comments were made in social circles about the splendid example of patriotism thus set. Col. Rook is president and editor of the Pittsburgh Dispatch.

Mr. and Mrs. George Bannerman Dealey, of Dallas, Tex., announce the marriage of their daughter, Maidie, to Mr. James McQueen Moroney, of Dallas, at their home, on Tuesday, April 10. Mr. Dealey is vice-president and general manager of A. H. Belo & Co., publishers of the Dallas Morning News, Dallas Evening Journal, Galveston Daily News, and other publications.

Walter H. Kraft, assistant city editor of the Erie Times, and Miss Gladys Hudson, were recently married in Buffalo. The wedding was hastened by or-

ders received by the bridegroom to report for service with the Pennsylvania National Guard.

Theodore M. Le Berthon, editor of the Orange (Cal.) Daily Star, and Miss Frances Elizabeth Hawley, daughter of Mr. and Mrs. Charles O. Hawley, of Los Angeles, were married in Los Angeles on April 4.

WON HIS BRIDE AT BORDER

Carl Dickey and Miss Winnie Harding, of Texas, Married.

When Carl Dickey went to the Mexican border with Uncle Sam's troops as a reporter for The New York Times, he found something more than a story. As a sequel, he was married last Thursday to Miss Winnie Harding, of McAllen, Tex., at the residence of Prof. Franklin Matthews of the Columbia School of Journalism in Brooklyn.

Mr. Dickey is a graduate of the Pulitzer School, class of 1915. He crossed the Atlantic on the St. Louis, the first armed American ship to sail following Germany's latest submarine order.

AT VIMY RIDGE

Brother of A. G. McIntyre Wounded, and Brother of Mrs. McIntyre Killed.

Willard McIntyre, brother of A. G. McIntyre, special representative of the Paper Committee of the A. N. P. A., was wounded, presumably on Vimy Ridge, on the Hindenberg line, in Northern France, which the Canadians assaulted successfully on April 11. Mr. McIntyre received a telegram from his mother, at St. John, to the effect that she was in receipt of official information to this effect.

The wounded man is in a hospital at Boulogne. Willard McIntyre was an officer in the signal corps, enlisting from Vancouver. He had charge of training quarters for two and one-half years, and had only been in the trenches a week, when he was wounded. The Canadians were in force at Vimy Ridge which was taken in the face of violent artillery opposition, every foot of the way being disputed.

Last week Walter Pickup, brother of Mrs. McIntyre, was killed in action at Vimy Ridge.

The Evening Mail

New York

Last year GAINED

178,965 lines

of

Dry Goods Advertising

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

The New York Evening Mail

The McClure Method

Our features are sold on individual merit. Any service may be ordered singly.

THIS MEANS:
The greatest possible variety from which to choose.
The submitting of each feature to your own editorial judgment.

The opportunity to order a budget consisting only of what you want.
A material reduction from individual prices on budgets.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate
120 West 32nd Street, New York City

The True News

—FIRST—

Always—Accurately

International News Service

238 William St., New York City

NEWSPAPERS WOULD PAY SHARE

And Few Editors and Reporters Would Escape Proposed Income Tax.

The new tax bill as tentatively submitted to Congress by the Secretary of the Treasury, will materially affect newspaper men personally and publishers generally. The Secretary suggests that an income tax be paid by all unmarried men receiving an income of \$1,500, and married men receiving \$2,000. Corporations owning newspapers will have to pay an increased tax.

The Secretary says if the present excess profits tax of eight per cent. on corporation and partnership profits on more than \$5,000 and 8 per cent. of invested capital were made applicable to the calendar year 1916, he estimates it would yield \$226,000,000. Corporations and partnerships would be given until September to pay the tax.

As to the excess profits tax for 1917, collectible in June, 1918, the existing law allows an exemption of \$5,000 and 8 per cent. on invested capital, and levies 8 per cent. tax on the remainder of the profits of corporations and part-

nerships. If this tax, allowing the same exemptions, were increased to 10 per cent. on profits in excess of 8 per cent. and not more than 15 per cent. of capital invested to 15 per cent. on profits in excess of 15 per cent. and not more than 25 per cent. of capital invested; to 20 per cent. on profits in excess of 25 per cent. and not more than 50 per cent. of capital invested, and to 25 per cent. on profits in excess of 50 per cent. of capital invested, the law according to the Secretary, would yield \$425,000,000.

New Members for A. N. P. A.

The York (Pa.) Gazette and Elmira (N. Y.) Herald have been elected to active membership, and the Hutchinson (Kansas) News, Oswego (Mich.) Argus-Press and Portsmouth (Ohio) Times to associate membership in the American Newspaper Publishers' Association.

Topeka Daily Capital

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

3 4, 2 3 8

And as confirmed by report of The Audit Bureau of Circulations

Arthur Capper
Publisher

TOPEKA, KANS.

