

THE EDITOR & PUBLISHER

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

\$3 a Year (Copyright, 1917, by The Editor and Publisher Co.) NEW YORK, SATURDAY, APRIL 28, 1917

10 Cents a Copy

OHIO STATE
UNIVERSITY

MAY 1 1917
LIBRARY

An Eight Million Dollar Campaign

Chicago retail merchants last year spent over \$8,000,000 for newspaper advertising in the seven local English newspapers—and they made every dollar of that count.

The local merchant depends upon local newspaper advertising to produce most of his business, and if it doesn't produce he is apt to wind up in the bankruptcy court. Therefore, the local merchant knows which newspapers produce the most results for him per dollar invested.

Chicago merchants have known for years that The Daily News produces more business for them per dollar invested than any other Chicago newspaper. Therefore, these merchants have for years bought more space in The Daily News six days a week than they buy in any other Chicago newspaper in seven days.

The national advertiser would do well to follow the example of these local merchants.

THE CHICAGO DAILY NEWS

Over 425,000 Daily

"It Covers Chicago"

The North American Concord

The progressively friendly relations between the United States and Canada have reached a climacteric.

Thousands of Americans are now wearing the Canadian Khaki and are fighting in the battles for human liberty.

Now the Eagle need no longer assume the disguise of the Beaver in order to meet the enemies of their common democracy.

The friends of 100 years henceforth are allies.

The new North American Concord will find expression in even closer business relations between its members, the United States and Canada.

The first significant move was made when the Dominion of Canada rescinded the tariff on the most important food stuffs and declared for

Free Wheat and Wheat Products

Further developments depend to a great extent on the United States manufacturer.

American goods will be more welcome in Canada than ever before.

Opportunity is knocking with the iteration of a pneumatic hammer.

To the alert American the situation is as suggestive as a periscope but as propitious as a trade wind.

Connections may now be made and good-will established that will be invaluable in the near future.

Now is the time to advertise in Canada and the daily newspaper is Canada's pre-eminent advertising medium.

The leading daily papers in Canada's most thickly populated districts are listed on this page.



PROVINCE OF ONTARIO

Population 2,523,274.

	Circulation.		Lines.
		Net Paid	
Brautford Expositor (E)	7,500	.0175	.015
Brautford Courier (E)	4,892	.0105	.0085
Chatham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0425	.04
Hamilton Herald (E)	16,000	.04	.035
Kingston British Whig (E)	5,439	.015	.01
London Advertiser (M. N. & E.)	31,766	.045	.035
London Free Press (M. N. & E.)	38,059	.05	.04
Ottawa Citizen (M. & E.)	29,639	.05	.05
Ottawa Journal-Press (M. & E.)	31,190	.05	.05
Ottawa Le Droit (E)	15,125	.0281	.0188
Peterborough Examiner (E)	4,900	.0131	.01
St. Thomas Times (E)	6,330	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	84,676	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.02	.015

PROVINCE OF QUEBEC.

Population 2,002,731—English 397,392

French 1,605,339

Montreal Daily Mail (M)	22,928	.05	.05
Montreal Gazette (M, 2c \$6 yr.)	24,388	.06	.05
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.10	.08
Montreal Le Devoir (E) (2c \$5 yr.)	113,959	.05 1/4	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025
	994,372	1.4192	1.1469

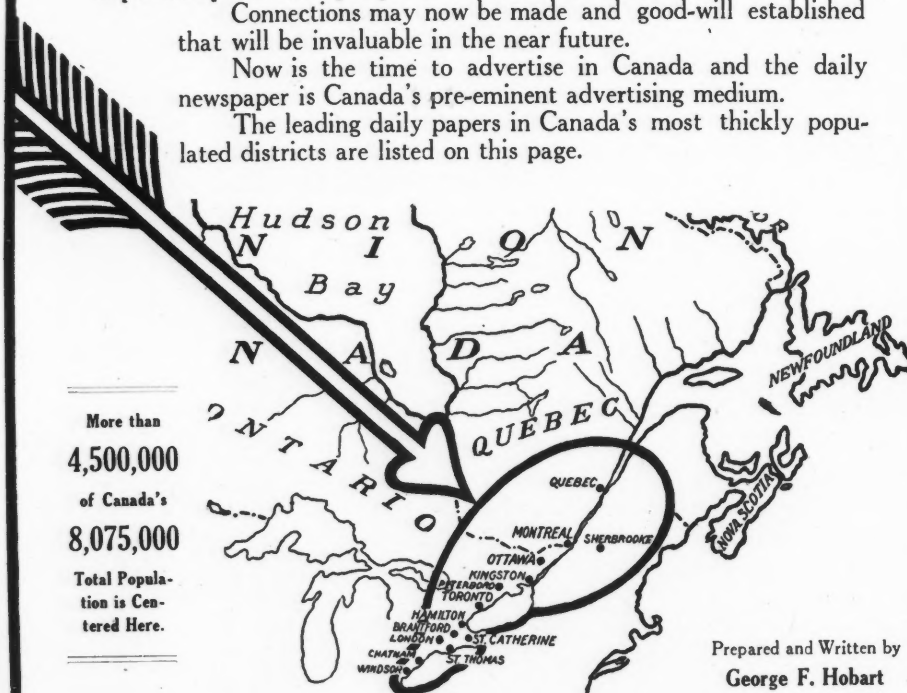
The Newspapers listed on this page offer 994,372 average circulation at a total combined cost of \$1.14 per line, or a fraction less than one and one-half tenths of a cent per line per thousand.

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

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

More than
4,500,000
of Canada's
8,075,000

Total Population is Centered Here.



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

FOR the first time in its 116 years' history, The New York Evening Post during January, February and March of this year published over one million (1,000,000) lines of advertising—the gain for last month being no less than 41,784 lines.

The outstanding reason for this substantial achievement is: that business men of vision are more careful than ever before to recognize the important relation of the dependable, authoritative and clean news and editorial content of The Evening Post to its worth as an advertising medium.

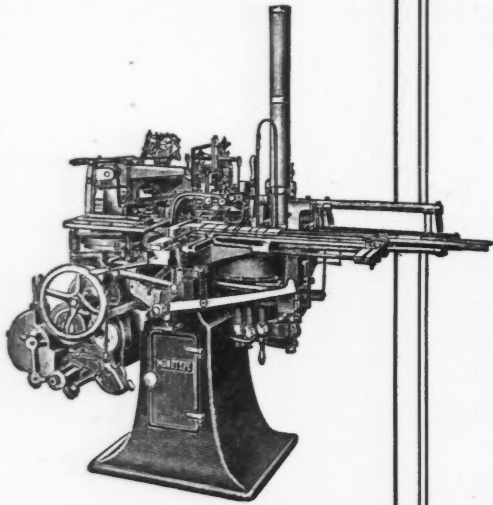
As both circulation and advertising increases are steadily earned by The Evening Post, it is significant that its influence in the community is more potent than at any time during its long history.

Its readers read

The New York Evening Post

Advertising results prove it

The Monotype will take care of the greater part of the composition in the Ad Room and provide the type for the balance, including the column heads, and all the leads, slugs, rules, borders and spacing material for the entire paper



THIRTEEN
OUT OF
FIFTEEN
DAILIES
IN
PHILADELPHIA
BALTIMORE AND
WASHINGTON
USE MONOTYPES
IN THEIR AD ROOMS



THE DUPLEX KEYBOARD places at the operator's fingertips the various faces and figures required for the complicated Department Store Ads, so that they are completed with one handling and without his leaving his chair. By turning a switch the operator can break in for rush copy, and when it is done he swings the switch and goes right on with the regular work, nothing having been disturbed, there are no new adjustments to make or parts to change. If he strikes copy that requires two sizes of type he can handle it just as easy by using both ribbons.

NEW YORK
World Building
BOSTON
Wentworth Building

LANSTON MONOTYPE MACHINE
COMPANY, PHILADELPHIA

CHICAGO
Plymouth Building
TORONTO
Lumsden Building

THE EDITOR & PUBLISHER

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

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Vol. 49

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NEW YORK, SATURDAY, APRIL 28, 1917

No. 46

SPIRIT OF '76 RENEWED AT A. P. LUNCHEON

Great Gathering of Editors and Publishers Swept by Patriotic Fervor When Flags of Nation and of Our Allies are Unfurled Side by Side—Stirring Addresses by Hon. Joseph H. Choate and Ex-Judge Peter S. Grosscup Impress Upon Members of Associated Press Their Grave Responsibility in World Crisis.

A DEMONSTRATION of patriotic fervor, rising to thrilling heights, and which will remain as historic in the annals of the Associated Press, marked the luncheon in the brilliant grand ballroom of the Waldorf-Astoria at midday Tuesday.

With every one of the assembled members of the great news organization deeply impressed by the grave national situation and feeling the responsibility of the newspapers of the nation in the crisis of world democracy, the bursting upon their sight of a silken flag, flying gaily from a great standard, while flashlights made vivid its beloved colors, gave vent to deep-seated emotions, and there arose from the distinguished company a cry of devotion that seemed a thousand times to pledge the old troth.

And then, in the darkened room, air currents stirred the banners of Britain and France and the soft banners unfolded and stood in the breeze, and when the glare of calcium struck them in turn the dignified editors discarded all restraint, and with cheers greeted America's powerful allies in the battle of the universe for the common rights of all men.

A male chorus of fifty voices, in the gallery, beautifully sang "The Star-Spangled Banner," "God Save the King," and "La Marseillaise."

"Thank God," said Frank B. Noyes, when he could make his voice heard, "the long restraint of neutrality is at an end. For years we have not been able to express that which was tearing at our hearts. The time has come to tell just what we feel, and the red blood of America demands that we not only speak but act."

Veteran members of the Associated Press declared after the luncheon that they had never experienced a more dramatic moment, and that the event was full of significance of the feeling of the American people, mirrored here by representatives of public opinion from every section of the country.

It was only a few moments before the patriotic demonstration that the Board of Directors of the Association, in executive session, had adopted resolutions that "in the crisis now confronting the country it is not inappropriate to say that it will be the purpose of the Associated Press to bear in mind at all times that the responsibility we have as citizens must overshadow any respon-



From a painting by Ossip Perelma, the Russian artist.

FRANK B. NOYES,
President of the Associated Press.

sibility as news gatherers, and that it is both our privilege and our duty to contribute as fully as we have power to the aid of the national authorities in the trying hours before us."

Every inch of room in the big dining room was at a premium at this heavily attended session of the members of the world's greatest newspaper organization. The balconies were bright with the flags of the Allied nations. The centerpiece of the decoration was the Great Seal of our country.

At the speakers' table Melville E. Stone sat with Hon. Joseph H. Choate, aged but scintillating as ever in mind and eye, at his left, and Major-Gen.

Leonard Wood, stately in his field uniform and the picture of robust manhood, at his right.

Judge Peter S. Grosscup sat to the left of Mr. Noyes, and the others at the speakers' table were D. E. Town, E. H. Baker, L. B. Palmer, W. L. McLean, Hopewell Rogers, Clark Howell, Charles H. Wilson, A. S. Ochs, Frederick B. Palmer, Charles H. Clark, Dr. Nicholas Murray Butler, Frederick Roy Martin, Frederick B. Jennings, Gen. C. H. Taylor, W. H. Cowles, Newcomb Carlton, Charles A. Rook, Joseph A. Pulitzer, jr., A. C. Weiss, R. M. Johnson, W. Y. Morgan, and William H. Dow.

A detachment of naval cadets receiv-

ed applause as they marched through the banquet hall to the flag standard and participated in a simple but impressive raising of the Stars and Stripes.

In arising to introduce the speakers, President Frank B. Noyes fervently thanked God that the days of "observing strictest neutrality" were past and that now the newspapers represented by the Associated Press could come out openly for the right. "All of the red blood in our veins is tingling with patriotism, and now we are standing shoulder to shoulder with our cousins across the sea, battling to maintain the ideals of a Government of the people, by the people, and for the people, one that shall not perish from the earth. Our chosen leader has assembled behind him a united nation, and we are standing beside the other nations, highly resolved that the dead shall not have died in vain. In all past crises, God has raised up a leader of the people who has typified the highest ideals of leadership, and this time has been no exception." Mr. Noyes then proposed the toast to the President, which was drunk standing, and was followed by tumultuous applause.

General Manager Stone, of the A. P., then read a copy of a telegram received from President Wilson, in which the president stated: "I greatly regret that my duties here prevent my being present with the A. P. It would have given me great pleasure to discuss with them the present interests of the nation." This also brought out a long round of applause.

MR. CHOATE'S ADDRESS.

The Hon. Joseph H. Choate was presented by President Noyes as a man who did not need an introduction to an audience of newspaper men. The aged veteran was in good voice and had no trouble in making himself heard in every corner of the big room. He said that at first he was afraid that this country would not get into the world's war "after all of the rights of the great people of Belgium had been ruthlessly trampled under the feet of the German army, and when this country had every right to interfere in defence of a helpless people. Then I was afraid later that we would get into the war through a minor cause, but now we are in it for a great and noble purpose, and we are bound to win," he said. The speaker then referred to "the immortal Lincoln,"



HON. JOSEPH H. CHOATE.

Latest Photograph of Famous American Diplomat and Statesman, Taken Shortly After His Eighty-fifth Birthday.

and declared that the Government of the people, by the people, and for the people "must not perish from any portion of the earth." Russia, he said, had set a good example in setting aside a crumbling dynasty, and, as soon as the people had awakened to the necessity of setting aside the Prussian dynasty, there would be nothing left to do, and the world would be at peace again.

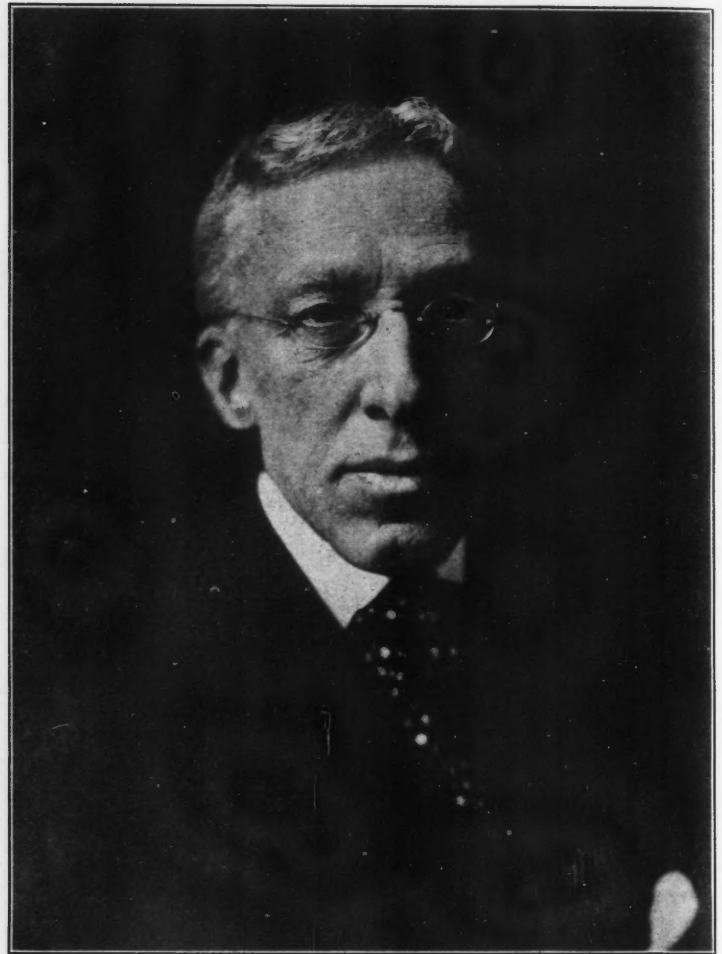
"The press has the greatest opportunity of its life in the next three years," he said. "Of course we will have a censorship, because it is a very necessary institution in times of war, so that irresponsible people will not publish things that might offer aid and comfort to our enemies. But we are not going to have a gag law. The people will be allowed to know what is going on. Our friends across the sea now greatly regret the gag law imposed on the press and are gradually removing it."

The speaker referred to the fact that the United States have now sought a foreign alliance, despite the advice of Washington and Lincoln to avoid "any entangling alliances," "for the first time in the history of the country." He referred to the visit of Balfour, Joffre, and the other Commissioners, and announced that this country "is entering into a league to insure freedom to all and to suppress Prussian militarism. We are justified in doing that. After Prussian militarism has been suppressed we will be justified in keeping up the alliance until we see whether or not Germany has really learned to keep her word. What we can do to help the Allies is the question that Balfour and his fellow-Commissioners are here to settle with President Wilson and his advisers. There are many things we can do, and there is one thing that has been done. Our entrance into the war has united the whole people as they

have not been united before. The people are all of one mind and are determined to face the music, ready for any sacrifice that can insure lasting peace." The speaker advocated "universal enrollment," saying that it was a mistake to call it conscription. "The President should have a list of every man, woman, and child in the country," he said, "so that he would know what resources he had to draw on and what for. They can't expect us to send a great army across to Europe, because we have not got one ready, but they can and do expect us to set Old Glory floating over the land of France, even if it is only with a small detachment. It would give the men fighting for liberty the encouragement that we owe to them. We should take our places with the Stars and Stripes floating side by side with the Union Jack and the tri-color of France. He added that this country "has a great President who is entitled to the unanimous support of every man, woman and child in the country. I have criticized him in the past; I thought that his policy of watchful waiting would never cease. But now I see how wise he was. He waited to see how far the people would stand by him and made sure of their support first. His speech to the Congress and Senate makes one of the greatest State papers ever issued from Washington. He is our chosen leader for this great contest and we can't have any other. We must uphold him until the end of the war. We are in the hands of the President as our only salvation. I wonder how many realize how vast a responsibility and how great a burden the people have placed upon his shoulders?"

"To help him to make good, we must, every man and woman, rally to his support and obey whatever commands he may give to us."

Judge Grosscup was introduced as

HON. PETER S. GROSSCUP,
The Distinguished Jurist.

one of our very distinguished jurists by President Noyes, and he was greeted with hearty applause. "I remember" he said, "just after my graduation, I stood on the American shore of the Niagara River and gazed across to the other side. It was the first time I had ever seen foreign land. I had always believed we were a people by ourselves. The chasm of Niagara typified to me the chasm between America and the world. But now a Divine message has come to America that she should not live alone. We have a duty to perform to aid the world and we must do it. I was not one of those who wanted war. I did not want to see our boys in the trenches. But events have developed a change in that attitude, and now that we are giving aid to those on the other side, I saw a vision that changed me. I do not need to sound a martial note to-day. That was sounded by you to those glorious flags. It was sounded in the address of the Nestor of the American Bar. I want to sound a deeper and more remote note. It is some satisfaction to me now to know that our boys are enrolling and taking sides in the great conflict."

Judge Grosscup referred to the greatness and resources of the country and declared that the Civil War had been fought for nationality. "Now suppose that instead of this one vast area, headed by one President and one Government, we had many divided States, with capitals in all and had twenty different nationalities. What would be the situation? How would we have settled our controversies? We now settle them at Washington without friction. Suppose they had to be settled in twenty different capitals. Suppose all of our great controversies had to be fought over in twenty different capitals instead of one.

Suppose there were twenty different States fighting over concessions and various rights of the peoples. What would have been our future. Lincoln was right when he said this country could not live divided.

"Now that was the condition that confronted Europe at the commencement of this war, and it is the situation to-day. Europe is modern in everything except her political divisions. In politics she is medieval. Out of this has grown hatreds and efforts at domination. A Europe politically in unison with Europe socially and commercially can never come about by conquest. I agree with Mr. Choate that no mere league of peace that treats all these countries as separate units, can be followed by anything but war. The American colonies held together first by good-will, followed by the Constitution that bound them inseparably together. May we not look to international law to become a common law of the peoples, and put behind it a government by, of, and for the interests through which rivalry cannot come, and put behind that a unified people? War has developed the new man and has leveled all ranks. In the trenches men fight side by side, the working man with the man of title. In the hospitals the women work side by side without a thought of superiority. The religion of the common man is service, service to his fellow man, not selfishness. This thought of service is riding like a golden flame onward and is enshrining the common man. It has touched this earth twice before, so do not despair. We are looking to the horizon of the future. We can see the dimensions of the future looming up. I believe we will find a sounder condition of things, its base in the rock of the law, its summit in the eternal skies."

ANNUAL REPORT OF BOARD OF DIRECTORS TO THE MEMBERS OF THE ASSOCIATED PRESS

Expense of Reporting War News Not Likely to Make Extra Assessments Necessary, Because of Economies and Reduced Telegraphic Rates
—Notable Feats in News Gathering Recounted—Directors Realize Responsibility of Organization in Present Crisis.

THE following is the seventeenth annual report of the board of directors of the Associated Press to the members of that body, submitted to the eighteenth annual meeting, held in New York on April 24, 1917:

To the Members of the Associated Press:

Although the year has been one of surpassing interest in the field of news development, and although the difficulties attendant upon the business of gathering information in the warring countries has but slightly diminished, it is gratifying to be able to report that the responsibilities of the organization have been faithfully met. It is with genuine pride that we call attention to the service rendered by our organization during the past year. Day by day, we have demonstrated that, indeed, "the world is our field." Everywhere, in all lands, there has been ceaseless vigil. Physical dangers have been faced by many of our men in such manner as to entitle them to our appreciation of their faithfulness and heroism. In the foreign field we have continued to extend our news-gathering facilities. No one questions that the Associated Press has established the most comprehensive and efficient news-gathering service that the world has ever known. Both at home and abroad the general confidence in the fairness, impartiality, and truthfulness of our reports—perhaps our greatest asset—has been strikingly emphasized during the past year. No one has challenged the integrity of our service though the passions of the warring peoples have been burning fiercely. A number of things have contributed to ease the financial strain, so that the hope expressed last year by your board of directors that we might be able to carry on the great and expensive work of reporting the war without any increase of assessments, seems likely to be justified.

SAVINGS IN TELEGRAPHIC TOLLS.

For many years the Associated Press had paid the telegraph companies higher rates than those paid by individual newspapers, and in other cases higher rates than were charged to the general public. After prolonged negotiation, an adjustment has been reached which resulted in a substantial annual saving. The rate for wireless telegrams from Germany was also reduced. Other economies were effected, so that the operations of the Association for 1916 showed an excess of receipts over expenditures, and no draft upon the reserve emergency fund.

During the year the coöperative character of the organization has been very effectively illustrated by the fact that nearly a hundred of the members holding protest rights covering more or less extended territory beyond the point of publication have generously waived them to enable the directors to elect a very considerable number of new members. A very limited number have shown an unwillingness to make any such surrender.

Each member binds himself in assenting to the by-laws, not only to pay his assessment, but to furnish the Associated Press, and to it exclusively, his local news. The latter contribution is quite as valuable as the weekly sum he pays as his share of the expenses of the organization.



From a painting by George Boynton.

MELVILLE E. STONE.

General Manager, The Associated Press.

Membership in the Associated Press has steadily increased, until at the date of this report one thousand and eleven newspapers are enrolled. There are:

584 evening papers, having aggregate issues of 9,606,226 copies.

373 morning papers, having aggregate issues of 9,512,285 copies.

54 Sunday papers, having aggregate issues of 2,032,600 copies.

Total, 1,011 papers, having aggregate issues of 21,151,111 copies.

Some years ago we entered into contracts with the Postal Telegraph Company for leased-wire circuits connecting Chicago and San Francisco. These contracts were to run for a period of five years. The service proved very unsatisfactory. In the summer of 1916 the Postal Company suddenly announced a general and radical reduction in the rate for "night leased wires," at the same time refusing to give the Associated Press the advantage of such lower charges. We were advised by our counsel that the payment of higher rates than those accorded to other customers would not only be unjust, but would be a plain violation of a Federal statute. A tender of the amount lawfully due was made month after month, but was refused, and the Postal Company instituted a number of suits for the collection of the discriminatory rates which they claimed. The cases were sent to the Appellate Division of the New York Supreme Court on a demurrer, and the contention of the Associated Press has

been sustained by the unanimous opinion of the five judges composing that body.

The collection and tabulation of the returns of the Presidential election of 1916 proved more difficult than any other for a quarter of a century. Practically the entire burden of this work fell upon the Associated Press. But for

force in several States. The laws in some cases provided that each ballot should be counted from top to bottom after the close of the polls, and no effort could be made to first dispose of the Presidential result for which the whole world was waiting anxiously. Attempts to change this plan were made, but without success in some States which were vital to a final decision. Kansas led the way in a reform. There a dual returning board was provided at important points. From time to time during the day the boards changed places, so that one board was engaged in counting while the other was receiving ballots. As a consequence the vote of Kansas came in surprisingly early. A like plan has now been adopted in West Virginia, by act of its Legislature, and there is promise of similar enactments in Ohio, Washington, and New Jersey, as well as in other States where sadly needed.

WORK OF TRAFFIC DEPARTMENT.