NEWSPAPER
prosperity is based on circulation.
FEATURE
elements of the right kind make and hold circulation.
SERVICE
by experts means material and methods that have been PROVED.
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
87 WEST 89TH ST., NEW YORK

USE
UNITED PRESS
FOR
Afternoon Papers
General Offices, World Bldg., New York

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

The
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

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

An Independent Field

As the only morning newspaper in Detroit—a city of 870,000 people, The Free Press offers you a clean-cut, non-competitive field for an advertising drive, with its 700,000 readers.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

Colorado Springs and
THE TELEGRAPH
An A. B. C. Paper
J. P. MCKINNEY & SON
New York Detroit Chicago

New England As A Field for Investment Advertising



Investment houses selling bonds and stocks for permanent ownership have long regarded New England as their most fertile field. Aside from New York, more securities are absorbed in this territory than in any other region of equal population in the United States.

The reasons for this are plain: For more than a century New England has been a manufacturing community. This has resulted in a wide growth of accumulated capital and inherited wealth. More people live upon income from investments. In virtually every town and small city in New England, there are many families whose wealth goes back two, three or four generations.

In addition to this market for investments, the greater number of savings banks and commercial banks absorb a vast total of securities. And there are countless industrial firms with surplus invested in short-term notes and readily marketable paper.

The best proof that advertisement of investments in New England daily newspapers is profitable is seen in the constant growth of this class of business. No other group of newspapers anywhere carry such a large proportion of financial copy.

This fact also helps to explain why New England is such a fertile field for advertising high grade automobiles, books, musical instruments and other luxuries and semi-luxuries.

Investment securities mean dividends and dividends mean money to spend on advertised goods.

Advertise in New England Daily Newspapers

Paul L. Lewis

MASSACHUSETTS.				
		Net Paid Circulation	2,500 lines	10,000 lines
Boston American (E)		380,291	.40	.40
	(S)	321,483	.35	.35
Boston Globe (ME)		256,829	.30	.30
	(S)	302,592	.30	.30
Boston Herald- Traveler (ME)		*196,794	.28	.25
Boston Journal (M)		*58,921	.16	.125
Boston Post (M)		478,970	.45	.45
	(S)	344,303	.35	.35
Boston Record (E)		41,961	.12	.12
Boston Transcript (E)		30,455	.18	.18
Fall River Herald (E)		7,960	.02	.02
Fitchburg Sentinel (E)		5,107	.0215	.0172
Lynn Item (E)		*13,227	.054	.0357
Lowell Courier- Citizen (ME)		16,409	.035	.035
New Bedford Standard & Mercury (ME)		21,631	.04	.04
Pittsfield Eagle (E)		12,502	.0228	.0178
Salem News (E)		18,935	.03	.03
Springfield Republicau (M)		15,055		
Springfield News (E)		21,703		
		36,758	.09	.06
Springfield Republicau (S)		18,116	.065	.04
Springfield Union (MES)		31,511	.08	.06
Worcester Gazette (E)		26,816	.06	.045
Mass. totals,		2,621,571	3.4083	3.2257
Population, 3,605,522.				
RHODE ISLAND.				
Providence Bulletin (E)		51,662	.09	.09
Providence Journal (M'S)		25,355	.0708	.0708
Providence Tribune (E)		23,473	.06	.05
Woonsocket Call- Reporter (E)		*11,542	.0428	.0285
Rhode Island totals,		112,032	.2628	.2385
Population, 591,215.				
MAINE.				
Portland Express (E)		22,462	.06	.045
Population, 762,787.				
VERMONT.				
Burlington Free Press (M)		10,184	.025	.0179
Population, 361,205.				
CONNECTICUT.				
Bridgeport Post- Telegram (ME)		31,451	.075	.055
Danbury News (E)		6,205	.0118	.0118
Hartford Courant (MS)		19,261	.06	.04
Hartford Times (E)		27,413	.06	.06
Meriden Journal (E)		*4,897	.025	.0143
New Haven Times- Leader (E)		16,225	.04	.03
New London Day (E)		9,078	.0285	.02
New London Telegraph (M)		*3,750	.0086	.0071
Norwich Bulletin (M)		9,286	.04	.02
Connecticut totals,		127,566	.3489	.2582
Population, 1,114,756.				
*1916 Government Circulation Statement.				

Local Dry Goods Advertising

Proves the value of a newspaper as an advertising medium
because it must produce results practically overnight

The New York Globe

During the year 1916 carried the second largest volume of this business among
all New York newspapers, the three ranking evening and morning
papers standing

<i>Evening Newspapers</i>		<i>Morning Newspapers</i>	
The Evening Journal	2,959,137 lines	The Times (7 days)	1,974,376 lines
THE GLOBE	- 2,416,050 "	The American (7 days)	1,906,596 "
The Evening World	2,332,067 "	The World (7 days)	1,650,208 "

The Globe's Progress

These figures (for the full year in each case) show total volume of *all Advertising* carried as recorded by the statistical department of The New York Evening Post.

1903—1,718,513	1913—4,360,574
1908—2,803,297	1916—5,921,522

Its growth in the volume of dry-goods advertising has been truly notable

1903— 297,756 lines	1913— 2,151,939 lines
1908—1,129,880 "	1916—2,416,050 "

Globe's Circulation Growth

Average net paid, year ended March 31, 1912—119,924
" " " " " " 31, 1913—132,299
" " " " " " 31, 1914—151,560
" " " " " " 31, 1915—186,457
" " " " " " 31, 1916—181,387
" " " " " " 31, 1917—207,598

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

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