The traffic department established a new record in telegraphy. The world's series of baseball games was on. A reporter sat in a baseball park. He dictated to an operator his story of the game, strike by strike, ball by ball, and indeed, every incident, while the operator followed instantaneously with his key upon the wire. Out through the country stretched 26,000 miles of wire with which he was connected. It was longer than the distance around the earth. These lines reached Bangor, Maine, on the east; Tampa, New Orleans, Galveston, El Paso, and San Diego, on the south; San Francisco and Seattle, on the west; Minneapolis and Duluth, on the north, and every intervening city. Five hundred operators sat in the newspaper offices and instantly received every dot and every dash as the operator touched his key.

For years it has been evident that competing news agencies have been pirating dispatches from the Associated Press and serving them textually or in paraphrased form to their patrons. An inquiry was instituted and, based on the evidence secured, an application was made to the United States District Court for the Southern District of New York for an injunction. The Judge has rendered a decision on a motion for a temporary restraining order which, while it does not grant the motion in its complete form, fully maintains the contention of the Associated Press that the practice constitutes unfair competition against which the courts will provide protection.

In the crisis now confronting the country it is not inappropriate for your board of directors to say that it will be the purpose of those administering the affairs of the Associated Press to bear in mind at all times that the responsibility we have as citizens must overshadow any responsibility as news-gatherers, and that it is both our privilege and our duty to contribute as fully as we have power to the aid of the national authorities in the trying hours before us. In this course of action we have the largest confidence that we are meeting the wishes of every member of the Association.

Respectfully submitted, Frank B. Noyes, Victor F. Lawson, W. L. McLean, Clark Howell, Adolph S. Ochs, Charles Hopkins Clark, V. S. McClatchy, A. C. Weiss, W. H. Cowles, Charles A. Rook, W. Y. Morgan, R. M. Johnston, D. E. Town, Elbert H. Baker, Oswald Garrison Villard.

New York, April 24, 1917.

The spirit of civilization might be defined as the inspiration to gaze steadily into the future and provide for it.

this service which has been performed for many years, it is not easy to see how the work would have been done, since no one else made any effort to do it. There were precisely 99,659 regular polling districts in the United States, besides the temporary arrangements for the soldier votes on the Mexican border. The polls closed all the way from 5 to 9 o'clock local time. Over 17,000,000 ballots had to be counted.

So perfect was the Associated Press system that at the five national elections preceding, we were able to indicate the successful candidate by 8 o'clock, New York time, on the evening of the election. This was given to London, so that with five hours' difference in time against us, it appeared in the succeeding morning papers of Great Britain.

Two years ago preparations were begun for last year's election. Adding machines and expert accountants from banks in central points consolidated the votes, estimated percentage of loss and gain, and, considering everything, the result was determined in a very short space of time. There was unusual uncertainty. We could not compare the vote with 1912, because of the split in the Republican party in that year. Increased woman suffrage was also a perplexing factor. We made no predictions, guessed at nothing, went on quietly and gave the result when we knew the facts, and not before.

Much of the delay was caused by the archaic methods for counting ballots in

FOUR DIRECTORS OF ASSOCIATED PRESS RE-ELECTED AND ONE DIRECTOR CHOSEN

Frank B. Noyes, W. L. McLean, Adolph S. Ochs, A. C. Weiss, and John R. Rathom Compose Board—Fight of Organization to Protect News Recounted—Ringing Resolution Pledging Support to Government in Conduct of War Adopted.

AT one of the largest attended annual meetings in its history, the Associated Press on Tuesday re-elected five directors whose terms had expired and added one new name, that of John R. Rathom, of the Providence



JOHN R. RATHOM,
New Director, Associated Press

(R. I.) Journal, as the chief business of the Association at the meeting at the Waldorf on Tuesday.

A resolution pledging the hearty support of the Association to the executives of the nation in the war with Germany was passed amid enthusiasm.

The following are the new directors and the vote:

	Individual vote.	Legal with bonds.
Frank B. Noyes, Washington Star.....	3,266	502
W. L. McLean, Philadelphia Bulletin..	3,180	387
Adolph S. Ochs, New York Times.....	3,306	387
A. C. Weiss, Duluth Herald	2,747	388
John R. Rathom, Providence Journal....	2,046	282

Messrs. Noyes, McLean, Ochs, and Weiss were re-elected, and Mr. Rathom elected, succeeding W. Y. Morgan.

In the balloting the following were returned: W. Y. Morgan, Hutchinson News, 1,570 legal and 293 individual votes; F. P. MacLennan, Topeka State Journal, 1,796 legal and 332 individual votes; E. P. Adler, Davenport Times, 1,058 legal and 226 individual votes.

ADVISORY BOARD.

The following advisory boards were elected: Eastern Division—Alexander P. Moore, Pittsburgh Leader, chairman; J. D. Barnum, Syracuse Post-Standard, secretary; Joseph Bancroft, Wilmington (Del.) Every Evening; Richard Hooker, Springfield (Mass.) Republican; Archibald McNeil, Bridgeport (Conn.) Telegram.

Southern Division—H. C. Adler, Chattanooga Times, chairman; J. N. Heiskoll, Little Rock (Ark.) Gazette, secretary; W. C. Dowd, Charlotte (N. C.) News & Chronicle; Bruce Haldeman, Louisville Courier-Journal, and John F. Lubben, Galveston (Tex.) News.

Central Division—J. L. Sturtevant, Wausau (Wis.) Record-Herald, chairman; H. J. Allen, Wichita (Kan.) Beacon, secretary; J. C. Seacrest, Lincoln (Neb.) Journal, secretary; William F. Maag, Youngstown (O.) Vindicator; J. H. McKeever, Aberdeen (S. D.) American.

Western Division—A. N. McKay, Salt Lake Tribune, chairman; Scott C. Bone, Seattle (Wash.) Post-Intelligencer, secretary; S. A. Perkins, Tacoma (Wash.)



ADOLPH S. OCHS,
Re-elected Director Associated Press.

Ledger; J. R. Knowland, Oakland (Cal.) Tribune; I. N. Stevens, Pueblo (Col.) Chieftain.

The following were elected members of the nominating committee: Eastern Division—J. M. Emerson, Ansonia (Conn.) Sentinel; Arthur R. Kimball, Waterbury (Conn.) American. Southern Division—James M. Thomson, New Orleans Item; F. G. Bell, Savannah (Ga.) News. Central Division—P. E. Burton, Joplin (Mo.) News-Herald; Ernest Bross, Terre Haute (Ind.) Star. Western Division—J. C. Hayes, San Jose (Cal.) Mercury-Herald; R. A. Crothers, San Francisco Bulletin.

The following were elected members of the auditing committee: Eastern Division—E. L. Hoopes, Wilmington (Del.) Morning News. Southern Division—Frederick I. Thompson, Mobile (Ala.) Register. Central Division—O. D. Brandenburg, Madison (Wis.) Democrat. Western Division—Calvin Cobb, Boise (Idaho) Statesman.

At the afternoon session there was a lively discussion of the old bone of contention in regard to the franchise clause that the wires of any rival news service shall not be permitted in the offices of membership newspapers. The discussion was led by Alexander P. Moore, of the Pittsburgh Leader.

FIGHTS TO PROTECT NEWS.

It was announced that the A. P. was making a legal fight to protect its news both before and after publication, as expressed by Mr. Noyes, and that there is "urgent need at the present time of redoubling the efforts of the A. P. to

protect its matter, which is the design of the clause in the constitution."

A sensation was sprung when announcement came that the Cleveland News had been fined \$1,000, said to be the largest fine in the history of the A. P., for permitting one of its agents, though without the knowledge of the member publisher, to "leak" news, as was alleged in the now famous injunction suit.

The discussion grew warm at times, and was finally referred to the Board of Directors. It was said that a long list of members had been fined for violation of various sorts, ranging from "leaks" to breaches of release orders, during the year.

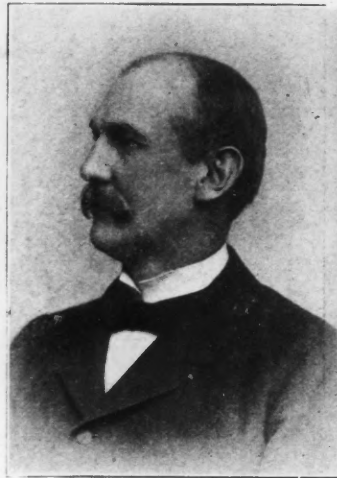
Matters of service were discussed by the members, and then the votes for directors and advisory boards were announced.

At the morning session Hon. Joseph Choate was given the honor of sitting at the rostrum with the officers. The business meetings were held in the Astor Gallery.

THE PLEDGE OF SUPPORT TO GOVERNMENT.

The following resolutions were adopted:

"That as loyal citizens of the United States, we hereby pledge our hearty



W. L. MCLEAN,
Re-elected Director Associated Press.

support of the effort of the executives of the Government to carry out effectively the mandate of the nation as expressed in the following war resolution adopted by the Congress on April 6th, 1917:

"Whereas, the Imperial German Government has committed repeated acts of war against the Government and the people of the United States of America; therefore be it

"Resolved, by the Senate and House of Representatives of the United States of America in Congress assembled, That the state of war between the United States and the Imperial German Government, which has thus been thrust upon the United States, is hereby formally declared; and,

"That the President be and he is hereby authorized and directed to employ the entire naval and military forces of the United States and the resources of the Government to carry on war against the Imperial German Government; and to bring the conflict to a successful termination all the resources of the country are hereby pledged by the Congress of the United States."

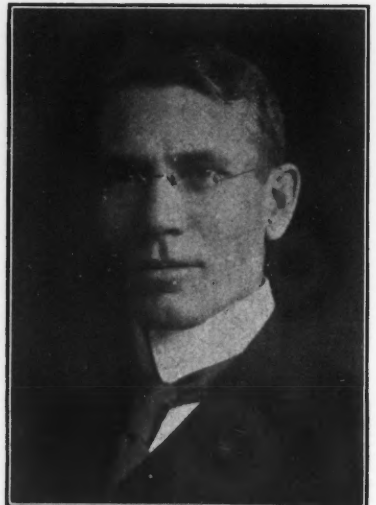
Adjournment was taken at 6 P. M. until 10:30 o'clock Wednesday, when the Board of Directors was to reassemble at the Chambers Street offices for the purpose of electing officers.

ASSOCIATED PRESS LUNCHEON GUESTS

Complete List of Those Who Attended the Luncheon of the News Gathering Organization in the Grand Ballroom of the Waldorf-Astoria Hotel, Tuesday Noon.

Following is a complete list of the publishers and guests who attended the Associated Press Luncheon Tuesday:

Adler, E. P., Davenport (Ia.) Times.
Adler, H. C., Chattanooga (Tenn.) Times.
Agnus, Gen. Felix, Baltimore American.
Akers, C. H., Phenix (Ariz.) Gazette.
Alexander, Herman, New Yorker Herald.
Allen, H. J., Wichita (Kan.) Beacon.
Allison, J. H., Nashville Tennessean and American.
Anderson, W. T., Macon (Ga.) Telegraph.
Andrews, C. N., Easton (Pa.) Free Press.
Andrews, Capt. Roland F., Hartford (Conn.) Times.
Anthony, Benjamin H., New Bedford (Mass.) Standard.
Bagley, W. H., Fort Worth (Texas) Record.
Bailey, Prentiss, Utica (N. Y.) Observer.
Baker, Elbert H., Cleveland Plain Dealer.
Bancroft, Joseph, Wilmington (Del.) Every Evening.
Barnes, Arthur S., Bristol (Conn.) Press.
Barnum, J. D., Syracuse Post-Standard.
Barrett, E. W., Birmingham (Ala.) Age-Herald.
Bass, J. P., Bangor (Me.) Commercial.
Bell, Charles J., Cincinnati Enquirer.
Bell, F. G., Savannah (Ga.) Morning News.
Bingay, M. W., Detroit News.



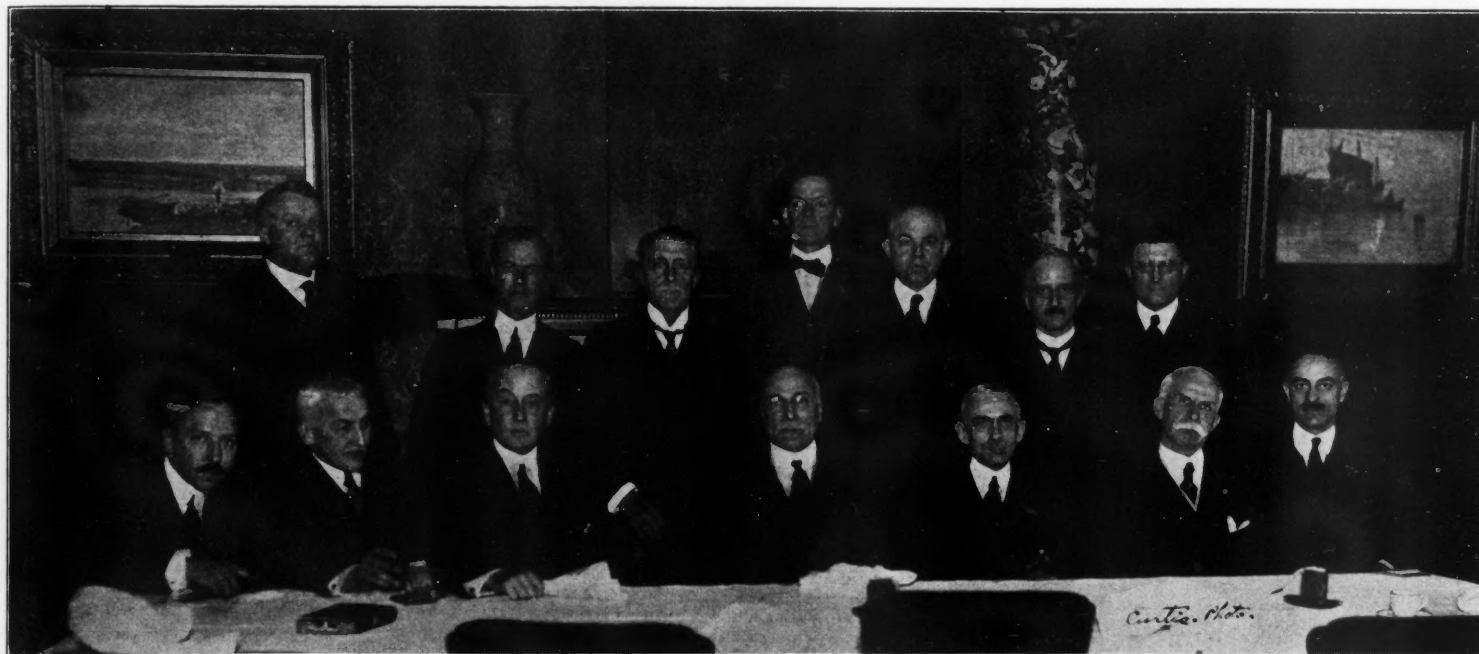
A. C. WEISS,
Re-elected Director Associated Press.

Bixby, Tams, Muskogee (Okla.) Phenix.
Black, Harry C., Baltimore Sun.
Blandin, C. K., St. Paul Dispatch.
Blethen, Joseph, Seattle Times.
Bodenwein, Theodore, New London (Conn.) Day.
Bone, Scott C., Seattle Post-Intelligencer.
Booth, Edmund W., Grand Rapids (Mich.) Press.
Booth, George F., Worcester Gazette.
Boyle, Edward R., Oil City (Pa.) Derrick.
Brand, A. W., Chicago Freie Presse.
Brand, H. L., Chicago Staats-Zeitung.
Braun, A. E., Pittsburg Post.
Brennen, John F., Hudson (N. Y.) Register.
Brice, William L., Wheeling (W. Va.) Register.
Bross, Ernest, Terre Haute Star.
Brown, Hilton U., Indianapolis News.
Brown, W. O., Youngstown (O.) Vindicator.
Brunner, H. G., Mansfield (O.) Shield.
Bryan, John Stewart, Richmond News-Leader.
Bryant, W. B., Paterson (N. J.) Press-Guardian.
Burdette, P. M., Bristol (Tenn.) Herald-Courier.
Burns, R. E., Joplin (Mo.) Globe.
Burton, Perlee E., Joplin (Mo.) News-Herald.
Butler, Dr. Nicholas M., Columbia University.
Byinger, E. R., Meridian (Miss.) Star.
Buxton, G. E., Jr., Providence Bulletin.
Carpenter, W. E., Lincoln (Ill.) Courier-Herald.
Carver, R. S., Fort Smith (Ark.) Times-Record.
Chandler, Harry, Los Angeles Times.
Choate, Hon. Joseph H.
Clark, Charles Hopkins, Hartford Courant.
Clark, Elmer E., Little Rock (Ark.) Democrat.
Clark, W. A., Butte (Mont.) Miner.
Clark, Walter E., Charleston (W. Va.) Mail.

(Concluded on page 39)

A. N. P. A. CONVENTION OPENS AUSPICIOUSLY

Great Gathering of Publishers Gets Down to Business in a Mood to Face and Solve Problems of Publishing and of Advertising Arising Out of the War Crisis—
Government Publicity and News Print Questions Dominant
Features of Discussions—Report of Paper Committee.



OFFICERS AND PROMINENT COMMITTEEMEN OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

Standing—left to right; Harry Chandler, *Los Angeles Times*; D. D. Moore, *New Orleans Times-Picayune*; Edward P. Call, *New York Journal of Commerce*; John Stewart Bryan, *Richmond News-Leader*; Fleming Newbold, *Washington Star*; B. H. Anthony, *New Bedford Standard-Mercury*; Charles H. Taylor, jr., *Boston Globe*.

Seated—left to right: Lincoln B. Palmer, manager A. N. P. A.; Hilton U. Brown, *Indianapolis News*; J. F. MacKay, *Toronto Globe*; H. N. Kellogg, Chairman Special Standing Committee on Labor; W. S. Jones, *Minneapolis Journal*; Frank P. Glass, Vice-President A. N. P. A., *Birmingham News*; Hopewell L. Rogers, President A. N. P. A., *Chicago Daily News*.

WHEN the 31st annual meeting of the American Newspaper Publishers Association was called to order in the Astor Gallery at 8 o'clock on Wednesday by President Hopewell L. Rogers, the president, there was the largest attendance in its history, men come from every section of the nation to participate in the vital questions of the hour in the newspaper business, ranging from the white paper situation to the perils and responsibilities of war. Over 300 are in attendance.

In less than an hour after the convention had assembled the delegates were discussing the vital proposal that the newspapers of the country give of their advertising space that the needs of the government might receive publicity. This led to a hot discussion and the matter was referred to the board of directors for final action. The prevailing opinion seemed to be that the Government would receive the whole-hearted support of the newspapers in their columns but that the advertising columns should be regarded as the clearing house for business announcements and that advertising was as much a commodity as munitions of war and should be paid for on the same principle.

During the morning session, the delegates listened to the address of the president and to the reports of the treasurer, the budget committee, the labor committee, committee on advertising agents, the Bureau of Advertising and received the managers report.

Hilton U. Brown, of the Indianapolis

News, introduced a resolution to sustain and support the President in his efforts to have passed a selective conscription law. The resolution was debated and a rising vote taken.

The resolution follows:

"Whereas, our country is in a state of war with Germany, and

"Whereas, the responsibility for the successful and honorable prosecution of the war rests on the President, and

"Whereas, he and the General Staff have devised and are advocating the passage of measures deemed by them necessary in carrying out the grim business committed to them, and these measures are now pending in Congress;

"Therefore, we, the members of the American Newspaper Publishers' Association, assembled in convention, believing that duty in this hour calls for support of the President and for willingness to share in all responsibility which American citizenship imposes, whether in bearing arms in the present crisis or preparing to the end that future emergencies may be averted, do hereby

"Resolved, That we pledge our hearty and undivided support to the Administration in its plans for military preparedness and, believing that the failure of the Administration measures for the raising of land and naval forces would be regarded at home and abroad as a severe blow to the effectiveness of our arms, and would, in fact, result in giving aid and comfort to the enemy, we urge the Congress to pass without delay the bills supported by the War

Department and endorsed by the President, providing for the enrolment of all men capable of bearing arms in this conflict, and any measures necessary for the future creation and maintenance of an effective military force."

Louis Wiley, of the *New York Times*, introduced a resolution voicing the sentiments of the publishers on the censorship features of the proposed Espionage bill. The resolution cited that the newspapers were already cheerfully conforming to the regulations of the voluntary censorship, and that a restrictive censorship was contrary to the constitutional guarantee of a free press, un-American, and undemocratic.

Mr. Wiley's resolution was passed unanimously.

The report of the Paper Committee was presented, and was unanimously adopted. A. G. McIntyre, special representative of the Paper Committee, received an ovation, and his work the seal of full approval by the convention. Elbert H. Baker, of the *Cleveland Plain Dealer*, made a special report on the advisability of newspapers adopting a standardized cost system.

There was a discussion of the advisability of a zone postage rate for newspapers, and the matter was referred to the special committee on second-class postal rates.

Lincoln B. Palmer reported that the present membership of the Association had reached the total of 448 newspapers with ten applications as yet unacted upon. As the membership on January

1, 1916, was 359, the increase shown was the subject of much gratification.

REPORT OF THE PAPER COMMITTEE.

The report of the Paper Committee was the most important, as it was the longest made to the convention. It details the whole history of the 1916-17 paper crisis from its inception, the investigation of the Federal Trade Commission, and the employment of A. G. McIntyre, an experienced paper engineer, to act as special representative of the Paper Committee.

"He has proven himself a veritable treasure," the report states, "with thorough knowledge of the details of paper manufacture in Canada and the United States, of great energy and activity, and of unusual resourcefulness. Your committee cheerfully testifies to his worth and efficiency."

The first phase of relief considered was the cutting down of economic waste in the newspaper offices, the second was thorough coöperation with the Federal Trade Commission, and the third, through the encouragement of new mills to obtain a permanent and lasting relief.

MAY POSTPONE PROSECUTION.

The report says: "Your Committee has been partly instrumental in obtaining from the Department of Justice the assurance that it will be disposed to postpone further steps in the prosecution of the indicted manufacturers, provided they see fit to carry out the arbitration of the Trade Commission, or otherwise demonstrate their willingness

to observe the law, and that any investigation they make will be taken into consideration in any future developments in the matter. What will be the immediate outcome in this connection your Committee cannot now prophesy.

"The Trade Commission has not abandoned the arbitrament and has called upon the manufacturers to carry it out with all the newspapers which signed the agreement. What the legal force of the situation is your Committee does not venture to assert, but it is confident that the signatory manufacturers are morally bound to carry out their proposition with all the papers which accepted it.

"Just what course the indicted manufacturers may see fit to follow in the light of the conciliatory disposition of the Department of Justice is not yet clear. It would seem probable that those manufacturers would now realize that they have made many mistakes in the past year and that they would see that it is not to their permanent advantage to oppress the newspapers to which they must look for patronage in years to come."

There follows then a mass of statistical information, bearing on contracts, forms, imports and exports, new mills projects, and new tonnage coming on the market for 1917 and 1918.

This is followed by an account of the development of the Canadian paper industry and the part it plays in meeting the requirements of American consumers, as well as the objections raised to sending across the frontier for supplies that might be manufactured in this country.

PLENTY OF PAPER MATERIAL.

"There are ample timber resources in the United States," the report continues, "for the development of all the news print paper mills required on a competitive and economical basis as well. The timber resources of the west coast and of Alaska are now available to the entire territory of this country, including the eastern seaboard, under competitive rates and conditions. Reforestation in eastern and central territory will in time overcome the handicaps now existing. It is, of course, very desirable from a publisher's point of view to have these mills developed in this country, particularly in view of the fact that practically all the equipment required must be built in the United States and where mills are developed in Canada at a very excessive duty, it is always a charge against production and operation. We must, therefore, realize in our efforts for future development that the Northwest and Alaska must not be overlooked. The Government timber resources of these countries are incalculable. They are situated tributary to large rivers and available for transportation economically to the East through the Panama Canal and across the continent as well. The very much lower cost of production in mills in this district would more than compensate for the long haul.

The stocks on hand, as reported by the News Print Manufacturers' Association, the only available source of supply, are then discussed, following which there is a statement to the effect that none of the plans for new sources of pulp supply for paper, from different grasses, cornstalks, and other waste materials can enter into the matter in such a way as to relieve the situation, because of the lack of bulk in these materials, compared with the amount available in wood. The matter of de-inking and repulping the old paper is discussed.

Regarding mills to be owned wholly or in part by publishers, the report says: "Much discussion has arisen during this paper difficulty on the advisability

of publishers owning and operating their own paper mills. Experiences of this in the past have not always been satisfactory, and it appears that only under certain conditions is the ownership of a paper mill by a publisher an advantage.

"The Committee, however, does recommend that all publishers interest themselves in mills in some manner, either by partial ownership, long-term contracts, or cooperation in construction. To what extent this can be advantageously carried on depends entirely on publishers and conditions, as well as local mill opportunities and necessities.

"The Paper Committee has accomplished a great deal in this direction, but we are convinced that publishers must recognize that to meet the situation adequately they must be willing to assume in some way some of the liabilities of the manufacturer of paper. It goes without saying that any one who invests the enormous amount of money required for paper mills in pioneer development, with all the risks involved, is entitled to very liberal return on his money, and unless publishers are willing to assume some of this liability which affects the varying cost, they must be prepared to acknowledge that mills are entitled to interest on money plus good manufacturing profit, plus liberal allowance for contingencies. If, however, publishers are willing to cooperate by guaranteeing for a long term a moderate profit upon whatever the manufacturing cost may be, or are willing to share part of this investment, or perhaps all of it, then we may expect paper to be sold at a reasonable price over its fair manufacturing cost. The representative of the Paper Committee will be glad to arrange such a mill connection for any member upon application."

The question of profits is then discussed, and the difference between the modern equipped mills and those of low capacity is contrasted.

GRAPHIC CHARTS SIMPLIFY PAPER PROBLEMS.

In order to give the members of the Association a better understanding of the news print situation, and to post them on the cost of the manufacture, a number of graphic charts were prepared by direction of A. G. McIntyre, and distributed among those present in the convention hall.

One of the most important itemizes the cost of news print. The figures, taken from the record furnished by the Federal Trade Commission, cover the years 1913 to and including 1916. This chart shows the cost of every ingredient entering into a ton of news print, and all of the expenses incurred in manufacture. Sulphite, about the increase in the price of which so much has been said by the manufacturers, is shown at the bottom; the amount used in combination with other materials constituting \$8 out of a total of \$34 required to make a ton of paper. The ground wood figures are superimposed on the sulphite calculation, and added to it, making the total cost of these two raw materials in a ton of paper worth a little more than \$20 a ton. The cost of wires forms the smallest part of the expense, regardless of the increase in price.

Another chart shows the variation in news print consumption with reference to production each year. Since 1910 the average increase in production has been at the rate of 5.46 per cent. annually. In 1911 it was about 6½ per cent., went up to about 7 in 1912, and then steadily declined to less than one per cent. in 1915, rising to about 12.2 in 1916. This curve gives publishers an idea of the manner in which the mills have failed to keep pace with the steadily increasing demands for news print.

LOWER PRICE FOR NEWS PRINT EXPECTED SOON

Paper-Makers, Tired of Fighting, Want to Effect a Settlement of Difficulties with Publishers, Restore Free Competition, and Manufacture Product on Cost-Plus-Profit Plan.

The price of news print is expected to drop, within the next six weeks or two months, by those who are best informed as to the situation at the present time. A compromise agreement is expected. The advances come from manufacturing interests, it is said. The paper makers see in the future the regulation or control of their business by the Government, unless there is a decided change in the methods they have followed. The plan contemplates, it is said, costs of manufacture, plus a fixed profit. Publishers have declared at all times that they want the paper makers to obtain a profit on their investment, realizing that unless they make money they cannot remain in the business, but they will not submit to extortion. On this point, with-

Another chart shows the value of the sulphite used in a ton of paper at any price from \$12 to \$120 a ton. If the manufacturer's cost of sulphite has increased from \$70 to \$90 a ton, and he is using 15 per cent. of sulphite in the paper he is making, the publisher finds the percentage figure 15 on the bottom of the chart, follow the perpendicular line that leads up from it until it intersects the diagonal line on which the price of \$90 appears. To ascertain the cost of 15 per cent. of \$90 sulphite in a ton of news print it is only necessary now to look to the left, on the horizontal line, at right angle to the perpendicular, at the point where it intersects the diagonal, where the publisher will see that cost of the sulphite used is \$14.

Still another deal with pulpwood. If this important raw material has been increased from \$15 to 18, by following up the line from \$18, vertically to the number of cords used in a ton of news print, say, 1½, the figure at the end of the line, on the right, shows that the pulpwood costs at the highest would be \$27 a ton.

One chart illustrates the actual expense of coal consumed, in manufacturing a ton of paper. The fuel costs appear at the bottom of the chart. Following up the lines vertically, say, from \$10, to the line showing that the amount of coal consumed is 1,800 pounds, the figure at the end of the line on the right gives the expense for this item as \$12.

There are charts on imports and exports, as well as a comparison of deliveries.

Blue-prints, showing the advertising by months in a number of the leading cities of the United States, and calculated by millions of lines, were hung on the walls of the convention-room. New York appeared at the bottom. Added to the New York figures, in a curved line above it, Chicago was shown, the figure on the margin showing the total for both cities. This was followed, until the leading cities of the United States appeared. The charts exhibit uniform gains and losses of advertising in the daily newspapers in all sections of the United States, at the same time. In other words it shows that advertising is seasonal in character. The only exception is Washington, D. C., where a tremendous increase is shown each year during the month of June. This blue-print shows the relation of one large city to another and to all of those that appear on the chart, in the matter of newspaper advertising patronage.

in the past ten days, at least one manufacturer called on a prominent publisher and asked him what, in his opinion, the newspaper men would require of the paper makers to bring about a settlement of their differences.

ONLY ASK FOR FAIR PLAY.

The publisher in question, speaking for himself, said that he believed that others would be willing to an agreement, providing they were certain that there would be no future attempt on the part of manufacturers to gouge the newspapers.

The passing of the entire problem, including profit, to some impartial body, such as the Federal Trade Commission, to collect data from both publishers and manufacturers, to lay all of the cards on the table, and to conduct the business of paper-making in the same open manner in which a newspaper is operated, the publisher thought, would go a long way toward meeting the requirements. Under no circumstances, it is said, will publishers discontinue their fight until the organization through which the paper manufacturers collect and pass information from one to another is disbanded.

Within the last few days, it is said, important conferences have been held and these, plus the activities of the Government in following up the inquiries already made, form the basis of the opinion on the part of a number of publishers that the market will break.

MAY DISBAND ORGANIZATION.

Another important point is that the manufacturers' organization will doubtless go to pieces of its own weight. At least one of the manufacturers in the combination is reported to be negotiating with publishers concerning the financing and operating a mill for their benefit, and this knowledge, coming to the attention of the others, which knowledge coming to others, has resulted in an attempt on the part of some manufacturers to ascertain on what basis publishers will be willing to stop the fight.

Whether such a settlement will involve the abrogation of all contracts made with publishers under pressure of paying the present price or going without paper, for the present year, is not known. There are many publishers who declare that they will consent to nothing short of that plan, which is the only one that may be taken, they say, to restore free competition, and that then it can only be effected by placing the matter under the control of the Federal Trade Commission.

WILLIAM BERRI'S WILL

Bequeaths to Family Most of Estate Valued at Millions.

The will of William Berri, late publisher of the Standard-Union in Brooklyn, disposing of between \$1,000,000 and \$3,000,000, was filed for probate on April 24.

The sum of \$500 is left to each of seven charitable organizations; \$140,000 is distributed among relatives, and the residue is divided into three equal shares and left in trust, one share each to the testator's son Herbert Berri and the latter's two sons, William Herbert and John. It is provided that when the youngest of the testator's grandsons, now four years old, becomes twenty-one, Herbert Berri is to receive his one-third of the estate outright. The grandsons are to receive the principal of their shares upon becoming twenty-seven years old.

The executors are Herbert Berri, Robert F. R. Huntsman, and George T. Musson.

AD LUNCHEON A FEAST OF WIT AND SENSE

Guests of Bureau of Advertising of A. N. P. A. Listen to Scintillating Addresses by Pomeroy Burton and William A. Thomson—Service Possibilities of Advertising in War Times Pointed Out—Great Work of Bureau Reviewed—Roster of Notable Guests.

INSPIRING speeches, which breathed the highest ideals in newspaper advertising and gave a vision of the future, made notable the third annual luncheon of the Bureau of Advertising of the A. N. P. A., in the Grand Ball Room of the Waldorf-Astoria at one o'clock on Wednesday.

Tables heavily laden with floral decorations covered the entire floor space and every chair had an occupant. The decorations and programme were much more simple than those of the noonday A. P. banquet of the day previous, but there was no lack of beauty in the scene, impressiveness in the pipe-organ recital of patriotic airs, and the attending newspaper men declared unanimously that no more important and inspiring words had been uttered by the notable orators during the week than those heard at this luncheon.

John F. MacKay, business manager-treasurer of the Toronto Globe, as chairman, spoke feelingly of the alliance of the Anglo-Saxons in war, and presented a vision of a wonderful era of mutual understanding and coöperation in future times of peace.

Percival S. Hill, president of the American Tobacco Company, was introduced amid applause as representative of an industry which is one of the largest, if not the largest, single user of newspaper space in the country.

MR. HILL'S TRIBUTE TO THE BUREAU.

Mr. Hill said, in part: "It is with a great deal of pleasure that I am able here to acknowledge the very satisfactory relations the American Tobacco Company has enjoyed with this Bureau of Advertising. We find that this Bureau is functioning a great principle, and I know that it is being done with energy and efficiency, and is making advertising more effective.

"It is our experience as national advertisers that the most difficult element to obtain is effective publicity. It is elemental to buy space on good terms; the selection of media is a matter calling for discretion and wisdom, but we find that it demands rare ability to procure those ideas which appeal to the public and make advertising attractive and, hence, producing. The response that comes from good advertising is usually felt almost instantaneously. When it does not come back to us with the thrill of a live thing, we know that there is something the matter with the copy, and we proceed to correct the fault.

"In this way the Bureau of Advertising is doing good work, and there remains an ample opportunity for splendid service. I will say that, to date, the desire of the Bureau of Advertising to aid us as advertisers has been precisely equal to the need we have felt for such aid."

George W. Perkins was introduced by the chairman, as one whose name had taken a place of distinction wherever the English language is spoken; and the Progressive leader, admitting in good humor that he knew something about the advertising business from the viewpoint of a buyer, "sometimes want-



"TO MAKE THE WORLD SAFE FOR DEMOCRACY."

ing it in a hurry," sallied into the heart of the advertising problem of the moment, that of war publicity.

Story Head and Lead to Come

Following is the address of Pomeroy Burton, manager-director of the London Daily Mail:

"The advertisers have it in their power greatly to increase the efficiency of this country for war.

"When England made the colossal error, through a close censorship, of keeping the public uninformed and misinformed during the first stages of the war, it paved the way for the greatest test ever put upon advertising.

"That test was accentuated when Parliament added to the censorship blunder the equally fatuous muddle of voluntary service.

"Mingled with these championship-class errors of governmental judgment was the popular and insidious 'short war' fallacy.

"These three joined hands and danced merrily along together during the early days of the war.

"After a time the 'short-war' fallacy fell off its perch, the temperature of the voluntary system dropped to a dangerous sub-normal, and the censorship became about as popular as a dog with the mange.

"Then the authorities woke up and wanted a lot of things all at once:

"They wanted men.

"They wanted money.

"They wanted economy.

"They wanted all sorts of things to get ready for a long war.

"So they began advertising.

A NEW FACE IN ADVERTISING.

"My friend, Sir Hedley Le Bas, of the Caxton Publishing Company, was called in, and he set a pace in advertising that had probably never been even attempted before, much less accomplished.

"He advertised in the newspapers and the periodicals, on the bill-boards, trees and fences, in the parks, and all over the Government buildings; he draped the public monuments with mottoes written in letters thirty feet high—mottoes that must have made the late-lamented subjects of the aforesaid public monuments turn over several times in their graves; he commandeered, he cajoled, and otherwise he won and subdued every human and inhuman agency extant that was capable of carrying a sandwich-board or of bearing a legend, and he filled them up and plastered them over and wound them about with red, white, and blue ink—pictures, posters, streamers; injunctions, appeals, warnings; humor, pathos, and exclamation-points by the thousand—all these he fairly rained down upon the over-censored population of the cities, towns, and villages in every nook and cranny of Great Britain.

"It was a great and a wonderful advertising campaign.

"He got the men, and he got the money by millions and millions of pounds, but most important of all, he made the people realize what they were up against.

"He roused them from the stupor of the close censorship anæsthetic, and from that moment England was transformed.

"Surely, in the present situation, this country should profit by England's experience.

"The advertisers now have it in their power to create an immense amount of patriotic sentiment.

"They should ask all their clients to devote ten per cent. of their contract space to strictly war purposes.

"In the war space thus surrendered by advertisers should be printed, day after day and week after week, patriotic appeals to the people calculated to stimulate their war spirit and increase their war-usefulness.

"Mr. John Wanamaker has made a good start in this direction with his admirable 'Little Journeys to Patriotism.'

"In addition to this, advertisers should be induced to write their copy in a patriotic strain, making the war spirit, so far as possible, run through all their advertisements.

"For instance:

"HIS MASTER'S VOICE"
Is the Call of Uncle Sam!

BEECH NUT BACON
Tastes Best in the Trenches
And in the Mess Room

"THERE'S A REASON"
for this War:
Put a Mazda Lamp
in Your Brain and You Will See It
in a Bright, White Light!

Ammunition and Food on
KELLY TRUCKS
Will Always Reach Their Destination

Build Up Your Children on
SANATOGEN
So They Can Fight for Their
Country!

On Every Battlefield, Every Ship
PREST-O-LITE
Betteries hold their grip!

RICHMOND STRAIGHTCUTS
for the F. F. V.
Soldiers' straightcuts make the
Bosches flee!

See the soldier! How gay he feels,
Wearing O'SULLIVAN'S RUBBER
HEELS!

Keep the Soldiers and Sailors dry—
BURBERRY COATS are the kind to buy.

"In other words, keep the war spirit there first, last, and all the time; put patriotic injunctions and war-reminders on the wrappers, the boxes, the cardboard cases, and all the rest of the sidelines which reach the public—this, in addition to the main channels of newspaper advertising.

"Nearly every phase of war prepar-

ation will require your help if these preparations are to succeed on a scale commensurate with the country's responsibilities.

"But I consider that in one respect there is a distinct danger that a false start may be made. I am not one of those who believe that a publisher should give away his advertising space. It is not, in my judgment, the correct principle. It is precisely like asking a baker to give away his bread, or a butcher to give away his meat. Some bakers and some butchers, blessed by great prosperity, could well afford it, but many others, pressed into line by charges of faint-hearted patriotism, would be ruined by any such general movement. In these days of increasingly expensive white paper, dear labor, and excessive cost of all raw materials, newspaper advertising space is stock in trade, and many publications are not at all in a position to follow the lead of those proprietors who have seen fit to offer free space for Government advertising. The principle seems to me to be wrong, and its application on a broad scale will, I fear, lead to much controversy, and must inflict a great deal of hardship as well.

"You will have many opportunities for the launching of advertising campaigns for war purposes. Here are a few of them:

SOME NECESSARY CAMPAIGNS.

"First: War Loans.—You must reach the people every time, or the war loan fails.

"National Economy.—Avoidance of waste, economy in food, clothing, motoring, and useless luxuries. Don't be afraid of losing your luxury-advertisers, for if this war lasts they will all be obliged to divert their forces into more useful channels. In a great world-war where the very existence of democracies like this is threatened, there is no room for either wanton extravagance or wasted force. Efforts, materials, and time devoted to the production and distribution of sheer luxuries which are no essential part of the life of a country seriously engaged in war, will, under any proper scheme of mobilization of the country's forces, be promptly turned to account; and so only the shortsighted publisher will fear to enter upon a vigorous campaign for national economy at this time.

"Then there should be a campaign to make the people understand the gravity of the food situation, and to teach them how to help meet it—to teach civilians who know nothing of growing how to become food-producers.

"There might easily, too, be a big advertising campaign dealing with women's usefulness in war-time—what they can do now, what they can learn to do later, and where they shall go to learn; what women are now doing in the war countries, and how they became proficient. In the same way how men over military age or otherwise ineligible for active service service can be fitted for useful war work.

"In these and many other ways the great forces of systematic advertising can be utilized to supplement news publicity, and so vastly increase the efficiency of this country for war."

WILLIAM A. THOMSON'S SPEECH.

Following is the speech of William A. Thomson, director of the Bureau of Advertising:

"Our chairman has already told you how the Bureau of Advertising was born into the newspaper industry four years ago. I would like to describe the parentage of that infant in the words of a famous American, by

saying that the Bureau was sired by Enthusiasm and damned by Past Experience. If this distinguished gathering is any criterion, it is easy to see which of the parents has most influenced that husky offspring, whose life and career have been dedicated to the development of general newspaper advertising.

"The Bureau of Advertising has lived to justify the hopes of its sponsors and to allay the fears of those in the family who habitually see Perdition awaiting for the eager feet of Innovation.

"Thanks to the vision and the unselfishness of you gentlemen, who have so loyally supported the Bureau, we have connected our telephone lines in the advertising world, and we have kept the wires hot with the wonderful message that the newspaper has for every advertiser.

"I think that we, as newspaper men, may congratulate ourselves on the fact that we possess a Bureau which is equipped to act as spokesman for the newspaper as a medium in its relationship with the national advertiser.

"It should be a source of satisfaction to you gentlemen to know that the Bureau of Advertising is in close touch, at all times, with the heads of business institutions that are advertising, or should be advertising; that it has gathered and crystallized facts about newspaper advertising—that it uses these facts to create a better understanding of the value of the newspaper as a means of merchandising and selling.

"It is a distinct business asset to every newspaper to have a Bureau in the national field meeting competition in a systematic way, developing and encouraging new advertising; rendering service to advertisers to insure the success of campaigns, and preparing the ground for solicitation by individual publications.

MUCH WORK DONE QUIETLY.

"The work of the Bureau does not all show upon the surface, although the last two years of its existence at least have been marked by a notable increase in general newspaper advertising. I wish it were possible for us to tell you intimately from time to time something more of our daily experience, but the one form of free publicity to which advertisers and agencies are unanimously opposed is a premature announcement of plans.

"Speaking for those of us who are employed by the Bureau of Advertising, I want to say to you that you have been most fortunate in obtaining the unselfish and unpaid support of the men who constitute the committee in charge. These men have stood by in fair weather and foul weather, and but for their enthusiasm and their counsel, the Bureau could not have endured.

"This year our chairman relinquishes the exacting duties of his office after four years of patient and unstinted service, given as a labor of love and taken from business hours which all of us know to have been crowded to capacity. I know I voice the unanimous sentiment of this gathering when I say that the newspaper industry owes a special debt of gratitude and appreciation to John F. MacKay, of the Toronto Globe.

"I believe I can safely say that there are few men in our business who have not yet seen the need for the Bureau of Advertising, but there are still a great many who owe it to the industry to show their appreciation of the work in a practical way by becoming subscribers.

"Even as the rain falls upon the just

NOTED MEN AT TABLE

Bureau of Advertising, A. N. P. A., Holds Second Annual Luncheon.

The second annual luncheon of the Bureau of Advertising of the A. N. P. A. was held in the grand ballroom of the Waldorf-Astoria on Wednesday. Those at tables were:

Lynn S. Abbott, Gen. Felix Agnus, H. A. Ahern, E. M. Alexander, Franklin P. Alcorn, A. W. Allen, Roland F. Andrews, F. J. Arkins, Collin Armstrong, George Armsby.

W. A. Baker, Miss Jean D. Barnes, J. D. Barnum, C. H. Bayer, F. G. Bell, Commander K. N. Bennett, U. S. N.; Miss Florence W. Bernstein, C. F. Heknell, M. Binheim, E. F. Birmingham, Frank L. Blanchard, C. K. Blandin, F. Mauvelt, Joseph Blethen, Theodore Bodenweil, E. W. Booth, George F. Booth, Ralph H. Booth, W. H. Booth, W. B. Boyd, E. R. Boyle, J. E. Bradley, Desha Breckinridge, Herbert L. Bridgman, B. S. Brown, H. C. Brown, Hilton U. Brown, J. S. Brown, James W. Brown, Ray Brown, W. O. Brown, L. H. Brush, John Stewart Bryan, W. B. Bryant, John Budd, Miron Bunnell, R. C. Burns, V. W. Burnside, Pomeroy Burton, Benjamin T. Butterworth, G. Edward Buxton, jr.

Edward P. Call, E. S. Carnes, Charles Capehart, Dan A. Carroll, Amon G. Carter, Garth W. Cate, Clayton P. Chamberlin, Harry Chandler, W. G. Chandler, J. A. Chew, William H. Clark, A. E. Clayden, Bernard L. Cohn, Henry H. Conland, Thomas E. Conklin, E. C. Collin, John C. Cook, Hon. George R. Cooksey, Gardiner Cowles, Augustus S. Crane, W. J. Curtis.

A. H. Damon, Robin Damon, Joseph Daniels, jr.; H. C. Dare, J. N. Darling, J. J. Devine, E. D. Dewitt, L. G. Dillingham, L. H. Dingman, A. W. Dodworth, Henry Doory, Henry F. Dorwin, C. L. Drake, J. Frank Dreher, J. Y. Duff, J. F. Duffy, Henry Durkin, Edwin Duryea, F. L. Dwyer, Timothy F. Dwyer.

Charles H. Eddy, Charles P. Eddy, A. R. Elliott, D. M. Elliott, A. W. Ellis.

C. H. Fentress, William H. Field, Frank Finney, William C. Flind, jr.; R. A. Fletcher, M. E. Foster, J. D. P. Francis, W. W. Frazier, George B. Freese, George French, Israel Friedman, Edwin S. Friedly.

L. S. Galvin, Joseph W. Gannon, G. Garrett, Bert N. Garstin, J. J. Gelsinger, H. L. Goldman, E. K. Gordon, R. C. Gordon, T. Gorman, M. P. Gould, Frank C. Grandin, Harry J. Grant, J. E. Griest, G. S. Griswold, L. J. Griffith, J. K. Groom.

Bruce Haldean, F. P. Hall, H. A. Hallett, W. L. Halstead, Charles N. Halstead, M. F. Hanson, O. C. Harn, Charles H. Hastings, John H. Hawley, M. P. Harris, Frank J. Hermes, Percival S. Hill, G. T. Hodges, George T. Hopewell, J. M. Hopkins, William H. Horner, W. B. Howe, C. L. Houser, Herbert S. Houston, F. G. Hantress, jr.; Gene Huse, N. A. Huse.

John M. Imrie.

E. B. Jeffress, W. E. Jewett, Curtis B. John-

and the unjust, so the benefits of this work accrue to every newspaper, whether it pays its way or lets the other fellow do it.

"If I were asked to name the biggest thing the Bureau has done I should say, without hesitation, that it has pointed an opportunity to the newspapers of North America. This opportunity will be won fully when the Bureau's work of making two lines of advertising grow where one grew before, is supported unanimously by the publishers of this country and Canada.

"It is an opportunity, gentlemen, that means millions of dollars in newspaper advertising and greater success for the advertiser.

"I believe the Bureau has fostered a 'get-together' spirit on the part of publishers—and which one of us will question the need for the development of this spirit?

"Is it too much to hope that this consciousness of a united purpose may leave its impression upon the newspaper industry, and that the newspapers, reflecting day in and day out these evidences of national harmony, may find as the years go on a better ground for common service—a kinder feeling toward one another, and a stronger determination to work shoulder to shoulder for the general good?"

ston, H. V. Johnstown, Alfred Jones, Oliver I. Jones, W. S. Jones, William V. Jones.

G. R. Katz, G. R. Katz, Leon Kamaiky, James J. Kane, H. N. Kellogg, E. B. Kemble, F. A. Kimball, J. Lyle Kinmouth, I. A. Klein, Gardiner Kline, Warren C. Kline, William J. Kline, Jay E. Klock, Harry Hiram Kuickerbocker, A. Lincoln Kohlfelder, C. George Krogness.

H. D. La Coste, W. T. Laing, F. E. Langley, Russell Law, F. M. Lawrence, W. H. Lawrence, Ivy S. Lee, H. A. Lieber, P. W. Lelsening, E. B. Lilley, W. O. Littlock, Charles D. Logan, A. B. Lukens, J. E. Lutz, E. J. Lynett.

Arthur L. Malkenson, C. C. Marquis, Henry W. Marshall, John C. Martin, Julius Mathews, G. A. Merriam, William F. Metten, A. L. Miller, D. A. Miller, J. L. Miller, E. H. Mills, George F. Moran, J. W. Morgan, J. T. Moore, Thomas H. Moore, William J. Morton, Bert M. Moses, C. H. Motz, Ralph R. Mulligan, Marcellus M. Murdock, A. A. Murphy, J. T. Murray, Charles A. Myers, J. A. MacKay, J. F. MacKay, Frank P. MacLennan, H. H. McCloughan, F. D. McDonald, A. G. McIntyre, J. P. McKinney, Robert S. McLean, Frank McLoughlin.

W. C. Neshitt, Fleming Newhold, Frank R. Northrup, D. C. Nolan, Frank B. Noyes, Frank W. Nye.

Frank O'Day, B. M. Ogelsby, D. P. Olmstead, John E. O'Mara, Malcolm H. Ormshee, George A. Osborn, Guy S. Osborn, E. J. Ottaway.

G. J. Palmer, Lincoln B. Palmer, F. M. Parks, W. J. Parrott, J. J. Parschall, John H. Patterson, E. J. Paxton, William J. Peck, George W. Perkins, T. F. Pevear, Philadelphia Public Ledger, W. B. Phillips, Henry M. Pindell, David B. Plum, A. L. Poorman, Major Allen Potts, Harry M. Powell, Gerald G. Prendergast, Providence Journal, Clarence J. Pyle.

William H. Rankin, Frank Rascovar, John R. Rathon, E. Lansing Ray, S. S. Reckeff, Thomas Rees, C. H. Rembold, F. St. John Richards, A. C. Riley, John V. Riley, H. A. Rober, Miss Frances Roberts, W. G. Roelker, F. L. Rogers, George M. Rogers, G. V. Rogers, Hopewell L. Rogers, Jason Rogers, William F. Rogers, J. Irving Romer, Victor Rosewater, F. F. Rowe, L. T. Russell.

Arnold Sanchez, F. E. Sands, E. Sarasohn, A. R. Scharton, Emil M. Scholz, William M. Scott, George E. Scroggie, G. B. Sharpe, Francis H. Sisson, W. Sisson, F. E. Sherwood, Courtland Smith, E. E. Smith, James J. Smith, L. G. Speddel, A. M. Snook, William G. Spence, T. B. Spencer, F. W. Spicer, Frederick Squiers, Elmer E. Stanton, S. C. Stevens, H. C. Stewart, John L. Stewart, Rowe Stewart, H. K. Stroud, George L. Sullivan, John Sundine, E. A. Sutphin.

William L. Taylor, N. R. Thompson, William A. Thomson, Robert Tinsman, F. H. Tobey, L. B. Tobin, P. C. Treviranus, C. H. Tryon.

E. L. Underhill, George Benjamin Utter.

John C. Van Hangeen, L. J. Van Laeys, Robert J. Virtue.

John K. Walbridge, Richard H. Waldo, W. B. Walker, F. Ernest Wallace, Fred H. Walsh, Robert E. Ward, M. C. Watson, Roy Watson, Benjamin Waxelbaum, Frank D. Webb, E. A. Westfall, S. F. Whipple, Russell Whitman, Milo W. Whittaker, J. C. Wilderding, Louis Wiley, F. C. Withers, E. M. Wilkins, G. B. Williams, Everett C. Willson, H. L. Winer, Enoch Wolberg, John B. Woodward, W. J. Woodward, F. A. Worman, Louis J. Wortham, Robert L. Wright, Harvey R. Young, Lafayette Young, jr., C. J. Zaiser, James B. Zoblan.

ASSOCIATED PRESS ELECTION

Officers Selected by the Board of Directors for the Ensuing Year.

At the meeting of the directors of the Associated Press at the Chambers Street office, the following officers were elected for the ensuing year.

President; Frank B. Noyes, Washington Star, re-elected.

First vice-president; Ralph H. Booth, William H. Down, of the Portland, (Me.) ing Ralph Pulitzer, of the New York World.

Second vice-president; E. A. Adler, Davenport, (Ia.), Times, succeeding William H. Down, of the Portland, (Me.), Express and Advertiser.

Secretary; Melville E. Stone, New York city, re-elected.

Assistant secretary; Frederick Roy Martin, New York city, re-elected.

Treasurer; J. R. Youatt, New York re-elected.

The directors re-elected the executive committee consisting of Melville E. Stone, general manager; Frederick Roy Martin, assistant general manager; Charles E. Kloeber, chief of the news department and Kent Cooper, chief of the traffic department.

Welcome to the A.N.P.A.!

*All the Stars aren't in New York—Here
are a Few that are Shining in Cleveland:*

★ THE PLAIN DEALER regularly prints more *display* advertising than any other Cleveland newspaper.

★ THE PLAIN DEALER regularly prints more *automobile* advertising than any other Cleveland newspaper—frequently as much as any other two Cleveland papers *combined*.

★ THE PLAIN DEALER regularly prints more *classified* advertising than any other Cleveland newspaper.

★ THE PLAIN DEALER regularly prints far more *financial* advertising than any other Cleveland newspaper—frequently as much as any other two Cleveland papers *combined*.

★ THE PLAIN DEALER regularly prints more *total paid* advertising than any other Cleveland newspaper, and has the *largest circulation* of any morning newspaper between New York and Chicago.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative:

JOHN GLASS

CHICAGO - - - Peoples Gas Building

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building - - - - NEW YORK

THIRTIETH ANNUAL REPORT OF THE A. N. P. A. IS SUBMITTED BY PRESIDENT H. L. ROGERS

Print Paper Conditions Have Led to Material Increase in Membership—Sectional Meetings Proposed—News Print Committee Has Wrestled with Serious Problem—Future Legislation Must Claim Much Attention—Loyalty of All Newspapers to Government Demanded in These Times of Stress.

THE following is the annual report of H. L. Rogers, president of the American Newspaper Publishers Association, made on April 25 to the Association:

"I have the honor of opening this, the thirty-first annual meeting of the Association. The past year has been a particularly serious one for newspapers, and we are undoubtedly to share in the many difficult problems that must be borne by the business world in general in the year to come.

"In the Association we bring with us from the past the unsettled question of mutual fire insurance, as apparently our so-called coöperative insurance scheme has never proved very successful for us, although some publishers are carrying insurance in such companies and others are doing business with satisfaction in the one or two mutual arts insurance companies.

"Owing to the financial requirements of the Paper Committee and the call for contributions which this made necessary, the solicitation for funds for the Labor Reserve Fund was temporarily dropped, after receiving agreements for annual contributions of about \$9,000.

"During the past year there has been an attempt on the part of an outsider to solve our problem of a standard rate card, but so far I know of no progress made in the way of a standard form of contract for advertising since the adoption several years ago of a special form in Canada. Most publishers have in the past year been introduced by the seller to a standard form of contract which they have not particularly fancied and which may have changed their opinion as to advisability of adopting such a practice on our part.

"The chairman of the special standing committee will report on the making of the new arbitration contracts with the unions.

"It is unfortunate that limits are still put upon matters subject to arbitration as we had hoped that these organizations would by this time see the justice and the advisability of adjusting all differences in a fair and equitable manner, in order to make the contract acceptable without exception to our members with whom they have contractual relations; however, a mutual feeling of confidence is growing, which in time should reduce our misunderstandings to a minimum. I must add in this connection that I cannot understand the attitude of the Government toward contracts of the Photo Engravers' Union, with their employers, which in several cities are undoubtedly contrary to law and justice.

MEMBERSHIP HAS INCREASED.

"Owing particularly to print-paper conditions, our membership has materially increased during the past year, and I concur with the idea that we should have sectional meetings of the Association as well as State officers of the Association and State meetings where members desire it. We should have a sectional division composed of our Southern members, and an inland or East Central States division, and a convention should be held each year in each of these two divisions. I suggest the advisability of inviting to such con-



HOPEWELL L. ROGERS.

ventions newspapers not as yet members of the Association.

"I believe our dues should cover all branches of our work, or at least include that of print paper; and that they should in some way be based on the print-paper consumption rather than on the number of typesetting machines.

"One of the two serious problems of the past and of the coming year is the print-paper market. During the year the paper committee has, in the words of my predecessor in office, 'resumed active operations.' Its work was most difficult, as the problem was a serious one, both for the publisher and the print-paper manufacturer. Certainly, much has been accomplished, and we hope that we have gotten to a point where there is no further question but that we are now buying print paper in an open and a competitive market. The question of price in such a market is one for the manufacturer and the individual publisher to agree upon between themselves. I think I am safe in saying that we do not want prices to be fixed by agreement either in an association of manufacturers or by the Government, but if such a fixing of prices is to be

made it must be done by the Government. A few of our members have at times questioned the actions of this committee, but as far as I can now learn, they are almost, if not absolutely, unanimous in the praise for the committee's work; for the courage they have shown; and for the fair way in which they have handled the situation. The committee has worked most faithfully and efficiently for your interests,

but, in any case, let newspapers be taxed in the same measure as are other businesses. The commodity we have for sale is advertising and there is no more reason for the Government trying to confiscate our goods than that they should take the product of any man's labor without pay, or that of any other manufacturer. We have been well assisted in this attitude by our Bureau of Advertising and National Advertising Committee. More serious is the attempt on the part of some to shackle the press in a manner that is as unreasonable as it is unlawful. The people are entitled to any and all news which does not endanger the welfare of the country, and to the right to honestly criticize any one who may not be acting for the best interest of the country. The only censorship which can be defended is a censorship which is necessary to keep from the enemy information which might aid in locating our ships, our troops, our munitions, and our war supplies. Every other kind of censorship arises from a distrust of the newspaper and of the people, and, being illegal, will not serve to keep the news from the people so long as the newspapers are here to speak for them.

"It is in such serious times as these that the newspapers can and do demonstrate by their faithful service to the public, their willingness to help towards a successful termination of this most horrible war; which termination is to be successful only through the active coöperation of all the people in their willingness to be universally trained and to be sent where, in the opinion of those in power they can best serve the interest of the country, the country's allies, and the cause of liberty and peace for which we are all now fighting."

PAPERS MAY NOT SHARE IN WAR BOND AD FUND

Report is Current That Secretary McAdoo Will Try to Float Five Billion Dollar Issue Without the Use of Paid Advertising Space, Utilizing Other Channels Instead.

Because of the offers of trade papers and of some of the daily newspapers to give free advertising space to the \$5,000,000,000 war bond issue, it is stated that Secretary McAdoo of the Treasury Department will try to float the issue without the use of paid advertising space in the newspapers. From present indications, the entire five millions appropriated for expense, will go for high priced fancy distinctive paper and engraving for the bonds, and for the employment of thousands of clerks and others to attend to the flotation of the issue.

When the Spanish war bonds were floated, one-fifth of 1 per cent. of the issue was appropriated for expense, but for the present issue only one-tenth of 1 per cent. was appropriated. Of this amount, \$1,000,000 was to be set aside for newspaper advertising, but it is feared now that even this will not be used.

It is believed now that the entire five millions will be used for the items of expense coming under the head of paper, engraving, and printing, and the other mechanical and clerical expense.

A force of approximately 1,000 persons will be added to the Bureau of Engraving and Printing, already working night and day to meet the present heavy demands of the Government, and at least 200 clerks will be employed in the clerical work incidental to the big bond issue. This force will be obtained through the civil service.

and always shown a desire to coöperate with the manufacturers in any way possible to obtain a price for paper fair to the manufacturer and for the publisher—notwithstanding any reports to the contrary.

LEGISLATION QUESTION SERIOUS.

"The second and possibly most serious problem before us is that of legislation. As in our freight rate contests of a year ago, we meet these matters only on their merits. The question of postal rates is one in which the interest of the public must be paramount. In spite of the statements of one of our newspaper Senators, who, evidently misled by the free space some of our members unfortunately have been giving away, claims the Government can get \$10,000,000 worth of newspaper advertising space without cost; we neither ask nor receive any favors from the Government, and the Government cannot punish us without punishing our readers—the whole people of these United States. There is a question as to the advisability of ever putting a tax on business, particularly in doing it as radically and so suddenly as to seriously disturb credit conditions,

THE PITTSBURG PRESS

CARRIES MORE

Display Advertising Than Any Other Paper in U. S.

In 1916 THE PITTSBURG PRESS printed 14,214,340 agate lines paid DISPLAY ADVERTISING, exceeding its next nearest competitor by over 600,000 agate lines.

This record-breaking volume of display advertising, together with the classified, made a total of 18,202,926 agate lines carried by THE PRESS in 1916, exceeding THE PRESS' own world's record in 1915 by a

Gain of 2,394,126 Lines in 1916

In March, 1917, THE PRESS carried 1,877,218 agate lines—a gain of 254,632 lines over the same month last year, and establishing a record for one month's business.

GREATEST CIRCULATION AND GREATEST RESULT GETTER

In U. S. Government reports of net paid circulation, filed April 2, 1917, covering preceding six months, these pertinent facts for space buyers in Western Pennsylvania are shown:

PRESS DAILY 121,191 CIRCULATION **PRESS SUNDAY 119,084 CIRCULATION**

Press ^(Daily and Sunday) Circulation Exceeds Nearest Competitor, ^(Daily and Sunday) Over **39,000**

Press ^(Daily Only) Circulation Exceeds Nearest Competitor, ^(Daily Only) Over **28,000**

Press ^(Sunday Only) Circulation Exceeds Nearest Competitor, ^(Sunday Only) Over **18,000**

Results Count—That's the Answer

O. S. HERSHMAN, President-Editor
New York Office, Metropolitan Tower
I. A. KLEIN Manager,

H. C. MILHOLLAND, V. Pres. & Adv. Mgr.
Chicago Office, Peoples Gas Bldg.
JOHN GLASS, Manager

REPORT ON LABOR CONDITIONS BY THE SPECIAL STANDING COMMITTEE

H. N. Kellogg Submits the Report on Questions Concerning Publishers' Contracts with the Allied Labor Organizations, and Gives Information and Statistics of Interest to Employers—Advises Against Combination Agreements.

Following is the report of the Special Standing Committee on Labor, submitted to the A. N. P. A. Convention Wednesday:

Complying with a resolution adopted at our last meeting, President Rogers appointed, besides the members of the Special Standing Committee, Messrs. James R. Gray, C. H. Rembold, J. E. Atkinson, G. J. Palmer, D. B. Plum, Bruce Haldeman, as the Committee, of which he was a member ex-officio, to take up the negotiation of new arbitra-



H. N. KELLOGG,
Chairman Special Standing Committee.

tion contracts with the various international unions. Mr. Haldeman was elected chairman of the Committee. On January 30th all members were advised of the result of the Committee's work and copies of new five-year arbitration contracts with the I. T. U., the I. S. & E. U., and the I. P. E. U. to become effective at the expiration of the present five-year agreements, April 30, 1917, were sent all members of the Association. There are now 96 of the new I. T. U. agreements in force covering composing rooms; 20 of the same agreements in effect for mailing rooms; 74 I. S. & E. U., and 11 I. P. E. U. contracts in operation. The new arbitration agreements are not satisfactory to your Committee, but are better than any arbitration contracts you have had, as they provide that all international union laws made subsequent to their execution cannot be put in effect in the office of any member of the A. N. P. A., if the departments are covered by any of these contracts, until they have been accepted by the International Board of Arbitration. The members of the Special Standing Committee will protect you against any new international rules which are unfair. Typographical unions in 31 cities have refused to sign the contracts or have taken no definite action. In 21 of these cities the present agreements are in effect. In March, 1912, the Executive Council of the I. T. U. published an announcement of its arbitration policy in the Typographical Journal, which was that in cities where previous agreements had been in effect and the new contracts were not issued because unions refused, if publishers asked for arbitration to

settle differences later, "the Executive Council would consider it its duty to be in endorsement of arbitration."

The occurrence next in importance to members of the Association during the year, is the adoption by the I. T. U. in referendum of what is known as the "Spokane Proposition." At the 1916 Convention many propositions were submitted to undo the good work done at the previous session of the I. T. U. Among them were four propositions to restore the old priority provision relative to the filing of regular situations. This priority proposal came very near being adopted, as the vote was 121 for to 126 against. The vote was exceptional, as the Administration measures upon which test votes had occurred earlier in the proceedings were carried by majorities ranging from 50 to 70. The Spokane union, after the Convention adjourned, formulated a proposition for restoring it, which proposition was endorsed by 215 unions and therefore submitted to referendum and approved by a majority of 14,763.

THE PHOTO-ENGRAVERS' CASE.

The International Photo-Engravers' Union has continued its plan for co-operation between the employing photo-engravers and local photo-engravers' unions for increasing prices of the finished product. This is usually done by their organizing a club or association under some other name to insure complete and thorough combination. In Chicago the employers organized a club, and the essence of the agreement was contained in what was known as "Clause 10" of the contract between the parties, which reads as follows:

"In order that the Union may secure the adoption and carrying out by all photo-engraving concerns in Chicago of the scale of wages and working conditions herein specified, and have the responsibility of said club for their observance and performance, the union hereby requests and the club hereby agrees that the club will admit to its membership all reputable photo-engraving concerns in Chicago, and in consideration hereof and of the assumption of the responsibility of the Club for any and all violations of said scale of wages and working conditions by every member of the Club, the union agrees that its members will work only for such photo-engraving concerns as are members of the Club, provided that the Club shall not arbitrarily or for any but good cause, refuse admission to or deny retention or membership in the Club."

A year ago agreements containing similar provisions were in force in seven cities. Since then similar contracts have been made in fifteen cities. The complete list is as follows:

Baltimore, Chicago, Dallas, Des Moines, Duluth, Fort Worth, Houston, Indianapolis, Kansas City, Milwaukee, Minneapolis, New York, Oklahoma City, Philadelphia, Pittsburgh, Portland, Ore.; San Antonio, St. Louis, St. Paul, Seattle, Sioux City, and Waterloo.

COMBINATION LABOR AGREEMENTS.

During the year local unions of the various printing trades in several cities have been considering and discussing plans for combination agreements with newspaper publishers as

well as with commercial shop employers. A very serious effort to carry out such a plan was made in Seattle when a printed proposal from the Allied Printing Trades Council covering all the printing trades but the pressmen and the photo-engravers was presented to the publishers. Shortly thereafter representatives of the Allied trades said the pressmen wished to be included in the combination arrangement. The photo-engravers were not included because their local contract runs until September 1, 1920. The publishers were advised by the chairman of the S. S. C. to positively decline to enter into any combination contract. The Allied Trades were finally convinced the publishers were not to be frightened or cajoled into accepting that arrangement and separate negotiations were inaugurated. Since then agreements have been concluded with the printers and pressmen and differences with the stereotypers and mailers are in process of local arbitration. Commercial shop employers of Seattle, however, made a combination contract with the Typographical Union, Press Assistants' and Bookbinders' Union. For some reason as yet unexplained the flat-bed pressmen are not covered by this agreement.

Later a similar, though less ambitious effort was made in Tacoma, Wash. The publishers followed the example of Seattle and insisted on dealing with each trade separately.

ADVISES AGAINST IT.

Publishers should object to combination contracts and to having their contracts expire on the same date, as

that is the first step toward establishing combination arrangements. Your committee deems it unnecessary to dwell at length upon the necessity for refusing all combination contracts.

At various times local unions have proposed to the International organizations that local contracts be made by the Allied Printing Trades Council for all unions and no agreement be binding without the approval of the local Trades Council, but in each instance this has been declared illegal because the rules of the International Unions authorize their subordinate bodies to make independent agreements subject to the approval by the International Unions and to no other organizations. The International Unions have followed this course because they realize the danger of complications under combination arrangements by Allied Trades, and the difficulty that would arise in controlling such bodies. It is obvious that the International Unions now deem it to their best interests to have separate contracts. This fact enables publishers receiving propositions for combination arrangements to positively refuse them and to justify their action from a union standpoint.

The differences regarding jurisdiction that have existed for some years between the International Pressmen's, the Photo-Engravers' Unions and the Lithographers' International Association, were settled last fall by a decision of the Executive Council of the American Federation of Labor, as fully explained in Bulletin No. 1,213, of October 14, 1916.

During the year the photo-engravers
(Concluded on Page 40)

MARSDEN G. SCOTT SEES DAWN OF A NEW DAY

President of International Typographical Union Sends Greetings and a Ringing Message of Good Cheer to the Newspaper Makers of the Nation, through THE EDITOR AND PUBLISHER.



MARSDEN G. SCOTT,
President International Typographical Union.

The American Newspaper Publishers Association is the representative organization of the press of America and the representative organization of progressive employers as well. The greatest and most powerful newspapers in the world will be represented in the convention of 1917.

In the emergency which confronts our Government at this critical time it is unnecessary to ask where the publishers of these great newspapers stand. They will follow the flag—every one of them.

The citizens of this great republic have a right to expect from this association the full and earnest cooperation of its members in the readjustments which are to follow the conclusion of this war, and we shall not be disappointed. And when these readjustments shall have been completed, we will realize that the sacrifices now being made on the battlefields of Europe and elsewhere will not have been made in vain.

Yours sincerely, M. G. SCOTT.

Philadelphia

“The Birthplace of the Nation”

“The City of Homes”

“The World’s Workshop”

“The Third City of America”

is also the home of the
daily newspaper with the

Largest 2c circulation in America

The Bulletin

According to the City Statistician Philadelphia has 375,000 homes.
The net paid daily average circulation of The Bulletin for March was

363,965 copies
a day.

*“a copy for nearly every
Philadelphia home”*

Advertisers find that by concentrating their advertising in The Bulletin, they can at one cost cover Philadelphia.

The circulation figures of The Bulletin are net; all damaged, free and unsold copies have been omitted.

William L. McLean, Publisher.

FEDERAL COMMISSION ASKS NEWS PRINT MAKERS WHEN THEY WILL PUT \$2.50 PRICE IN EFFECT

Letter to the Manufacturers Requests Specific Information as to the Intention to Abide by the Decision of the Commission, and Give Publishers the Benefit of Lower Rates—Plan to Prevent Future Crises Worked Out by Commissioner Colver.

THE Federal Trade Commission will insist on the news print manufacturers putting into effect the price set by that body for white paper for the six months commencing March 1. With this end in view, inquiries have been started and the machinery of the Commission will be set in motion to bring about compliance with the agreement.

News print manufacturers who requested the Commission to arbitrate the price publishers are to pay for paper for the period named, have been asked by the Commission what means they have taken to grant the reduction, as well as what disposition they are to make of the 5 per cent. tonnage relinquished by publishers who have signed the agreement, in order that the smaller newspapers of the United States may obtain a supply of news print at a fair price.

Manufacturers who signed the agreement with the Commission have received the following letter from that body early this week:

THE COMMISSION'S LETTER.

"There is enclosed herewith a list of your contract newspaper publishers who have filed their consent to the terms of arbitration proposed by you under date of February 15, 1917.

"Will you advise by return mail, if possible, what means you have taken to give these publishers the benefits of the arbitration agreement as above described; and, second, what disposition you are prepared to make of the 5 per cent. of contract tonnage of paper surrendered by them to be distributed, under the arbitration, to small publishers to be designated."

PUTS THE QUESTION UP TO MANUFACTURERS.

This puts the matter of standing by their own proposition squarely up to the manufacturers.

When the price was set by the Commission, in response to the request of the manufacturers, it was understood that it would go into effect as soon as the figure was named. The difference between the old price paid and the new one fixed by the Commission was to be credited back to the publishers.

The 5 per cent. relinquished by the newspapers signatory to the agreement was to be apportioned to the Commission among publishers who are without contract, or who are in danger of suspension, at the rates enjoyed by the larger publishers, where purchases are made in car lots, for roll sheets. The price for flat sheets was also set in car lots, as well as prices to be paid for both flat sheets and rolls in less than car lots, when purchased through jobbers.

CHARGED OLD RATES.

Recently publishers have complained to the Commission that manufacturers are still billing them at the old rate of \$3.10 or \$3.25 or whatever contract price was entered into as of January 1, 1917, and not \$2.50 per hundred pounds, regardless of the agreement to give them the benefit of the quotations set by the Commission. When they received their bills from the signatory paper-making concerns, the publishers remitted the Commission's quotation of \$2.50 and called attention to the fact that this figure should, according to their agreement, govern.

Replies to these letters, in some instances, have been to the effect that the full price was charged, and would be credited back by the manufacturers when they were directed by the Commission to do so. The newspaper men, who had understood that the new price was to apply and run back to March 1, couldn't understand this procedure.

They took the matter up with the Commission, submitting the correspondence.

The result of the complaints was the letter printed above, which was mailed to those paper makers who of their own volition requested that the Commission set the price.

Publishers have chafed under the delay of the manufacturers for several weeks. They went into the agreement, they said, in good faith. They expected that the difference between \$3.10 and \$2.50 would be credited to them at once, and could see no reason for delay.

Their views were stated in open meeting, and in the form of resolutions adopted in Washington, after they had listened to an address by Francis J. Heney, special counsel for the Commission.

PLANS TO PREVENT ANOTHER CRISIS.

W. B. Colver, one of the new members of the Federal Trade Commission, has worked out a plan, which he has suggested in an unofficial way, for handling the situation in the future, and avoiding the misunderstanding of the past.

Mr. Colver's proposition, it is said, involves the organization of a staff that will collect weekly information from both publishers and manufacturers. Blanks sent to each would require information as to the amount of print the newspaper has used during the past week, the stock on hand, in transit, at the mill, and the amount of contract, together with necessary information affecting the entire use and disposition of news print in the publisher's office, and whether or not he has stock in storage.

The manufacturer, on the other hand, would be required to give similar information, and in this way the needs of the consumer, and the capacity of the manufacturer would be known by the Commission, which would be in a position to determine what should be done.

In the past, the advantage has been in the hands of the manufacturers, who have collected information about the use and disposition of news print.

Commissioner Colver's idea, it is said, would be to lodge all of the information in the hands of the Commission, which would then be able to determine just what might be done, and to know at all times whether there is a shortage of print paper, and if so, why.

FINES FOR NEGLIGENCE.

It is said to be a part of the plan, in the sending out of requests for information to require answers from both publishers and manufacturers within a certain number of days, with a per diem fine for every day the information is delayed.

In this way, in the event of disagreement, it would be possible for both sides to get together around a table, determine the prices to be paid and the amount to be sold, since the Commission would have all of the information that both sides possess, and the period of

bluffing would pass into history. This would make it impossible for the manufacturers to create the idea that there is less paper than there really is, and would make it impossible in the future for one publisher to get a contract at favorable rates, while another in the same territory or the same town is charged a higher price than has been charged in the past.

BILL TO PREVENT DISCRIMINATION.

Senator Curtis has introduced a bill to prevent unfair discriminations in the sale of news print paper by persons engaged in commerce. The bill proposes to make it unlawful for any person to discriminate in price between different purchasers, where the effect of such discrimination is to sell to purchasers and consumers of large quantities of print paper at a lower price or under more advantageous conditions than is accorded to smaller purchasers. The bill would make it unlawful to refuse to contract with smaller purchasers of the same paper for the future sale. This does not prevent a difference in price on account of a difference in the grade or quality of paper, however, and provides for due allowance for the difference in the cost of selling or transportation. Perhaps violating the proposed act may be fined not to exceed \$10,000 for each offence, or imprisoned for not to exceed five years, or both. It is further provided that whenever a corporation shall violate any of the provisions of the act the violation shall be deemed to be also that of the individual officers, directors, or agents of the company who may authorize the violation, and a corporation and its different agents may be prosecuted separately, and the acquittal or conviction of one shall not abate the prosecution of the others.

COMMISSION TO EFFECT DISTRIBUTION.

Plans for the distribution of news print by the Federal Trade Commission have been decided upon, it is said. Within a short time it is expected that, with information the Commission will have at hand, paper will be delivered to small publishers from the 5 per cent. relinquishments of those newspaper men who have accepted the plan of the Commission in order to participate in the \$2.50 f. o. b. mill price. With that accomplished, it is expected that any cause for complaint will have been removed, for the news print will be handled with reference to the proximity of the mill to destination, in the case of the small publisher, who will get his supply, at the reasonable rate fixed by the Commission, and at the same time large publishers who have signed will get the reduction in price.

Big Sale of Old Paper

About 2,350 tons of waste paper were recently conserved and disposed of by the officials in charge of the winding up of the affairs of the United States Express Company. The paper consisted of report blanks, way bills, blank books, and general supplies that had been accumulating and had been sent in by agents from all over the country. Two large factory buildings in Jersey City were required to store the paper and prepare it for placing on the market. It was sold in three lots, and brought what was considered a very good price, over \$1 per hundred pounds.

The dreams of those who labor are the only ones that ever come true.

Successful men and women are not magicians. Work is the only magic; its efforts are magical. If you work you will learn.

INTERNATIONAL PAPER SHOWS LARGE PROFITS

Big Concern Cleared \$7,465,827 in 1916, of Which \$4,620,727 Was Available for Dividends—High Prices Swelled the Profits—Amount of Cash on Hand is Largest in History of Corporation.

High prices swelled the profits of the International Paper Co. to \$7,465,827 during 1916, which was \$4,344,146 more than the profits recorded for 1915, \$4,876,929 more than in 1914, and \$4,481,717 more than in 1913. The company has cash on hand to the amount of \$2,668,521, the largest amount carried in its history, and an increase of \$1,500,000, compared with 1915. The amount available for dividends for the year totals \$4,620,727, an increase over the previous year of \$3,401,212.

SAVING DAMAGED PAPER

Strippings from Rolls and Cores Utilized by New Bedford Standard.

Conservation of paper stripped from damaged rolls and saved from cores has been brought down to a science on the New Bedford (Mass.) Standard. A writer in that paper states that even when prices were low for news print and other publishers were sending back paper on cores, they were stripping it off and using it for single column proof paper.

For two years past the Standard has supplied the New Bedford school department and schools in adjacent towns, both business and public, with more than five tons of paper at a minimum price of three cents a pound. The paper is cut principally in small sizes. During the past year five tons have been cut in sizes 6x9 1/2, 8 1/2 x 11, and 8x9 1/2, principally for use in typewriters. Much difficulty was experienced at first in persuading the school departments to use the paper, but when finally convinced they became good customers. Large quantities were also sold to small job printers. The cost of cutting does not exceed one-half cent a pound.

Newspaper spoils are used for bulletin purposes. News-dealers are served with 475 bulletins a day.

Spain to Prosecute Paper

A Madrid dispatch says that official announcement is made that the pro-German newspaper Nacion is to be prosecuted for libelling Premier Romanones. The Nacion printed a statement attributed to "a high diplomatic source" declaring that President Wilson's note should be a lesson to Spain. It is said that similar proceedings are to be instituted against the newspaper Tribuna, also a Germanophile organ.

Stalks and Straw for Paper

The possibility of using cotton stalks and rice straw from the Louisiana fields for the manufacture of news print paper is being investigated at Estherwood, La., by W. M. Marsden, of Philadelphia, who is promoting a paper mill for this section. Both cotton stalks and rice straw from the Louisiana fields are now regarded as waste, and are raked and burned to get them out of the way.

First Convertible Mill Opened

The Northwest Paper Company's mill at Brainerd, Minn., has begun making paper. It is said to be the first convertible mill in the United States, shifting easily from print to book paper. The company employs 135 men. The mill, which is a 40-ton concern, cost \$300,000. The Weyerhaeuser interests are identified with the company.

Diario de la Marina

Is pleased to announce the appointment of

Cone, Lorenzen and Woodman

NEW YORK CHICAGO DETROIT
ATLANTA KANSAS CITY, U. S. A.

As Its Special Representatives in the National Advertising Field

Cone, Lorenzen and Woodman is the largest and most successful organization of its kind and has represented leading papers of the country for twenty-three years. Their list is most select and only includes papers which measure up to the highest standard of news and editorial excellence and lead their respective fields in volume or quality of circulation.

Cone, Lorenzen and Woodman after a thorough investigation among Havana's leading merchants and foremost citizens regarding the relative standing and values of the various newspapers published in Havana and the great Agricultural and Commercial development which is inevitable completed negotiations which places DIARIO DE LA MARINA on their list.

DIARIO DE LA MARINA is gratified to be included in this exclusive list and to bring to Havana and the Republic of Cuba the favorable publicity which will result from being the **one great City** of the entire Island to be grouped with the most important commercial centers of the United States.

Merchants of Havana and Cuba desiring information of any nature regarding American Institutions and Industries are at all times welcome to communicate with our representatives Cone, Lorenzen and Woodman, who will cheerfully secure for them all information obtainable.

Those interested in marketing their products in Cuba are invited to solicit the aid of our representatives who will arrange for jobbers and distributors throughout the Island.

Tiene el gusto de anunciar el nombramiento de

Cone, Lorenzen and Woodman

NEW YORK CHICAGO DETROIT
ATLANTA KANSAS CITY, U. S. A.

Como a sus representantes especiales en el campo del anuncio nacional

Cone, Lorenzen and Woodman es la organización de su clase más grande, que más éxito ha alcanzado y que ha representado los principales periódicos del país durante veinte y tres años. Su lista es selecta y en ella solamente se incluye a publicaciones que alcanzan el nivel más alto como periódicos de información y que se distinguen por sus excelentes trabajos editoriales, estando a la cabeza en sus respectivas esferas por su cantidad o calidad de circulación.

Cone, Lorenzen and Woodman, después de una completa investigación efectuada entre los comerciantes y ciudadanos más prominentes de la Habana, respecto al valor de los varios periódicos que se publican en esa ciudad y del inevitable desarrollo agrícola y comercial de la Isla, han cerrado las negociaciones que colocan al DIARIO DE LA MARINA en su lista.

EL DIARIO DE LA MARINA siente gran satisfacción al ser incluido en esa lista exclusiva y poder traer a la Habana y a la República de Cuba la favorable publicidad que resultará al figurar la capital de Cuba entre los más importantes centros comerciales de los Estados Unidos.

Los comerciantes de la Habana y Cuba que deseen cualquiera clase de noticias sobre las Instituciones e industrias americanas podrán dirigirse a nuestros representantes Cone, Lorenzen and Woodman, quienes gustosamente les facilitarán todos los informes que soliciten. A los residentes de la Habana y Cuba que visiten cualquiera ciudad de los Estados Unidos en donde se encuentren nuestros representantes, se les invita a visitarlos en la seguridad de que serán acogidos con la misma cordialidad y quedarán tan satisfechos como si estuviesen en las mismas oficinas del DIARIO DE LA MARINA.

*Average Net Paid Circulation for Six Months
Ending March 1st, 1917*

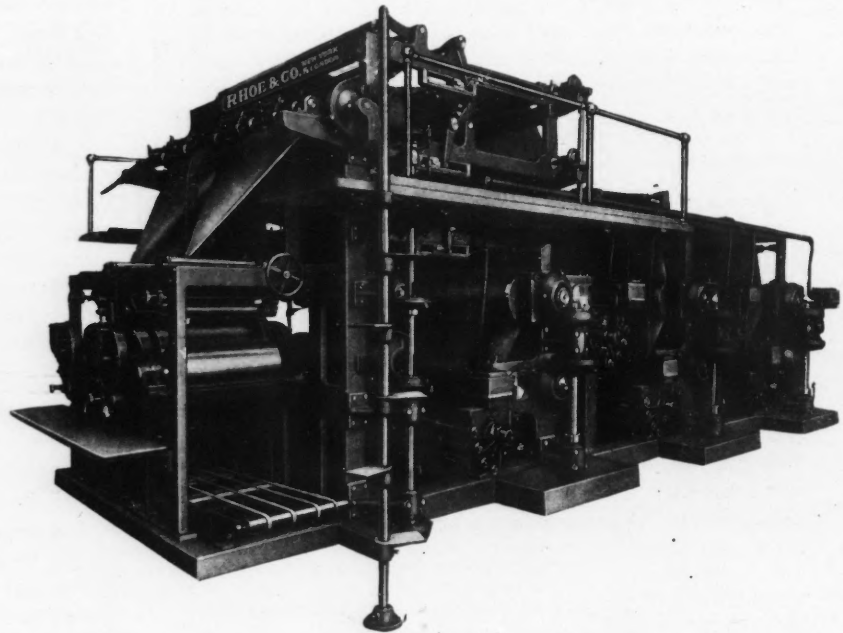
Morning Edition, - 62,363
Evening Edition, - 65,715

NET OUTPUT IS V In The Newspap

In These Times of High Costs and Heavy Operating Expenses,
**HOE PRESSES GIVE THE MAXIMUM NET OUT
 OF PRODUCT, THUS RELIEVING THE PUBLISHER
 HIGHEST EFFICIENCY AND GREATEST**

THE LATEST ACHIEVEMENT

*Hoe
 New Model
 Superspeed
 Low-Type
 Unit
 Press
 The
 Speediest
 And Most
 Efficient
 Newspaper
 Press
 Made*



Guaranteed Running Speed as a Sextuple

80,000 or more papers per hour of 4 to 12 pages.

40,000 or more papers per hour of 14 to 24 pages.

20,000 or more papers per hour of 28 to 48 pages.

WELL PRINTED—WELL FOLDED

Two Sextuples of this type are now employed regularly in printing The New York Times, Five are in course of construction for The New York Sun, Four for The Philadelphia Public Ledger, and One for The Des Moines Register and Tribune.

Hoe New Model Superspeed Presses Embody the Following New and Distinctive Features: New Design Plate and Impression Cylinders with Special Construction; Independent Vertical Driving Shafts for each Printing Unit; Tubular Cylinders, Quick-Acting Plate Clamps, Locking Roller Sockets and

ALL PARTS READILY ACCESSIBLE FROM FLOOR

PUBLISHERS NOW IN NEW YORK ARE CORDIALLY INVITED TO VISIT

CHICAGO, ILL., 544-546 South Clark Street.

BOSTON, MASS., 7 Water Street.

R. HOE &

504-520 GRAND STREET, N.Y.

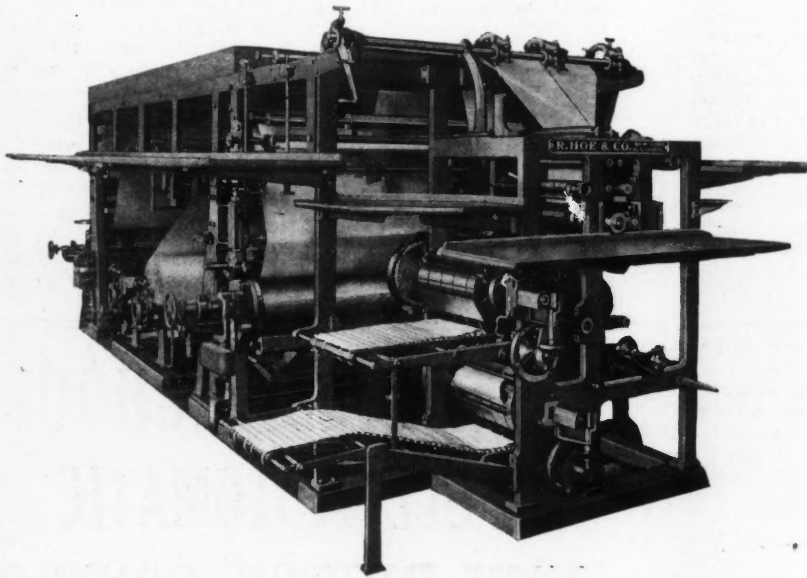
WHAT COUNTS

Paper Pressroom

Economy and Efficiency are the Prime Requisites of Success

PUT AND COMBINE QUALITY WITH QUANTITY
OF PRESSROOM WORRIES AND INSURING THE
ECONOMY IN NEWSPAPER PRODUCTION

ALWAYS IN
THE LEAD



*One of the
Four Hoe
New Model
Rotary
Photo-
gravure
Presses
Now
Being
Built for
The
New York
Times*

Running Speed per Hour, Newspaper Size

15,000 papers of 4, 6 or 8 pages. 7,500 papers of 12 or 16 pages.

Magazine Size

15,000 papers of 8, 12 or 16 pages. 7,500 papers of 24 or 32 pages.

A press of this type is now running in the office of The Cleveland Plain Dealer and another is now being installed in the office of The Los Angeles Times-Mirror; Four are in course of construction for The New York American and Four for The Petit Parisien, Paris. Similar Hoe machines have been operating successfully in several other offices for more than a year.

**Features: Improved Ink Distribution and Patented Ink Pumps, Doing Away With Ink Foun-
Bearings, Reducing Operating Power to the Minimum; Cylinder and Main Gearing of
Unit; Improved Folder Drive; also the Hoe Rotating-Blade, High-Speed Folding Mech-
other Hoe Patented Improvements.**

EXTRA HEAVY AND RIGID CONSTRUCTION THROUGHOUT

OUR PLANT AND SEE THESE AND OTHER MACHINES IN OPERATION

& CO.

NEW YORK

120 St. James St., MONTREAL, CAN.
109-112 Borough Road, LONDON, S. E., ENG.

BUREAU OF ADVERTISING ADDS MILLIONS TO REVENUE OF THE DAILY NEWSPAPERS

Fourth Annual Report of the Committee in Charge to the American Newspaper Publishers Association Shows Gain of \$20,000,000 in National Accounts to the Daily Papers of the Country in 1916.

The Committee in charge of the Bureau of Advertising made its report to the American Newspaper Publishers Association in part as follows:

Your committee in charge of the Bureau of Advertising submits herewith its fourth annual report, covering the work of the Bureau for the year ended March 31:

Since the function of the Bureau is to serve the newspaper interests of the United States and Canada as an advocate of general advertising, your committee draws your attention to the remarkable progress made by the newspaper as a national advertising medium.

That the Bureau has been an important factor is plain; that its work demands a broader and stronger support is emphasized not alone by the record of its activities set forth here, but also by the facts that follow:

ADVERTISING INCREASE.

Statistics compiled by the Bureau at the close of 1915 showed an average increase of 10 per cent. over 1914 in national advertising carried by newspapers. This percentage of increase represented about five million dollars, bringing the total amount of general advertising carried by newspapers in 1915 up to \$55,000,000.

In 1916, it is estimated that newspapers gained about 35 per cent. in general advertising over 1915, so that slightly more than \$75,000,000 was spent by national advertisers in our medium last year.

Comparing the money value of business gained by newspapers and magazines in 1916, we have about \$9,000,000 for the magazines, as against \$20,000,000 for the newspapers.

Figures compiled by the Bureau for the first three months of 1917 indicate that, large as the increase was in 1916, gains in business continue this year. For the first quarter ended March 31, an increase of 16 per cent. over the corresponding period in 1916 is shown by the Bureau's investigations.

It is interesting to note that the newspaper gain in general advertising for the three months of 1917 was made in the face of a record-breaking figure in 1916, and in spite of conditions that are more or less unsettled. That the business advanced in spite of raises in rates, the paper shortage, legislation restricting certain classes of advertising, and the further elimination of advertising deemed undesirable is worthy of more than passing comment. The growth in advertising for the first three months of the year has been fairly general—only a few points, where local conditions were a factor—having reported decreases.

WHAT THE BUREAU HAS DONE.

As your committee has already submitted, the steady growth in general newspaper advertising must in part be credited to the propaganda carried on by the Bureau. The Bureau's opportunity for service has been limited only by its physical resources. In spite of the fact that it works in behalf of every daily newspaper in the United States and Canada, it is supported by a comparative few. The amount spent by the newspapers, through the Bureau, to promote general advertising last year was a little more than one-seventh of 1 per

cent. of the actual increase in general advertising during 1916.

Mediums competing for advertising with the newspapers are in virtually every instance better equipped, in a financial way, to carry forward their propaganda.

MEMBERSHIP FIGURES.

At the close of business, March 31, 1916, there were 233 newspapers subscribing to the Bureau. While this represents a net decrease of 11 members, it shows an actual increase in income of \$5,785.92 over that of 1915.

This is, in part, due to the fact that while some of the smaller newspapers have withdrawn, the larger and stronger publications are coming in. A more drastic rule, dropping members delinquent in the payment of dues, has also removed names hitherto carried on the rolls.

The detailed statement of accounts appended indicates that the Bureau not only lived within its income during the year, but added to its surplus the sum of \$1,907.07. Inasmuch as the previous year developed a net deficit of \$2,718.26, this showing was particularly gratifying.

Close to seventy per cent. of the total income goes directly into the work of soliciting business, either in the form of solicitors' salaries, travelling expenses, postage, or printing.

POINTS VISITED.

Representatives of the Bureau spent 218 days in travelling during the year just ended.

Personal solicitation was conducted upon a long list of advertisers and prospects. Following the plan adopted in 1916, the Bureau has kept a record of its active solicitations. These embrace manufacturers and distributors in every line.

Points visited included Chicago, Minneapolis, St. Paul, Omaha, Milwaukee, Detroit, Toledo, Cleveland, Akron, Erie, Buffalo, Toronto, Rochester, Troy, Albany, Boston, Springfield, Mass., Providence, South Bend, Barre, Vt., Philadelphia, Camden, N. J., Trenton, Wilmington, Baltimore, Washington, Tampa, Sarasota, Fla., Jacksonville, Los Angeles, San Francisco, Sacramento, Olympia, Wash., Fresno, Cal., Riverside, Cal., Pasadena, Salem, Ore., Portland, Ore., San Diego, Seattle, etc.

Investigations were undertaken during the year for many advertisers and advertising agencies. The Bureau's capacities in this respect and in the gathering of data, were frequently taxed to the utmost; and, in passing, it may be said that one of the larger needs of the organization at present is for greater facilities in these lines.

The Bureau's services were largely sought by advertising agents in the past year, both for the purpose of obtaining information and for negotiation with clients who were considering newspaper campaigns. As in the past, a great deal of the work of the Bureau with advertisers was necessarily conducted in confidence, but your committee had an opportunity to watch this work in detail.

In line with instructions issued by your committee, the director of the Bureau took up active solicitation on the Pacific Coast. Two trips across the continent were made.

In connection with these trans-continental trips, it will be interesting to note that solicitations were made among leading factors in the following industries:

Fruit-growing, lumber manufacture, loganberry juice and cider production, canning in all its branches, cereal and flour making, community advertising movements, spring water and beverage making, and the fish industry. Particular attention was given to the fruit marketing associations, and relationships were established that were of distinct value to our business.

Some of the successful solicitation done on the Pacific Coast was conducted in the face of extremely keen competition.

GROWTH OF POLITICAL ADVERTISING.

The Bureau was able to do some effective work in connection with the advertising campaigns of the organizations in the recent Presidential election.

Representations as to the value of paid advertising were made to the leading party factors, and never before in the history of political campaigns in the United States has so much display space been utilized. It is evident that the 1916 Presidential campaign marked the beginning of the employment of newspaper advertising as a strong factor in elections.

Your committee notes the unusual growth of public service corporation advertising during the year. This is particularly evidenced by the expenditure of \$287,000 by the railroad presidents in a four days' campaign of advertising that covered every newspaper in the United States. This was during the eight-hour agitation. Heretofore many of these campaigns have relied upon free publicity.

Repeated efforts were made during the year, beginning with the month of June, to establish the value of paid newspaper advertising with the Government at Washington. Cabinet officers and department heads have been visited from time to time, and the work is proceeding as this report is written.

The Bureau was also enabled to be of assistance in matters of legislation pending in Washington. These matters have been reported in the Bureau's bulletins from time to time.

In April last, the Bureau suspended the monthly advertising talks issued for three consecutive years, and in August issued a new series of talks with illustrations. These were published in several hundred newspapers.

Another series of advertising talks was issued in connection with Window Display Week, and a series reviewing advertising in 1916 and pointing the way for 1917 was issued in January.

WINDOW DISPLAY WEEK.

International Newspaper Window Display Week, under the auspices of the Bureau, was held throughout the United States and Canada during the week of October 9th to 14th, inclusive.

In all, 603 newspapers in 421 cities joined to make the 1916 week the most impressive evidence of dealer interest ever shown by any advertising medium.

The Bureau believes that International Window Display Week has not only won the support of a majority of progressive newspapers, but that it has also been the most effective object-lesson ever shown to national advertisers. The fact that every competing medium is

(Concluded on Page 38)

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.

TRADE **LINOTYPE** MARK

Read what the
New York Evening Mail
Says About Its
Fifteen Model 18
LINOTYPES

Twenty-five Multiple
Magazine Linotypes
Compose the New York
Evening Mail.

THE EVENING MAIL
25 CITY HALL PLACE
NEW YORK
March 2nd, 1917.

Mergenthaler Linotype Co.,
Tribune Bldg., New York.

Gentlemen:

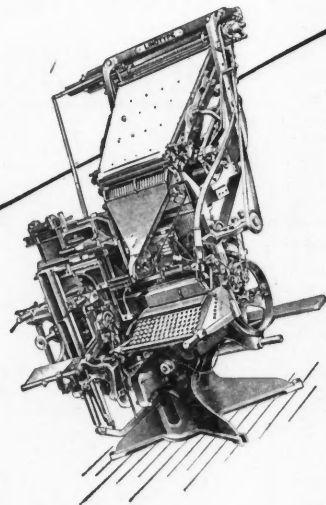
We have had fifteen (15) of your Model 18 Linotypes in use three (3) shifts a day for four (4) months and they are giving complete satisfaction. By substituting the Model 18 for our earlier models our whole plant is interchangeable.

Quick changes of body, face and measure are more necessary in the complicated advertising conditions of the New York field than anywhere else in this country. Consequently, we feel that we are giving the Model 18 the most severe test that could be found for it - and it has "made good" thoroughly.

We may also say that the operators, some of whom have operated the old model machines for ten to twenty years, thoroughly like the new Eighteens. When you can break any improved device into an old newspaper plant and get it liked by the operators in four months, you are something of a miracle worker.

I make these comments to you as a practical printer.

Yours very truly,
THE MAIL & EXPRESS COMPANY,
J. H. Lewis
Treasurer.



EXPERIENCE and comparison in America's greatest newspaper plants are proving conclusively that Multiple Linotypes with interchangeable magazines insure the fastest and most economical method of newspaper composition.

Any one of our agencies will gladly give you full particulars. Write us today.

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 S. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: Canadian Linotype Limited, 35 Lombard Street

PROMINENT AGENCY MEN DISCUSS EFFECT OF THE WAR ON AMERICAN ADVERTISING

Majority Hold Optimistic Views, Contending that Business Will be Active in All Lines, Money Plentiful and Demands on Newspapers for Space Greater than in Normal Times—Great Bond Issue to Release Financial Resources of Nation.

THE EDITOR AND PUBLISHER has asked leading advertising agency men to express their views as to the effect our entrance into the war will have on American business and on advertising.

The views here given, written by men who are not given to expressing their opinions lightly, should serve to hearten those publishers who may be inclined to pessimistic views.

As a whole, the views picture an optimistic prospect. It is believed that, for the period of the war, business will be more active than in normal times—money available for business expansion in all lines—and the business mood of the people will match their patriotic mood. Canada, it is pointed out, is prosperous, with newspaper advertising at high tide. Our part in the war, if relatively as active as that taken by our northern neighbors, will have the same vitalizing effect on all industrial activities.

FRANK PRESBREY, OF FRANK PRESBREY CO.

"I do not see that the war is going to affect advertising in any serious way. If we follow the experience of England, it will increase advertising rather than diminish it.

"There is every indication that all the industries of the country will be worked to the fullest extent. The shortage of labor and the stopping of immigration will tend to maintain high prices of labor, and the masses will have a large amount of money to spend.

"The funds which we loan the Allies are to be used in this country, and that will help domestic trade."

STANLEY RESOR, OF J. WALTER THOMPSON CO.

"It seems to us that the experience of the other nations engaged in the war is the best criterion of what conditions will be in this country.

"The best light that can be thrown on this is found in the experience of England, France, and Japan.

"The domestic business of all three countries has increased, rather than diminished. We have not the data on the export business of England since the unlimited U-boat warfare has been waged, but previous to that time we understand this was also greater than during the years prior to the war.

"What is true of these countries, as a whole, is doubtless true of individual manufacturers of commodities of general consumption.

"Out of a population in Canada of 8,000,000—scarcely larger than that of the Metropolitan District of New York—400,000 men are actually in England or on the Continent. From all reports, business in Canada was never so active as it has been in the past two years."

M. M. GILLAM, of Gillam's Service

"The effect of the war on business in this country will be stimulating at first. There will be more money moving, more people employed, more demand for farm products, more demand for goods generally. Such activity as a state of war brings always leads to more buying and selling in spite of the inevitably higher prices. When the farmer class gets more money the biggest stone in the foundation of prosperity is laid. With higher wages or suddenly expanded incomes there is ever an increase of

retail buying—a good part of it in the way of luxuries and extravagances.

"Whether the average worker gets \$1 or \$10 a day the inclination is to spend it all. If the income rate is jumped suddenly the increase will largely go for appetite or pride.

"The wise merchant is alert for this condition. He will prepare for the demand and will tell of it in the daily papers.

"I do not look at it so much in the light that advertising will stimulate business as that this possible business should stimulate advertising. The condition exists independent of any advertising. The fish are there—and hungry. More and more of them will be there hungrier and hungrier. Catch 'em!

"You will see the same relative position preserved by the various stores throughout the country. The wide-awake concern with initiative will rise to the occasion. The dragger will continue to drag. Business will go in greater volume to the stores that (1) deserve it, (2) let their deserving be known by eternal iteration and demonstration.

"After fifty years of looking on and lending a hand I am still amazed at the dulness of 90 per cent. of the traders in any large community. They could scarcely be awakened by the bump of Doom—and if they were awakened they would be helpless. Here are conditions present and impending, when a little snap, a little alertness should bring a cheerful reward. The harvest will be reaped, but it will go into the hands that have all along been getting the bulk of the business. What a time for any enterprise that has been crushed by traditions and conservatism into a turtle-like state!

"The unexampled prosperity of the United States which for nearly three years has been in a patchy way—some trades and some communities fattening famously while others were getting thin—will become more generally penetrating under war excitement and stimulation. Advertising will have little or nothing to do with it. With men by the hundred thousand under arms, with supporting industries crowded to the utmost, with a greater call for workers than the supply can meet, there must be higher pay, and the attendant impulsive spending of the money.

"Yes, we shall see here the greatest degree of prosperity ever known—while the high pressure lasts. But let us beware of the after days.

"Advertising can keep step with what is going on. The really great advertisers will be close up to where the drums are beating. But they will not be ahead of the music.

"Patriotism is not a feeling dependent on any sort of sordid advertising. When a country is fired as ours is now the impelling causes are above and beyond dollars or merchandise."

JAMES ZOBIAN, of James Zobian Company:

"Although on the surface of things there seems to be no indication that the war will affect business, I think it is too early for any one to express a more definite opinion on the matter."

"So far as we can now see, 1917 will be a record year for us, in spite of the war.

"We do not know of any accounts the advertising of which is likely to be deferred for war reasons, except in cases where the manufacturers' supply of raw material is affected by the prevailing difficulties in their importation problems."

CHARLES W. HOYT, President, Hoyt's Service, Inc.:

"As I see it, the enormous amount of money which the Government is borrowing, will be spent in this country. The result must be largely increased business; and the firm which advertises will take more of this business than the firm which doesn't.

"War brings new problems to many manufacturers—problems of production, sales, and organization—which advertising will help to solve. There is need of this powerful servant, to a greater extent than ever, to create confidence, perfect production, and stimulate sales under the conditions that war imposes. That 'the pen is mightier than the sword' is about to be demonstrated in a truly magnificent way through the vitalizing power of printer's ink. These are times for greater effort—not less. The curtailment of advertising is a step toward the rear—for timid souls out of accord with the spirit of success and lacking faith in their country and its future."

"I think that the war will increase rather than decrease the amount of advertising. There will be a greater de-

mand for everything and the manufacturer who is farsighted enough to realize this will advertise extensively to get as much of this business as possible.

"Even though the Federal Government is acquiring a huge debt and is loaning its money to the Allies, all this money is and will be spent in our own country. Besides this sum, every shilling, franc, and kopeck that the Allies can scrape together will be sent over here to purchase supplies.

"As for luxuries, the middle class in England who make up the greater part of its population, were never better off in their lives than now. Why? They all have work and are well paid. Even the women and children are working—consequently, the family income is greater than it ever was before. They can afford to buy and do buy things that may be classed as luxuries. Under the same circumstances, would not this apply to the United States? This country has been at war for two weeks. It would not have surprised any of us if war had been declared six months ago. We have been expecting war for the past year, but have heard no talk or seen any evidence of business slacking up. We occasionally hear of a firm stopping their advertising on account of not being able to produce their product, but we never hear of any firm that really has been a going concern with a product of merit, falling through lack of business."
(Continued on Page 40)

15 cents a line for 15 lines, and 15 cents a line for 15,000 lines—that is the rate of the Brooklyn Standard Union.

It is a flat rate to everyone, including Department Stores.

And the circulation, daily and Sunday, is the largest in Brooklyn.

“OHIO FIRST”

EVERY man that is manufacturing products which he wants to sell, NEEDS these “Ohio First” Newspapers.

They are not merely of FIRST importance to him in the conducting of a *successful Ohio campaign*, but they are *vital!*

Why is this so?

Because they go into the homes of 1,138,165 families whose incomes are increasing beyond their many wants.

The manufacturer can do this daily, tri-weekly or weekly. He may start, stop, extend or curtail at will.

But whatever method he may adopt, he will find that, as productive and profitable advertising mediums, “Ohio First” Newspapers are indispensable.

And again, because “Ohio First” Newspapers have repeatedly demonstrated their worth.

They are the most powerful and effective salesmen that can be enlisted in the manufacturer’s cause.

In Ohio, the manufacturer can talk to over a million interested buyers in the morning while they are sipping their coffee at the breakfast table, and another million or more in the evening.

		Net paid Circulation	2,500 lines	10,000 lines		Net paid circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E)	**29,360	.04	.04	Dayton News	(S)	20,388	.03
Canton News	(E & S)	**12,613	.0214	.0214	East Liverpool Tribune	(M)	4,392	.0115
Chillicothe Scioto Gazette	(E)	**2,380	.0057	.0057	Findlay Republican	(M)	5,989	.0107
Chillicothe News Advertiser	(E)	2,451	.0085	.0072	Lima News	(E)	†9,322	.02
Cincinnati Commercial Tribune	(M)	*60,723	.11	.09	Mansfield News	(E)	†7,631	.019
Cincinnati Commercial Tribune	(S)	*26,339	.14	.12	Marion Daily Star	(E)	**7,728	.0129
Cincinnati Morning Enquirer, 5c.	(M & S)	55,076	.14	.12	Newark American- Tribune	(E)	**6,287	.0085
Cleveland Leader	(S)	**134,025	.17	.15	Piqua Daily Call	(E)	4,012	.0072
Cleveland News	(E)	**115,393	.18	.16	Portsmouth Daily Times	(E)	9,411	.015
Combination L. & N.		**249,418	.30	.26	Sandusky Register	(M)	**4,301	.0093
Cleveland Leader	(M)	**86,628	.15	.13	Springfield News (E & S)		12,453	.02
Cleveland News	(E)	**115,393	.18	.16	Steubenville Gazette	(E)	3,620	.0143
Combination L. & N.		**202,021	.27	.23	Toledo Blade	(E)	51,971	.12
Cleveland Plain Dealer	(M)	**138,023	.18	.18	Youngstown Telegram	(E)	**17,725	.035
Cleveland Plain Dealer	(S)	**192,891	.22	.22	Youngstown Vindicator	(E)	18,658	.03
Columbus Dispatch	(E)	**75,402	.11	.10	Youngstown Vindicator	(S)	16,716	.03
Columbus Dispatch	(S)	**71,119	.11	.10	Zanesville Signal	(E)	**11,452	.02
Dayton Herald**	(E)	†22,114	.05	.035	Zanesville Times- Recorder	(M)	**17,023	.025
Dayton Journal**	(M & S)	†22,430	.05	.035	Totals,			
**Combination (M & S) 6c. per line.								
Dayton Journal	(S)	†22,000	.07	.045				
Dayton News	(E)	33,958	.045	.045				

†April, 1916, Gov. statement.
 *Publishers' statement.
 Other ratings Gov. statement Oct. 1, 1916.
 **April, 1917, Gov. Statement
 National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New York City.



J. M. Hertel
Detroit



S. L. Schmid
New York



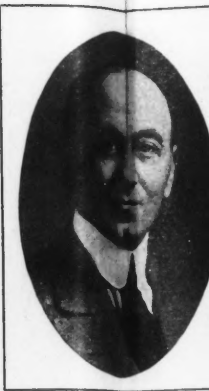
R. R. Mamlok
New York



D. P. Bevans
New York



H. G. Halsted
New York



Paul Block



C. R. Sanderson
New York



O. H. Fleming
Chicago



W. M. Messiter
Chicago



W. E. Johns
Chicago



L. R. Hodges
Chicago



A. L. Cloghessy
Chicago



W. B. Stark
New York



H. R. Moloney
New York

PUBLISHERS AND GUESTS

On behalf of
myself—welcome to the Con

PAUL BLOCK, Inc.
PUBLISHERS' REPRESENTATIVES

NEW YORK	CHICAGO
BOSTON	DETROIT
BUFFALO	



Jesse Black



Gilbert Kinney
New York



C. J. Boyle
New York



C. A. Regan
New York



H. L. Haskell
New York



N. F. Foote
Boston



N. R. Maas
New York

ESTS:—

half of my associates and
Convention.

Paul Block



A. F. Thurnau
Chicago



Gilbert Falk
Chicago



W. E. Seip, Jr.
Chicago



Paul Frank
Chicago



Jesse Black
New York



Paul Moloney
New York



G. D. Smith
New York

EDITORIAL

ONLY A FREE PRESS CAN "MAKE THE WORLD SAFE FOR DEMOCRACY."

OF the editors and publishers, from every part of the nation, assembled in annual conferences in New York this week, a majority believe that a censorship, while possibly excusable as a war measure for curbing the irresponsible, is largely unnecessary, essentially hostile to the spirit of democracy, and fraught with possibilities of unbounded harm to the real national interests in the world crisis.

As some sort of censorship law and regulations are sure to be adopted by the Congress within a few days, the interests of the newspaper-makers may best be served through impressing upon their representatives at Washington the gravity of their responsibility to the people for the enactment of any reactionary measure.

For a suppressive censorship—a censorship permitting official blunders to punish their critics, and thus to silence criticism—would be intolerable in a republic.

In fighting to "make the world safe for democracy" we must make our country safe for democracy—first. No part of the world which is without a free press is safe for democracy. No press is free if subject to an arbitrary and restrictive censorship.

Some news must be suppressed—for the sake of national safety. This may be done under censorship regulations of the most liberal and constructive kind. But the national welfare, in war as in peace, demands that the people shall have the fullest light on events—and a constructive censorship will aid in providing this.

THE PROBLEM OF THE NEWSBOY

"WILL the newspapers adopt a 14-year limit for newsboys and adjust the business of selling papers so that it shall no longer involve the sacrifice of boyhood?" The question has been asked by Dr. A. J. McKelway, of the National Child Labor Committee.

Dr. McKelway's contention is that street work for boys develops gaminhood—the open door to the reformatory or penitentiary. He urges newspapers to "reform themselves."

Bills have been introduced in the legislatures of New York and Connecticut in line with the recommendations of the National Child Labor Committee. The agitation is likely to spread until the "newsie" shall become a sort of national issue.

It is doubtful as to whether there are to be had reliable figures as to the comparative moral status of the youthful newsboy and the boy who is sheltered and schooled in a normal way. That street life is not an ideal schooling for a boy, however, admits of no dispute. That a great many boys—perhaps a great majority of them—do not find it the door to gaminhood, but do find the experience a hard but effective school of discipline, is true.

Necessity, not choice, forces young boys to sell papers on the streets. In some instances the motive of parent-greed may be responsible; but the average "newsie" is at work because his earnings are essential to the support of dependent members of his family.

Many newspaper publishers go to great lengths to safeguard their newsboys. For example: Edmund W. Booth, editor of the Grand Rapids Evening Press, has provided not merely for the comforts of the boys, but for their education. The Press conducts a school for them in its own building, and surrounds them with greater facilities for self-improvement than they could have in the public schools. Is it not likely that other publishers may solve the newsboy problem on the same far-seeing lines, and thus render mandatory legislation unnecessary?

THE EDITOR AND PUBLISHER would be glad to print the views of publishers, editors, and circulation managers on this matter, and to have them recount their own experiences in safeguarding the morals and providing for the education of the little merchants.

IF newspapers are a public necessity, and are to play a vital part in winning the war, unusual measures are justified in assuring to them a reasonable supply of news print. Legislation to this end will be patriotic legislation.

It is often said of writers, particularly after they have written a good while, that they are tiresome. I am tiresome, but you have no room to talk; there are people who run from you.

—E. W. Howe.

THE GREATEST SELLING TASK IN THE WORLD'S HISTORY

WHAT would be thought of the wisdom of Government officials if we should read, in authoritative dispatches from Washington, that it had been decided to rely upon contributions of patriotic people in provisioning the American fleet and the army?

Would anybody contend that the Government would be justified in thus relying upon donations of foodstuffs with which to supply the commissary departments of the army and navy? **YET IT IS PROBABLY TRUE THAT SUCH DONATIONS COULD BE SECURED**—perhaps even on a large scale.

The Government is undertaking the task of SELLING bonds, to the almost unimaginable amount of five billion dollars. It is a selling task of greater magnitude than has ever before been undertaken in the world. Upon its success or failure may depend the whole course of events in the great war for democracy.

The building of a great fleet is no more of a business matter than is the sale of this great bond issue. But we never consider the advisability of utilizing donations of materials and equipment for war ships in planning for their construction. We buy what is needed.

In this country a selling task is an advertising task. The Government officials seem to realize that the marketing of these bonds is, largely, an advertising task. But, appreciating the unquestionably patriotic motives of publishers who offer to donate advertising space, Secretary McAdoo seems inclined to rely wholly upon such donations for the success of this titanic selling campaign.

The policy is essentially wrong, and unjust. Newspapers which prefer to make their donations to the war effort in other ways, and to sell their advertising space as a commodity—the only policy possible for a majority of newspapers—will be placed in the false position of appearing less patriotic than are those publications which place their columns at the free disposal of the Government.

That the Government should pay for advertising space in the newspapers has long been the contention of THE EDITOR AND PUBLISHER. A year ago, when it was proposed to donate a million dollars' worth of space to advertising the movement for mobilizing the industries of the nation for war, this newspaper opposed the proposition strongly, and drew upon itself the fire of numberless critics—among them men identified with the A. A. C. W. THE EDITOR AND PUBLISHER feels gratified that, for the most part, these critics of a year ago have now aligned themselves in favor of the policy of paid Governmental advertising. Almost without exception the advertising clubs of the country have placed themselves on record as in favor of this sound economic policy.

JOHAN M. IMRIE, manager of the Canadian Press Association, says that the advertising appropriations of the Canadian Government for 1916 amounted to as great a sum as was spent by the three largest general advertisers of the Dominion combined; and that already the expenditures for 1917 are almost equal to those of the entire year of 1916. Canada has had in all twenty-six Governmental display advertising campaigns, representing an investment in advertising for war purposes exclusively of upwards of a million dollars. This is accounted for by the fact that the Canadian Government has had before it advertising tasks larger and more important than those of any individual; and by the further—and especially significant—fact that the Government officials have recognized the profit-possibilities of advertising space. We have still to learn some very necessary truths from Canada's experiences in the war.

STRENGTHENING THE TRADE COMMISSION

IF a bill introduced by Senator Curtis should become a law, the smaller publishers of the country would find a measure of relief from their news-print difficulties.

In brief, this bill provides that manufacturers must not discriminate against small publishers in making contracts; that they must accord to the purchasers of small quantities of paper the same prices charged to purchasers of large quantities, under the same contract conditions—making "due allowance for the difference in the cost of selling or transportation."

The bill empowers the Federal Trade Commission to take all necessary steps to carry out the provisions of the act—and makes a violation of the act a felony, with heavy penalties in the way of fines.

The aim, of course, is to prevent unfair discrimination in selling news print, and to assure fair prices for small purchasers.

Before such legislation is enacted there should be incorporated with it provisions giving to the Federal Trade Commission power to REQUIRE MANUFACTURERS TO INCREASE PRODUCTION TO THE MAXIMUM OF CAPACITY, in order that the demand for paper may be met, and power to enforce a scale of prices based upon cost of production, plus a reasonable profit.

In a period when an unhampered press is essential to the security and welfare of the nation at war, price regulation of news print, and authority to assure a reasonable supply for publishers, are proper Governmental functions.

In arming the Commission with power to enforce its rulings, the Congress should make a thorough job of it. The Curtis bill stops far short of doing that.

NEWSPRINT manufacturers, notwithstanding the course of recent events, will find their customers willing and eager to respond to whatever efforts they may make to restore coöperative conditions. Among the publishers there is little bitterness, and no spirit of rejoicing because of the indictments recently returned against news print makers. It has been the general feeling that the problem is an economic one, and that it will be solved as such—with fair play as the final arbiter.

MONEY loaned to our allies in this war will be spent here. Money spent for national preparedness will be spent here. All lines of useful business will prosper through the course of the war, and afterward. It is well for the world. A stricken America, in this crisis, would mean a conquered democracy. In our strength lies the hope of the race.

"MODESTY and a firm respect for the precise truth," are cited as the essentials of good advertising copy by Andrew E. Coburn, advertising manager of the Maxwell Motor Co. These qualities will do for an advertisement just what they will do for an individual.

THE Buffalo newspapers have eliminated baseball extras. The action should be the signal-peremptory to all newspapers. Not a pound of white paper should be wasted through catering to people who have, in days like these, a greater interest in baseball than in the nation's war.

ALBANY and Schenectady newspapers have increased their price from one to two cents. The procession wins recruits all the time. The penny paper, impossible in these days from an economic standpoint, will eventually go—although it persists on standing over-long on the order of its going.

THESE are busy days in the Congress, with the tracks cleared for war legislation. Yet the newspaper-baiting Congressmen are once more on the job, with propositions for making the business of publishing a little more difficult, if possible.

IT is now proposed to tax ads. At the same time we are told that ads are a tax on the consumer. We're going, it would seem, to start taxing taxes.

PERSONALS

NEW YORK—Burr Price, of the New York Herald staff sailed Saturday to see James Gordon Bennett at Beaulieu, France.

Albert S. Crockett, formerly of the New York Herald, now publicly representative for the Waldorf-Astoria, is the author of a new patriotic song, "Defend Our Flag."

OTHER CITIES.—Sol. N. Sheridan has taken editorial charge of the "rockett (Cal.) Signal, published by W. M. Laddlaw.

D. L. Gibson has been appointed news editor of the Bainbridge (Ga.) Post-Searchlight.

Frank J. Dudley has returned to the staff of the Columbus (Ga.) Ledger, after resting for several months.

Homer S. Causey, the sixteen-year-old editor and publisher of the Bowden (Ga.) Bulletin, is said to be the youngest man in Georgia holding a similar position.

Jens K. Grondahl, editor of the Red Wing (Minn.) Daily Republican, is the author of a stirring patriotic poem, entitled "America, My Country," which has been printed in the Congressional Record.

Frederick Marriott, publisher of the San Francisco New Letter, who is recovering from a serious illness, was remembered on his 64th birthday with a handsome bouquet of American Beauty roses from the employees of his paper.

Editor A. M. Brayton of the La-Crosse (Minn.) Tribune, has offered the use of his office as a recruiting station to Lieutenant J. D. Wilson. Mr. Brayton has also offered his services as a recruiting officer.

C. W. Gilbert, Washington correspondent of the New York Tribune, is highly complimented in the Tribune's lively house organ, "The Bell Ringer," for his informing dispatches from the capital. The contention is made that no other newspaper in the country is receiving such "really big dispatches from Washington."

Frank Dallam, of the Chicago American, is to have charge of a branch of the International News Service in Washington.

John C. Crandall, fraternal reporter of the Daily North Side News, the Bronx, was seventy-eight years old Saturday. One of his birthday presents was \$78 in gold, presented to him on the stage in Miner's Bronx Theatre by the Junior Order United American Mechanics, in appreciation of his work in the interest of fraternalism.

A. E. Macfarland, head of the World's biographical department, which position he assumed twenty-five years ago, was this week honored by being elected the one hundredth member of the World's Quarter Century Club.

Carl Ackerman, the war correspondent, was one of the principal speakers at a big patriotic mass meeting in Leonia, N. J., High school last Saturday night under the auspices of the Leonia Loyal League.

Frank P. Adams, who writes the "Conning Tower" in the New York Tribune, has made a will, bequeathing \$2,900 to the Tribune Association to establish a fund, the interest of which shall be paid annually to the reporter writing the best local story during the preceding year.

John Black is assisting E. A. Rockwell, of the Brooklyn Eagle, in his art

THE best teachers can impart only broken images of the truth which they perceive. All speech, written or spoken, is a dead language until it finds a willing and prepared hearer.—Stevenson.

criticisms during the indisposition of Mr. Rockwell. Miss Helen Chase is specializing on musical events.

Miss Elizabeth Luther Cary, art critic for the New York Times, was a speaker at the annual luncheon of the National Association of Women Painters and Sculptors, held at the Great Northern Hotel last week.

John C. Beukema, for the past ten years reporter on the Muskegon (Mich.) Chronicle, and Willard G. Turner, for eight years city editor of the same paper, have resigned to enter other fields. Beukema has become secretary of the Manistee, Mich., Board of Commerce, and Turner is now an attorney at law, having passed the State Board examinations at Lansing last week.

Frank A. Bayrd, editor and publisher of the Malden (Mass.) Evening News, is a candidate for delegate-at-large from the Ninth Congressional District to the Constitutional Convention. Mr. Bayrd served three years in the House of Representatives, and was a delegate to the Republican National Convention in 1904 and 1908.

ST. PAUL.—W. G. Miller, of St. Paul, has become managing editor of the Hastings (Minn.) Daily Gazette. This is probably the smallest daily newspaper in the United States. It has four pages, 6% x 9 7/8 inches each, and three columns to the page, and is in its thirty-fifth year.

Col. Anton C. Weiss, publisher of the Duluth Herald, has been appointed by Gov. Burnquist, one of the seven members of the Public Safety Commission, which will mobilize Minnesota's war resources and have charge of all defensive measures.

SAN FRANCISCO.—James MacMullen, managing editor of the San Diego Union, has been passing a few days here. He is accompanied by Mrs. MacMullen.

Mrs. Elizabeth Braugh, well known to thousands of appreciative readers under her pen name of Helen Dare, has returned to her desk at the office of the San Francisco Chronicle, after having been confined to her home for some time by a severe illness.

Samuel Hopkins Adams, of New York, who is making a national investigation of advertising conditions, has reached San Francisco and is a guest of Stuart Edward White at his suburban home in Burlingame. He spoke before the San Francisco Advertising Club on Wednesday, on his survey of local advertising conditions.

SPokane.—N. W. Durham, of the Spokesman-Review, has been elected president of the Spokane Walking Club.

C. C. Smith, editor of the Toppenish (Wash.) Tribune, has bought Freeman's Farmer of North Yakima, and will publish it in addition to the Tribune.

Ralph W. Roberts, photographer of the Spokesman-Review, has been appointed major in the officers' reserve corps of the army.

Charles Sheeley, reporter on the Spokesman-Review, has enlisted in the

U. S. naval service, securing the position of chief boatswain's mate. Last summer Mr. Sheeley spent a month on a naval training cruise.

Ralph Ware, of the Spokesman-Review's advertising staff, has passed an examination which won him a commission as second lieutenant in the officers' reserve corps.

MILWAUKEE.—J. W. Bollenbeck, a member of the Sentinel staff, has left for Jefferson Barracks, Mo., to take an examination for a commission in the regular army. Bollenbeck, who accompanied the Wisconsin troops to the border as correspondent, served five years in the National Guard of Wisconsin.

T. S. Byrne has resigned from the Free Press copy desk.

Wesley Sparling, for several years a make-up man on the Sentinel, has been made day make-up editor.

L. Niemann, editor and publisher of the Milwaukee Journal, has returned from California.

John L. Meyer, for seventeen years a Milwaukee newspaper man, has been appointed Deputy Health Commissioner of Milwaukee to succeed Fred Luenig. At a special meeting of the Meyer News Service, Milwaukee, L. E. Meyer was elected as president to succeed John L. Meyer, who will retain a directorship in the company. E. E. Meyer was elected secretary and treasurer.

BOSTON.—H. N. Pinkham, editor of the Boston Journal, and Edward Whiting, editor of the Boston Record, together with Philip Hale, musical critic of the Boston Herald, were speakers at the recent State convention of the State branch of the Women's Congressional Union for Woman Suffrage. All three editors agreed that suffrage is

worthy, and that they will do all they can to further the cause.

Carl Upham, formerly of the Record, is now a member of the copy-desk staff of the Journal.

Franklin Collier, Journal cartoonist, who is what is known as a "golf enthusiast," says that he hopes that a law will be passed by the State Legislature legalizing Sunday golf.

Paul Waitt, of the Post, and Laurence Winship, of the Globe, went to New York with the bunch of sixty-five Billy Sunday rooters Saturday week. They both sent over special stories describing the reception the Boston Sundayites got in the metropolis.

Leon J. Van Laeys, assistant general manager of the Houston Post, when seen at the Hotel Lenox recently by a representative of THE EDITOR AND PUBLISHER, said that the war has caused no falling off among the foreign accounts, so far as his paper is concerned. Mr. Van Laeys is widely known among national advertisers, as he makes frequent trips about the United States in the interests of the Post.

David Henry, who was a clerk on the classified desk of the Post, is now a bugler in the Ninth Infantry.

Joseph A. McVicar, formerly managing editor of the Boston Daily Advertiser, has become associated with the International News Bureau, 15 School Street Boston.

DALLAS.—W. C. McGinty, who has been private secretary to Mayor Henry D. Lindsley, of Dallas, Tex., for the last two years, has joined the staff of the Dallas Evening Journal. Mr. McGinty formerly was city editor of the Dallas Morning News, resigning that position to become secretary to the Mayor.

Lee H. Wilson, who for the last fifteen years has held a position in the post office at Terrell, Tex., has resigned to become associated with the Tribune Publishing Company, publishers of the Terrell Daily Tribune.

Kent Watson, formerly connected with newspapers in Port Arthur, Tex., has accepted a place as filing editor in the office of the Associated Press at Dallas, Tex.



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



DAILY NEWS PRINT RECORD FOR MARCH

Output of the Paper-Making Plants of the United States and Canada in Excess of 6,300 Tons a Day—American Mills Show Higher Efficiency than Canadian.

News print paper to the amount of 134,945 tons were manufactured in the United States and Canada for the month of March, compared with 136,443 for the same period one year ago, or 1,498 tons less for March of this year than last. The actual shipments of news print for March, 1917, amounted to 134,962, compared with 143,139 a year ago, so that consumption was 8,177 tons less than for the corresponding period in 1916 from the thirty-eight mills reporting to the News Print Manufacturing Association. The stocks carried in storage at the end of March totalled 48,398 tons, compared with 80,541 tons a year ago, or a decrease of 32,143 tons for the same period in 1916.

The maximum capacity of the mills for March was 141,831, with daily capacity 5,253 tons, compared with 152,523 one year ago, with daily capacity 5,649 tons. But only thirty-eight mills reported for March, while forty-four reported one year ago. The percentage of maximum of the thirty-eight mills reporting for March of this year was 95.1, compared with 89.384 per cent. for the forty-four mills that made reports last year. The per cent. of maximum of shipments this year shows 95.1, for the thirty-eight mills, compared with 93.8 per cent. for forty-four mills one year ago.

INCREASE IN AMERICAN MILL EFFICIENCY.

The American mills show a better percentage of maximum of production this year than last, surpassing the record of the Canadian. For March, this year, the percentage maximum of actual tons of news print made was 95.8, compared with 86.6 one year ago, a gain of 9.2 per cent. The Canadian mills show 93.9 per cent. of maximum in actual tons manufactured, compared with 95.6 one year ago, a loss of 1.7 per cent. The percentage of maximum of actual output of the American mills for the month of March was, therefore, 1.9 per cent. in excess of the Canadian plants. The percentage of maximum of output in the combined mills of the United States and Canada was 5.7 per cent. higher in March, 1917, and for the same month one year ago.

According to this report, consumption for the month was 17 tons in excess of manufacture from the thirty-eight mills reporting.

While all of the mills of the News Print Manufacturers' Association did not report, there being six missing, using the figures of those that did as representing 80 per cent. of the amount of news print made, which is the amount those allied with the Association produce, out of the total, it would appear that the news print manufactured in the United States and Canada for March, 1917, amounted to about 6,250 tons a day.

The daily actual production must have been in excess of that amount, for only thirty-eight mills reported to the News Print Manufacturers' Association in March, 1917, compared with forty-four mills one year ago, while the percentage of increase in maximum of actual output was higher this year than last, particularly in the American

NEWSPAPERS MAKERS AT WORK



LINCOLN B. PALMER.

LINCOLN B. PALMER, manager of the American Newspaper Publishers Association, while not a publisher of a news paper, is still a newspaper maker in every sense. He has an intensely judicial mind. When he analyzes a problem he reasons back from effect to cause with unerring accuracy, because his judgment is impartial. He is the foe of sham and duplicity. He is actuated by high ideals. When Mr. Palmer assumed the management of the Association, twelve years ago, he showed his mettle by charging the ranks of the dishonest advertising agents and the dishonest advertisers. He tore the mask of pretence from the face of the grafter. He so systematized the work of the A. N. P. A. that it was possible to follow up every man in the advertising business. Before an agent could get credit, he had to be worthy of it. If a new advertiser appeared in the market to bid for space in the newspapers, Mr. Palmer made it his business to know who that advertiser was, what he proposed to do, and whether or not he had the money with which to pay for the service for which he was contracting. Warnings were issued against fraudulent concerns; and members of his Association, following his bulletins, found to their relief that they were using less and less red ink in the conduct of their business in the national field. Mr. Palmer's work in this respect has been little short of marvellous. Twelve years ago it was possible for a faker to come into the field and "sting" pretty nearly every newspaper in the United States. To-day it is impossible for a dishonest advertiser to defraud a single member of the A. N. P. A. who reads and heeds his bulletins.

Mr. Palmer has not confined his fight to the fake advertiser. He grappled with and has practically put out of business the free-publicity grafter. The men who got endless columns of free reading matter ten years ago are engaged in other work to-day. There were hundreds of them. They freighted the mails with their literature. The business of working the newspapers had developed into an industry. It was practiced, not alone by those who had advertising for sale, and who used their patronage as a club with which to get something for nothing, but free publicity, under the guise of news, skillfully prepared and faultlessly written, was prepared by highly paid writers. Newspapers all over the country printed the screeds, and the promoters of the publicity campaigns laughed in their sleeves at the gullibility of the publishers. Mr. Palmer changed all of that. He drove straight into the face of these men. He didn't mince words. He had something to say, and he said it directly. He went to the point in clear, concise, straightforward, and convincing English—the only kind which he understands. It was soon evident that the free-space grafters understood him. They fought back. They argued. They defended. They threatened. They did pretty nearly everything—except stop him. He had a goal to reach, and he would not be satisfied until he had gained his point. With surprising swiftness and unerring accuracy he kept the newspapers posted on the activity of the free-publicity men. The lines of the papers were tightened, and soon it became difficult to "get by" with a "story" which L. B. Palmer had branded as advertising, with any newspaper. The free-publicity man had to seek other employment. Men who had not paid for their advertising for years found it necessary to consult the business office of the newspapers to get the space that had formerly been given to them freely. His vigilance has resulted in the increase of national advertising accounts, for to get to-day the space that was formerly accorded to them, they have to pay card rates. If Mr. Palmer had done nothing else for the newspapers, he would be entitled to a conspicuous niche in the newspaper hall of fame for his successful campaign against the free-publicity grafter.

His activities did not cease here, however. He has watched postal matters, and has protected the interests of the newspapers in the matter of freight-rates. In season and out, he has been on the watch for anything and everything

inimical to the interests of the newspaper association of which he is the manager; and in helping them, he has at the same time aided every daily and weekly in the United States.

Publishers appreciate his work in the 1916 news print crisis. He foresaw, more than a year ago, the troubles that confronted the newspapers of the United States. The shortage of news print in the fall of the year was as apparent to him then as it later on became to every publisher in the land. He issued warning after warning, and when the crisis came, it was discovered that his calculations had been correct in every respect. Those who heeded his warning—and hundreds did—profited by it. Those who failed, paid the price in increased costs for white paper.

Mr. Palmer is a thoroughgoing newspaper man. He has been an advertising manager. He is an attorney. His mind is trained to think logically. He reaches decisions without regard to personal opinions or preferences. He aims to get at the truth—and nothing but the truth, Lincoln B. Palmer is so constituted that he cannot be satisfied with half fact and part opinion. He must know a thing positively. He has a genius for unravelling a knotty problem. This he accomplishes because his process of reasoning proceeds along ordinary lines, unhampered and unimpeded by any motive except that which delves for the truth, and will be satisfied with nothing else.

Albany Papers Double Price

Each of the four daily papers published in Albany, N. Y., will increase the sale price from 1 to 2 cents, beginning May 1. Notices of the change, printed in the Argus, Knickerbocker Press, Journal, and Times-Union, explained that the step was necessary on account of the high cost of paper, ink, and other materials. Schenectady's two daily papers, the Gazette and the Union-Star, have also announced an increase in sale price from 1 to 2 cents.

Our Letters to Publishers

For several weeks we have been printing open letters of appreciation to successful editors and publishers.

We have had very little to say about ourselves in these letters.

The point we are trying to make is the high character of our clientele. The papers we serve are usually the successful, established papers of their respective cities.

Such papers do not care for semi-fakes or sensations in their illustrated service. They do not aspire to the kind of circulation to be drawn by near-yellow methods.

Our illustrated service is a standard service, efficient, reliable, enterprising, full of youthful spirit and pep.

Judge us by our clients!

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

CENSORSHIP LAW MUST SAFEGUARD RIGHTS OF A FREE PRESS, SAY PROMINENT EDITORS

All Newspaper Men Keenly Alive to Their Obligations of Loyalty to the Nation, and No Petty Restrictions are Required—Reactionary Regulations Would Hamper Service of Press to Country, and Violate Constitutional Guarantee.

That a censorship must be so conducted that it will serve to protect the military interests of the country, instead of primarily protecting personal military reputations and shielding official blundering is the general contention of editors and publishers.

THE EDITOR AND PUBLISHER presents here some expressions of opinion on the censorship features of the pending espionage bill by newspaper men of national prominence.

GEN. TAYLOR SPEAKS PLAINLY.

Gen. Charles H. Taylor, the veteran editor of the Boston Globe, had the following to say in regard to censorship: "If there must be censorship it should be liberal. It should be operated by practical newspaper men, and not a magazine man, or some military officers. We have already discovered in Boston that fool things can happen in military circles, and I know of one case where the good sense of working newspaper men dictated that certain information given out by an indiscreet official be suppressed, and it was suppressed. Here is an indication of what we may expect will happen. Newspaper men will themselves protect the Government, even against mistaken censors. Boston is alive with patriotism. People are happy to give to the Government. There is a great revival of ship building along our coast, and there is every indication that the country is getting ready to serve in magnificent fashion in this crisis of world democracy."

GOOD SENSE SHOULD PREVAIL.

The smile that would not come off the face of James M. Thomson, editor and publisher of the New Orleans Item, at the Associated Press meeting, was a reflection of a surging sentiment in reference to a nine-week old and whopping boy at home, and named for his distinguished granddaddy, Champ Clark Thomson.

"He actually wept when I left him," sighed Mr. Thomson with a look in his eye that seemed to reach to the Gulf of Mexico.

Speaking of the war Mr. Thomson said: "We are all going to do our duty in this war. For the people of New Orleans I will say that, while there was no wild shouting for war, there was a deep-seated conviction of the justice of it, and now that it is a fact we are going to demonstrate our true patriotism. Before I left the office ten of our men had volunteered. If the same percentage prevailed everywhere in industrial institutions we would have no difficulty in raising an army of 2,000,000 men.

"I believe that there is an actual necessity for a volunteer army. If we are to wait for a national census for conscription three months must elapse before we get action. That would be a serious delay. We are all backing up the President.

"I believe the Censorship act is a very serious matter, and I hope that good sense will prevail. However, there is a menace in it as an institution. The day before I left New Orleans I inserted a notice to our readers on page one, stating that we could not guarantee the reliability of our war news under censorship, and that the public should bear this in mind. We stated

that we were printing matter accurately as it came from the press association, but that the news services were at the mercy of the censor, and that news might come from dark sources and might be distorted for supposed military purposes. I think that our readers should be prepared.

"Newspaper men are as good patriots as others, and can be depended upon by the Government to protect the national interest."

SPEAKS FROM EXPERIENCE.

Henry J. Allen, editor and publisher of the Wichita (Kan.) Beacon, said: "I believe in an intelligent censorship. It should be manned by practical newspaper men. Editors are inclined to view this matter with reason. We owe to the public all proper information, but nothing that will hamper the military.

I had experience with censorship as a correspondent during the Spanish-American War, and I found that when I had to deal with a good newspaper man as censor every interest was conserved and the news printed."

KEEP PEOPLE AT HOME INFORMED.

J. L. Sturdevant, editor of the Record-Herald, Wausau, Wis., said: "I believe in a censorship which will protect the Government military secrets and avoid giving ammunition to the enemy, but newspaper men will know how to operate it and keep the people at home informed and the arch of democracy kept inviolate."

OPPOSED TO CENSORSHIP.

"I am opposed to any Government censorship," said Major Robert R. McCormick, editor and publisher of the Chicago Tribune, at the Waldorf. He is a major of the First Illinois Cavalry, and his statement was predicated upon his special information in regard to the blundering English censorship during the early period of the world war when he visited the belligerent countries.

"I believe that the people of the country are entitled to all the news so that they may be able to intelligently judge

what is being done. I know from my experience in England what a mess can be made of an improper and undemocratic censorship, and I hope that it will not be inflicted upon us."

Mr. McCormick said that wonderful work was being done in shipbuilding for the European trade on the Great Lakes. Every plant from Buffalo to Chicago was busy constructing craft for European service. The ships will go through the Welland Canal and may run to 256 feet in length. As seasoned timber is required for shipbuilding and a supply is not available, most of the new ships were of steel. The lake boats, he said, are not especially well adapted to weather ocean elements, but come in as a great blessing in the war emergency.

Difficulties are always present; obstacles seem to grow up just for the purpose of being overcome. Break through them if you can, but if they prove too much, write an article about them.—[Impressions.

Youth is going to do things to-morrow that Old Age did not do yesterday. You can assist both by action today.

"America's largest and best newspaper industrial advertising Agency."

All advertising for our industrial pages is solicited on an indirect result general publicity basis—along the same lines that bill board, trade journal and street car advertising is sold. There is no reason why newspapers should not run a weekly industrial page the same as a financial page—it is only a matter of time until they will do so.

JOHN B. GALLAGHER CO. 11 South La Salle St. CHICAGO

SAYS SCHOOLS SHOULD TEACH MORE BUSINESS

Prof. Fred A. Russell, of University of Illinois, Contends That Schools of Journalism Have Not Paid Enough Attention to Business Office of Newspaper—Offers New Course.

"Business Organization and Operation of Newspaper Publishing" is a new course in journalism, different from most so-called journalism courses, which the University of Illinois is giving this year for the first time. This course is different in that it approaches the subject from the viewpoint of the business office rather than from that of the editorial or the mechanical department. The course is conducted by Fred A. Russell, of the College of Commerce faculty, and a newspaper man of several years' experience.

The course is designed for those students who expect to be connected in some capacity with the business office of a newspaper. As a preliminary to the main study, attention is directed to some of the factors outside the newspaper industry which have contributed much to its development, as changes in numbers, distribution and character of the population, changes in the postal system, better transportation and communication facilities, the introduction of the typewriter, and improved methods of manufacturing news print. The newspaper publishing industry is then studied statistically, as a manufacturing industry, and various tendencies noted.

The national organization of the industry is next discussed, stress being laid upon associations of employers and employees, their growth, aims, and accomplishments. The functional aspect of these organizations is taken up, and attention focussed upon those matters which are points of contact between employers and employed, such as wages, hours, conditions of labor, and vocational education. Collective bargaining, which has reached such a high plane in the newspaper industry, receives its share of study.

The relation of the business office to the Government is discussed in some of its more important phases; various political tendencies of the press are pointed out, and some economic reasons adduced, which, in part at least, account for them.

Finally, the business office is divided into three divisions, accounts, advertising, and circulation, and each department discussed in detail. The advertising department is taken up first and treated under the heads of classified, local display, and foreign display. Methods of getting and handling each kind are studied, attempts being made to discover under what conditions each system operates the best. A study of rates, contracts, and agencies is made; the movement for guaranteed advertising and the service work of some advertising departments are discussed.

The circulation department is analyzed in the same manner, both the structural and functional aspects brought out; that is, the organization and the operation of this department. Methods of getting and handling subscriptions and collections are analyzed in connection with the peculiarities of the field in which they are used. The part of the course dealing with the accounting department takes up only some accounting problems peculiar to the newspaper industry.

The method pursued in the course is a combination of lectures, written and oral reports on various topics, and as-

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.

signed readings upon which the students recite. Dr. Russell holds the opinion that the business side of newspaper work has been too little emphasized in schools of journalism, and believes that a specialized course of this nature will be valuable as supplementing the more general courses.

IOWA STATE COLLEGE OFFERS SHORT COURSE

Country Publishers of State Will Go to School for Three Days—Editors Will Get Together to Discuss Common Problems—Programme Is Still in the Making.

In planning for the third annual Country Newspaper Short Course to be held at Iowa State College, Ames, Iowa, May 3, 4, and 5, the programme has been constructed so topics of vital interest to country editors and publishers will be discussed. The Department of Agricultural journalism under whose direction the short course is given, is making a special plea this year to Iowa newspaper men to get together and talk over the common problems.

E. K. Whiting, of the Owatonna (Minn.) Journal-Chronicle, will take charge of the discussions dealing with organization and management of country newspapers. His talks will deal with circulation methods, newspaper costs, and front office system. Along with Mr. Whiting on the programme will be J. L. Frazier, of the Inland Printer, who will talk on ad writing, ad and job composition, and newspaper makeup. These two men will take charge of the programme at various times and conduct classes.

The matter of country news, particularly agricultural news, will be discussed by S. M. Stouffer, of the Sac Sun; Walter H. Beall, of the West Union Argogazette; C. H. J. Mitchell, of the Storm Lake Pilot-Tribune, and Mrs. Ella C. Taylor, of the Traer Star-Clipper. O. W. Johnson, a Marshall County farmer, will tell the newspaper men what he would like, as a farmer, to read in his weekly paper. A. G. Thurman, county agent from Linn County, will tell them what the newspapers can do in aiding the county agent work.

Two talks of an inspirational nature will be given by A. F. Allen, managing editor of the Sioux City Journal. Mr. Allen will urge in these that the country newspaper men make a special effort to do some housecleaning in their shops and in their editorial writing. A. E. Funk, of Des Moines, formerly editor of the Spirit Lake Beacon, will give an address on Thursday night.

Three contests will be held in connection with the short course. The first one is the typographical designing of a two-color frank label to be used for the experiment station mailing envelope. The second is a front-page make-up contest similar to those previously conducted, with one class for six-column publications and another for seven-column papers. A third contest will be on



WALTER WILLIAMS,

Dean of the School of Journalism of the University of Missouri, who was recently elected president of the newly organized Association of American Schools and Departments of Journalism.

WILL HOUSE DEPARTMENT IN \$200,000 STRUCTURE

Department of Journalism of the University of Washington in Seattle Will Occupy Entire Floor of New Building—Will Install Model Printing Plant—To Destroy Old Building.

The department of journalism of the University of Washington, at Seattle, will move September 1 into its new home in the \$200,000 structure which has been built on the University campus to house the Schools of Law and Commerce and the department of journalism. The building is constructed of reinforced concrete with a tile veneer.

The department of journalism will be housed in what is called a basement, but what is in reality the main floor of the building, inasmuch as the side walls are merely sunk into the earth to the depth of the windows. The department will have a floor space 208 by 70 feet. The lighting and ventilating facilities will be as complete as if the entire walls were above the earth level.

The rear part of the floor will be used by the department of printing, where, under the direction of Prof. Fred W.

the general newspaper makeup. The entries are to be judged on the makeup of the newspaper as a whole and not merely on the front page alone. Entries are limited to country newspapers of an issue between March 1 and April 20, 1917.

Prof. F. W. Beckman, head of the department of agricultural journalism, who has had charge of the making of the short course programme, has set May 1 as the final date on which entries should reach Ames.

Kennedy, a model printing plant will be installed. A space 108 by 70 feet will be used for this purpose.

Two classrooms, offices of the University of Washington Daily, typewriter-room for the students of journalism, offices for the members of the faculty, and an office for the graduate manager of the associated students, will occupy 100 feet at the front of the floor.

Protected by a two-foot wall of concrete from the noises of the presses and the commotion of traffic, a room which has been set aside for the Fritz Churchill Memorial Library, seems destined to be the room for study among the journalism students. Churchill was a member of the class of 1912 and died in New York last summer. It is to commemorate his work, as well as his splendid personality and literary attainments, that his friends have established the memorial library.

In moving into the new building, the department will forsake a shack left as a remnant of the Alaska-Yukon-Pacific Exposition, which was held on the University campus in 1909. Nothing but memories are left in the old building, for the floor sags and bends, the roof leaks, and the walls are continually disintegrating into chunks of plaster, which bombard the unsuspecting student.

None of the old furniture will be moved into the new home. Nothing but the spirit of the organization and the professional enthusiasm of the students will accompany the moving vans. The old grads of the journalism shack, the building which has always smacked of a real newspaper atmosphere, are planning a reunion on the day the place is destroyed. They want to see the old boards torn apart, not with a longing to see it go, but as they would want to be present at the funeral of a life-long friend.

WHICH WAS REASONABLE?

Paul Cowles, of the Associated Press, Tells Story on Journalism Student.

Paul Cowles, superintendent of the Western division of the Associated Press, with offices at Chicago, tells this story about a "school of journalism student."

This student was making up a pony report when he was given a bulletin. He promptly pasted the flimsy on to a piece of copy paper. A few minutes later he was given another bit of flimsy marked, "Sub Bulletin." This was pasted beneath the first bulletin.

Mr. Cowles said that he noticed what the student did and then asked why he used both bulletins.

"Why, the one is marked 'Sub Bulletin' and sub is a Latin word meaning below or underneath, so I just pasted the one below the other," explained the student.

OFFER NINE SUMMER COURSES

Missouri Mid-Year School to Open June 7 and Continue Eight Weeks.

During the summer session at the University of Missouri, June 7-August 3, nine courses in journalism will be offered:

"History and Principles of Journalism, Comparative Journalism, and the Country Newspaper," by Dean Walter Williams; "The News, Reporting, and Copy Reading," by Professor Frank L. Martin; "The Writing of Advertising, Rural Newspaper Management, and Advertising Management," by H. W. Hailey.

There is no tuition fee.

Nationalized!

BY USING the advertising columns of the New York State Newspapers, manufacturers have nationalized their products and made their names household words in both hemispheres.

Advertisers who use New York State Newspapers have nationalized automobiles, musical instruments, typewriters, office appliances, breakfast foods, baking powders, teas, coffees and chewing gum.

Advertising has made trademarks famous.

It has made fortunes for owners of trademarks.

It has nationalized the names of tobacco products.

New York State Newspapers hit the spot manufacturers want to hit.

And they hit it hard.

They will nationalize anything any manufacturer produces.

They will hit hard for YOU and nationalize YOUR products whether you make them in Texas or Alaska.

New York State Newspapers even nationalize magazines, but no one has yet heard of magazines doing that for newspapers!

This nips the meat off a bone of contention at one bite.

New York State Newspaper advertising PAYS THE LARGEST DIVIDENDS, and it begins PAYING FROM THE START!

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	37,117	.06	.06	New York American (M)	361,712	.40	.39
Albany Knickerbocker Press (S).....	†34,219	.06	.06	New York American (S)	727,154	.60	.585
Brooklyn Eagle 3c (E)	43,209	.16	.16	New York Globe (E)	204,138	.33	.31
Brooklyn Eagle 3c (Sunday).....							
Binghamton Press-Leader (E)	27,541	.06	.05	New York Herald (M).....	133,918	.50	.50
Buffalo Courier-Enquirer (M & E).....	84,000	.14	.12	New York Herald (S)			
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Evening Post (3c) (E).....	23,682	.19	.17
Buffalo News	92,763	.15	.15	New York Sun (M).....	150,439	.39	.36
Corning Evening Leader (E)	7,363	.0193	.015	New York Sun (S).....			
Elmira Star-Gazette (E)	†22,097	.04	.035	New York Sun (E)	186,185	.34	.32
Gloversville Herald (M)	6,062	.02	.015	New York Telegram (E).....	215,282	.342	.315
Gloversville Leader-Republican (E)	6,179	.0179	.0129	New York Telegram (S).....			
Ithaca Journal (E)	7,012	.0357	.025	New York Times (M)	344,436	.50	.45
Jamestown Post (M)	8,765	.025	.0207	New York Times (S)			
Middletown Times-Press	4,462	.0107	.0107	New York World (M)	387,549	.40	.40
Mt. Vernon Daily Argus (E)	5,735	.0214	.0172	New York World (S).....			
Newburgh Journal (E)	5,047	.01071	.01071	New York World (E)	423,810	.40	.40
				Rochester Union & Advertiser (E).....	40,768	.10	.06

* Ratings Government Circulation Statements, April, 1917.

† Statements to A. B. C.

ADVERTISING BUREAU COMMITTEE MEETING

Approves Report to Be Presented to the Full Meeting, and Decides to Give a Luncheon to the Retiring Chairman, J. F. MacKay, Friday, at the Waldorf-Astoria.

The committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association met in the Bureau office in the World Building, Monday afternoon, April 23, at four o'clock, and considered and approved the report to be made at the full gathering of the Bureau to be held Wednesday, April 25, at the Waldorf-Astoria Hotel.

The progress made by the Bureau the past year was considered fully. The achievements of Director W. A. Thomson and his associate, Thomas H. Moore, were commended. It was the consensus of opinion that these gentlemen had advanced the cause of national advertising in the newspapers to a great degree since the making of their report one year ago. The gain in national accounts by the newspapers during the year has been gratifying, in that larger sums of money are spent in the newspapers by old advertisers, and a number who have never advertised at all have been convinced that they should increase their business by going direct to the people through the medium of the newspapers that reach the people every day in the year. The meeting lasted nearly three hours.

It was decided that a luncheon be tendered the retiring chairman, J. F. MacKay at the Waldorf-Astoria Hotel Friday noon, as a mark of the esteem in which he is held and in recognition of his services in behalf of the Bureau.

The following were present at the meeting: Fleming Newbold, Washington Star; Louis Wiley, the New York Times; G. Edward Buxton, jr., Providence Journal; Lafayette Young, Des Moines Capital; David B. Plum, the Troy Record; J. F. MacKay, the Toronto Globe; John Woodward, the Chicago Daily News; Robert J. Virtue and Harry Chandler, the Los Angeles Times; Director William A. Thomson and Associate Director Thomas H. Moore.

SIX POINT-LEAGUE'S APPEAL.

Asks A. N. P. A. to Help Avert Panicky Conditions in Country.

The Six-Point League of New York, composed of active newspaper representatives, with offices in New York city, passed resolutions, optimistic in tone, addressed to the A. N. P. A., concluding as follows:

"It is the spirit of this organization that all should work together, toward keeping everything at its present high stage of optimism and enthusiasm; and realizing the great power of the press, and the fact that our interests are mutual—whether manufacturer, laborer, or publisher—we do hereby resolve to petition the publishers of America, assembled in the Convention of the A. N. P. A., to use their editorial and news columns for the patriotic purpose of publishing whatever, in their minds, will tend to counteract any senseless hysterical economies which might arise and bring on panic conditions in this country, destroying prosperity."

Ambulances from Ad Men

The Advertising Men's Military Company of New York city has set plans afoot to raise \$10,000 to buy at least two automobile field ambulances to present

NEWSPAPER MAKERS AT WORK



WILLIAM A. THOMSON.

WILLIAM A. THOMSON, director of the Bureau of Advertising of the American Newspaper Publishers Association, is engaged in the work of preaching the gospel of daily newspaper advertising. He is a newspaper maker, because he is aiding in the upbuilding of many newspapers. That his methods have been effective is evidenced by the constantly increasing figures that show on the right side of the national advertising accounts of the newspapers of the United States.

Mr. Thomson makes it his business to call on the man who does not use the newspaper, and explain to him that he is overlooking the most potent force in the world. He shows that man that of all of the advertising done in the United States more than half of it is conducted through the columns of the newspapers. He shows that they reach the people more quickly, and explains the influence and the direct and intelligent cooperation that the publisher has to offer in connection with the sales of nationally distributed products. Mr. Thomson does not confine his efforts to talking to the man who is at present purchasing advertising in other mediums. He seeks out, finds, and convinces the man who has never advertised. He shows him what the advertiser in a competing line of business has done and is doing, and traces the competitor's growth by successive steps. He has a mass of information, which he marshals in a pleasing and attractive manner, and in such a way that it drives home the fact to the man with whom he is talking in a convincing manner. Mr. Thomson carries the story of the daily newspaper. He is obsessed with it. He thinks it. It is his business. With nothing to sell personally, he is not in the position of the salesman whose success depends on an order to be signed on the spot. His position is that of an attorney who represents a client, and who is appealing to a man who has heard only one side. In this respect he is fortunate, for he is not representing a newspaper, but newspapers as a whole. He presents the matters in such a way, and arrays his facts in such a manner, submitting proof, and clinching the proof with facts and figures, that he has made it possible to bring a large number of accounts over to the newspapers in the past few years. These advertisers are divided among those who formerly patronized other methods or who did not advertise at all.

Mr. Thomson's personality is pleasing. His approach wins confidence. His method accomplishes the result he seeks to attain. He does not ask a man to patronize any particular newspaper. His aim is to convince him that he should advertise in newspapers. When he reaches that point, it is a matter for the newspapers to present their own case on the one hand, and the space buyers to apportion the space to be used in accordance with the appropriation set aside, and in the mediums which their judgment tells them are best, on the other.

In this way he has been the means of increasing the amount of national advertising carried in the newspapers by millions of dollars.

Years of training in the newspaper advertising field has made it possible for Mr. Thomson to know his subject from first hand. His work is shown, not in the amount of money gained by any one daily, but the aggregate increase expended for advertising on the part of those who formerly patronized other mediums, or did not advertise at all.

In his work he has been from coast to coast. He has addressed associations representing widely different lines of endeavor. He has influenced the newspapers vast sums that were formerly expended in other channels, and he has brought new accounts to the newspapers from sources that were regarded as impossible. His work of the past few years has been the wedge that will open the way for larger advertising appropriations in the future, for organizations and associations that had in the past relied on the old method of salesmanship.

to the United States Government. Primarily organized to study army regulations to fit them for commissions in the Officers' Reserve Corps, the members last Monday night were greatly disappointed when their instructor, R. B. Staver, a West Point graduate, told them only

graduates of the preliminary Plattsburgh military camps were eligible for the examinations. The company, which numbers 150 men, was formed from members of the Advertising Club, which has headquarters in the Park Avenue Hotel.

CASH REGISTER CO. TO ADVERTISE IN PAPERS

Announces That It Will Abandon the Direct-by-Mail Method, and Will Confine Publicity in the Future to Advertising Through the Press of the Country.

The National Cash Register Co. will advertise in the newspapers, trade and other publications, in the future, having abandoned the direct-by-mail method of selling its machines to \$1,600,000 prospective purchasers. The company has sold its mailing equipment in order to launch its advertising campaign.

The company has adopted this policy after careful investigation, and consideration. The management considers that the country faces the greatest era of business ever known in the history of the world.

Its officers are of the belief that the increase in business will be unprecedented. In discarding old methods, the National Cash Register Co. announces in an advertisement that it is adopting the policy of advertising for the simple reason that this method has demonstrated that it has secured more and brought greater results than the other.

With that point established, the company lost no time in discarding the old for the more modern method of reaching the people who will be the future purchasers of its product.

AD DAY NEXT MONDAY

Governor Stephens, of California, Fixes Date by Proclamation.

The committees of the San Francisco Ad Club, having in hand the plans for the Advertising Day Fête, in that city, report great progress and every prospect for a big popular demonstration of the growing interest in advertising. Gov. Stephens has issued a proclamation, fixing April 30 as "State Advertising Day." In the proclamation the Governor says:

"The importance of advertising in our economic life is not to be overestimated. We of California have particularly come to have an appreciation of it because of the results achieved in increasing our population and in extending the market for our products. I am glad to give encouragement, so far as I may, to those who are seeking to place man on the high plane, which is the aim of the various advertising clubs that have been formed in our leading cities."

Big Issue of Lexington Herald

In celebration of the forty-seventh anniversary of its occupation of its own building, the Lexington (Ky.) Herald issued an edition of 174 pages, which was called an "Eastern Kentucky Progress and House Warming Number." It is one of the largest newspapers ever published, filled with illustrations and text, and wholly worthy of the newspaper that issued it. This issue of the Herald proves that while Lexington respects its past, it is far from living in it. It has become with the new era energetic and enterprising with a rapid growth, and it is able to produce a newspaper that would be a credit to any city ten times its size.

To Limit New Papers

A dispatch from London says that in order to conserve the paper supply, the publication of any new newspaper, without a special license from the Board of Trade, has been prohibited.

NEWSPAPER MEN DRILL DAILY

Course for Training Officers for the Reserve Corps Opens.

Members of the staffs of the morning newspapers in New York city, who have been drilling twice a week at the Sixty-ninth Regiment Armory under the direction of Captain Philip Mathews of the United States Coast Artillery, are now having a daily course in intensive training in military subjects at the Hotel Astor. Members of the organization who have been commissioned as officers in the Reserve Corps will conduct the course.

The course will include the seven subjects required for Reserve Officers' examinations: Administration, infantry, drill, field service, military law, tables of organization, topography, and small arms firing. William C. Muschenheim,

proprietor of the Astor, has given the corps the use of a lecture room three days a week for the course.

In addition to the lectures the newspaper men will attend drills twice a week at the armory and will go out of the city for practice on a rifle range. The course will continue for five weeks.

To Conduct Newspaper in Moscow

M. Cherback, the Russian Radical editor who has conducted a newspaper in San Francisco since his banishment from Russia several years ago, was tendered an ovation by the entire Russian colony a few days ago, when he sailed for his home country on a Japanese steamer. With him the editor took his printing presses and linotypes. He is returning at the invitation of the new Russian Government and will conduct a newspaper in Moscow.



NEW YORK NEWSPAPER MEN DRILLING TO BECOME RESERVE OFFICERS.

Forty-two New York morning newspaper men who are to take examination for the Officers' Reserve Corps. J. S. S. Richardson, in civilian clothes, in front, is captain. H. G. Telford commands the first platoon, Frederick Stoker the second, and Philip Hoyt the third. The names of the men who appear in the above picture follow:

A. P. Maher, J. F. Phillips, Milton V. Snyder, Nat Fleischer, T. M. Johnson, and H. G. Telford, of the Sun; Oscar L. Armes, Bozeman Bulger, William P. Beazell, Joe A. Jackson, Arthur Ryali, Raymond Randall, Frederick Stoker, Horace P. Thurlow, Harold Vivian, Rothvin Wallace, and W. S. Abbott, of the World; Rodney Bean, Edward Klauber, Charles G. Hambidge, Samuel Williamson, Philip D. Hoyt, L. D. Brown, Brock Pemberton, and J. F. Kieran, of the Times; V. W. Talley, G. H. Squire, J. S. S. Richardson, George Van Slyke, Warren Leary, Walter Cox, and Joseph H. Eastmead, of the Herald; Duncan Curry, Leo Pollock, M. D. Clofine, and T. P. Coates, of the American; Frederick L. Hawthorne, F. F. Van de Water, H. L. White, William C. Wrenn, and Robert B. Peck, of the Tribune.

**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.



The largest farm paper in the world is THE FARM JOURNAL. It is also highest-priced, for every copy is sold to the subscriber on approval—money back any time to any unsatisfied subscriber. 88% of its circulation is concentrated in the states where there are most buyers, most wealth and most dealers.

They've Got the Spigot Only Half Open!!!

Fact is, a lot of manufacturers are not getting more than fifty per cent. of the business they are entitled to.

Their business outlets — the trading centers — are the spigots through which their present volume of business flows.

Through these trading centers to farmers and small town people, there still remains the BIGGEST part of this mighty desirable trade!

They're getting only what is forced on them, yet by consistent advertising in The Farm Journal they can get all their share of this rich country business.

To turn the spigot wide open, to increase the volume of business which the local stores are doing, these manufacturers not only want to have their goods advertised in the newspapers, but they want to get their story into The Farm Journal, the biggest farm paper of them all.

Most manufacturers already have their selling organizations, their distribution in the

representative centers, their advertising agency, their sales managers, their factory organization. They are equipped to handle a greater volume of business.

The farm and village people—the rich cash-paying customers—are ready to BUY advertised merchandise. All that is necessary is to tell them about it.

The Farm Journal, with its remarkable all-quality 1,000,000 circulation, will make branded goods a staple, a household byword, in more homes than all there are in New York city, the biggest city in the world.

We hope our newspaper friends (for The Farm Journal uses the newspapers for its own advertising!) will join us in urging manufacturers to go after ALL the trade open to them.

For copies of "More Business for All of Us," address

Ryan & Inman
McCormick Bldg. Evening Post Bldg.
CHICAGO NEW YORK

COLUMBIA JOURNALISM STUDENTS CRITICIZE DETROIT NEWS AT REQUEST OF THAT PAPER

Three Juniors, One a Woman, Point Out Errors, Hackneyed Phrases and Wrongly Used Words in Issues Sent to Them for Their Erudite Judgment—Analyses Printed and Distributed Among News Staff, with Appreciative Letter by Editor E. G. Pipp—Unique and Mutually Helpful Experiment.

By JOE A. JACKSON.

In an effort to improve the style of the Detroit News, E. G. Pipp, the editor, recently sent copies of the paper to Prof. Franklin Matthews, of the Columbia School of Journalism, who asked his students to make criticisms. Mr. Pipp had the students' analysis printed and distributed among the staff. He also addressed to them a letter, a part of which follows:

"I do not think we can give too much attention to what we say; that is, we cannot be too careful to have our thoughts right, our language clean, our paper fair and decent. We have not been giving too much attention to these matters of content, but, on the other hand, we have not been giving enough attention to the matter of form.

"We can just as well have our thoughts right, our intentions honest, our acts kindly, our work good and aggressive, and still express ourselves grammatically—even better than ungrammatically.

"Taking the suggestions from Mr. Matthews' friendly criticism, Mr. Richmond was assigned to go over the paper for errors in grammar and diction, as Mr. Phillips goes over it to see that it squares with the written and unwritten principles of the office.

"While Mr. Phillips finds little to criticize, Mr. Richmond finds much.

"The spirit shown by Mr. Matthews should be, and is, felt in this office, and should extend to every reporter. In the criticisms received from Mr. Matthews and his students, and from Mr. Richmond, we have a great opportunity to improve ourselves, and we are not worthy of the positions we hold if we do not do it.

"Let us all go to it with determination and make the News and News-Tribune not only decent papers, but also well-written papers.

GOOD STANDARD OF IMPROVEMENT.

"It has been stated that our paper is better in grammatical construction than the other papers in Detroit. Why not put it in the other way? The other papers are worse than ours. We should not measure our paper by the poor standard of the others, but by the standard of what it should be.

"I should feel bad if this should, in any way, interfere with a man's freedom of writing, with his individuality, or with the development of a style of his own. What we hope for is that the use of good grammar and good diction will become so natural that it will simply be a part of each man's work, used unconsciously.

"Accompanying this are proofs of some of the criticisms sent us by Mr. Matthews. Each error in the papers returned, and there are hundreds of them, will be taken up separately and dealt with in future proofs that will be given to the staff.

"Attached to the proof are slips. I would be pleased to have each member of the staff, after studying the proof, return the slip to Mr. Bingay, with any criticisms he, in turn, may have to make, with any suggestions he may have, or with the mere information that he has read the criticisms and can find no objection to them."

The criticisms were written by Mr. Pratt, Miss M. E. Gardner, and Mr. Chambers, all juniors. In an introductory letter, Prof. Matthews wrote: "Miss Gardner asks me to add that she omitted to say anything about 'He paragraphs,' meaning by that reference to some person already mentioned in the story, but omitting to give his name. We have a rule here that when a character is named in a story and a new paragraph comes, the story still dealing with that one character, it is in better taste to mention the person by name and not by 'He.' This

preserves the unity of paragraphs better and gives a proper finish to the paragraph."

The part of Miss Gardner's report which will be of most interest to newspaper men in general, follows:

ERRORS AND HACKNEYED PHRASES.

"The grammatical errors that were found the most common were split infinitives and split verbs, relative pronouns with ambiguous antecedents: singular subject with plural verb and the opposite.

"In many cases, adverbs and adverbial phrases were placed awkwardly, and there were frequent examples of clumsy, roundabout sentences that would be improved by simplification. This occurred most often in the leads, which became involved because the writer tried to pack too much into the opening sentence. I was obliged to re-read many of these leads before I could get the idea.

"Among the hackneyed phrases, or 'bromides,' I found these: *Capacity*

crowds, bids fair, sets forth, none the worse, rush to aid, thugs, in any sense of the word, has seen fit, took their lives in their hands, foregone conclusion, tax the capacity, sweep of applause, the following, merry affair, mammoth ball, human shell-fish, princely wage, widely known, ire had been aroused, and so on, taken up their residence, snug shelter.

"*'Is said'* and *'it is alleged'* were used too frequently. They sounded as if the writer were trying to protect himself from libel. It is clumsy and ineffective."

MANY WORDS USED WRONGLY.

Mr. Chambers suggested that the editors pay closer attention to the precise use of words. Some of his criticisms were:

"*Locate* means permanently placed, should not be used for *find*.

"*But* should not be used for *only*.

"*While* should be used only when there is a question of time.

"*Secure* should not be mistaken for *obtain* or *find*.

"*Part* is preferable nearly always to *portion*, and *partly* is better than *partially*.

"*Position* should not be used for *job* or *work*.

"*Section* should not be used for *part*.

"*Points* should not be used for *cities*. (He left New York and other points.)

"*Renditions* should not be used for *songs* or *singing*.

"*Conduct* means to lead.

"*Long* is better than *lengthy*.

"*Situation, condition, and case* should be watched closely; nearly always a more definite word can be found.

"*Very* should be watched—it is used frequently, but only occasionally does it add to the adjective.

"*Growing* should not be used for *increasing*.

"*Citizens* should not be used for *persons*.

"*Wire* as a verb is not good English; *telegram* is a better word.

"*Groom* should not be used for *bridegroom*.

"*Got* is preferable to *gotten*.

"*Evacuation* and *eviction* have different meanings.

"*During* should be watched closely—it brings in extent of time, and should not be interchanged with *in*.

"Notice particularly the use of *declare, stated, asserted, claimed, determined*. Each of these words has a distinct meaning, and yet they are used often when the meaning should be expressed more accurately by *said*. It is nearly always safe to use *said*. Use *claim* only when the person really did claim something. Use *stated* only when he made a formal statement. The incorrect use of these words is one of the most common mistakes noted in the Detroit News. Attention should be called sharply to the incorrect use of the passive voice in such expressions as *He was granted a divorce, He was loaned \$2,000, He was awarded the contract*. A little thinking will show that the logic of these sentences is wrong. He was not loaned; the \$2,000 was loaned to him. He was not awarded; the contract was awarded. Don't say *whether or not; whether* is sufficient."

Farnsworth's New Connection

The Miller Saw-Trimmed Company of Pittsburgh announce John Farnsworth as its Pittsburgh representative. Mr. Farnsworth is well known to the printers of western Pennsylvania, having acted as secretary of the Pittsburgh Typothete while connected with the Carnegie Institute of Technology's department of printing.

NEWSPAPER MAKERS AT WORK



THOMAS H. MOORE.

THOMAS H. MOORE, assistant director of the Bureau of Advertising, is a newspaper maker who is always engaged in the work of directing more business to the newspapers. A clear thinker, who has reached his conclusions as a result of painstaking investigation, Mr. Moore has the faculty of presenting his case in a forceful manner, by means of comparisons and illustrations that drive home the point he seeks to make. He goes about his work in a matter-of-fact way, unmoved by opinion, unless the opinion is substantiated by facts. Mr. Moore has addressed organizations of advertising and non-advertising men in all parts of the country. When he speaks to those who do not believe in advertising, he is at his best. He has the opportunity of scoring, and he does not overlook it. On these occasions he delivers his message in such a way that it illustrates the faults in their own methods of reaching the ultimate consumer. That is because he has the ability to seize upon the very point which they use as an argument against advertising, and he brushes it aside in a way that leaves little room for discussion. Generally, on these occasions, he is asked into a conference to go into the matter more fully. And when that happens, he must smile inwardly, for it is the confession that he has opened a new channel of thought, and that the men who were set against him at the outset are serious in their quest for additional information on the subject of reaching the public through the columns of the newspapers. Where some men endeavor to convince the other from the standpoint of the seller, Mr. Moore goes the other way around. In painting a word picture of the success of another corporation that has succeeded in increasing its business through newspaper advertising, Mr. Moore selects as examples a number of concerns whose cases are parallel to that of the men whom he addresses. And because of this he brings to their attention at the outset the identical conditions that exist in their own line of endeavor. This makes it more than interesting, and in following the history of other successes, along similar lines, the barriers of their own prejudices are overturned.

Back of all of this, of course, is the knowledge that he has gained in the newspaper business, through years of application, plus the statistics with which he arms himself from the records of the Bureau of Advertising, and which have been gathered so carefully, and with such accuracy, through many years.

BANKERS' DEPARTMENTAL PROGRAM IS ANNOUNCED

Financial Advertising Will Receive Much Attention at A. A. C. W. Convention at St. Louis—Experts Will Speak on Every Phase of Important Topic—Big Competitive Exhibit.

M. E. Holderness, president of the Financial Advertisers' Association, from the headquarters in St. Louis, has just announced the programme for the annual convention to be held in that city as a department of the Associated Advertisers' Club of the World, June 3 to 7. The following speeches have been arranged for at the session:

"Financial Advertising and the Public," Frank H. Sisson, Guaranty Trust Company, New York; "Value of an Established Name or Trade-Mark from the Standpoint of the Bank," speaker to be selected; "National Bank Advertising," William G. Rose, First National Bank, Cleveland; "Direct by Mail Advertising as Applied to Banks," Homer J. Buckley, Buckley, Dement & Co., Chicago; "The Operation of a New Business Department," W. E. Morehouse, German-American Trust and Savings Bank, Los Angeles; "House Organs," I. L. Bourgeois, Hibernia Bank and Trust Company, New Orleans, La.; "Writing Copy," Thomas Drier, editor Printing Art Universal Press, Cambridge; "The Evolution of the Investor," W. F. Mackay, Hayden-Miller & Co., Cleveland; "The Comparative Value of Mediums," John Ring, Jr., Mercantile Trust Company, St. Louis; "Blue-Sky Laws," H. D. Robbins, H. D. Robbins & Co., New York; "Bonds, Mortgages, and Other Investments and Their Distribution," Herbert B. Mulford, Ames-Emerich & Co., Chicago; "How to Use Current Events and Local Happenings as Bases for Bank Advertising," Dave S. Matthews, Farmers' and Merchants' Bank, Stockton, Cal.; "Distinctive Methods of Bank Advertising," B. W. Moser, St. Louis-Union Trust Company, and St. Louis Union Bank; "Value of the Financial Advertisers' Association to the Rural Bankers," Charles W. Bailey, First National Bank, Clarksville, Tenn.

After each address there will be a general discussion of the subject. The following members have been designated as floor leaders in these discussions:

E. R. Tennant, Dallas Trust and Savings

Bank, Dallas, Tex.; L. S. Critchell, Guaranty Trust Company, New York; H. M. Morgsn, American Trust Company, St. Louis; G. Prather Knapp, Mississippi Valley Trust Company, St. Louis; T. R. Durham, Chattanooga Savings Bank, Chattanooga, Tenn.; Guy W. Cooke, First National Bank, Chicago, Ill.; F. O. Birney, Chicago Savings Bank and Trust Company, Chicago, Ill.; J. C. Sims, Philadelphia Trust Company, Philadelphia, Pa.; H. A. Marsland, Irving National Bank, New York.

The competitive exhibit under which first, second, and third prizes will be awarded for the best collection of bank advertising will be arranged in the City Hall, adjoining the convention room, and will be one of the big features of the A. A. C. W. convention. The programme committee has also arranged for an exhibit of animated films by the National Film Publicity Corporation, showing how the movie has been adapted to bank advertising.

ACCIDENT WON A BRIDE

Texas Editor Marries Nurse, and Both May Join Army.

Last Thanksgiving, while returning from a football game in San Antonio, William J. Tucker, editor of the Taylor (Tex.) Daily Press, was so badly injured in an automobile accident that his life was despaired of. But his nurse, Miss Vivian Dawson, daughter of A. J. Dawson, of Austin, gave him such good care that he was soon writing sonnets which did not displease her.

The editor recovered, and, able to get back to his desk again, found out he could not remain away from Austin. Frequent trips were the result.

For some time Mr. Tucker has been preparing for military service, and when the President's call came he brushed up on his academic work received in college, and a few days ago, accompanied by Miss Dawson, went to San Antonio and took the examination for a commission in the Officers' Reserve Corps.

Then they went to a preacher and were married.

TACOMA'S BIG NEWSPAPERS

The Tacoma Daily News

The Sunday News Ledger

The Tacoma Daily Ledger

Advertisers require in newspaper circulation, character, volume and proper distribution. Unless these requisites are nicely balanced, there is waste.

THERE IS NO WASTE IN THE CIRCULATIONS OF THE NEWS AND THE LEDGER.

Worthless circulation is tabooed. There is no attempt to inflate circulation through incomplete bulldog editions scattered broadcast. Ledger and News circulation is conducted along strict business lines.

EVERY READER MEANS A LIVE ONE FOR THE ADVERTISER. QUALITY COMES AHEAD OF MERE QUANTITY. THIS IS WHY

The
LEDGER
and The
NEWS

are supreme in Tacoma and ALWAYS WILL BE

VERREE & CONKLIN, Inc.,

Special Eastern Representatives.

NEW YORK
225 Fifth Avenue

CHICAGO
28 E. Jackson Boulevard

DETROIT
11 Lafayette Boulevard

Boston Evening Record

Government statement six mos. ending March 31 . 41,961
Average net paid month of March over . . . 53,000

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

Represented in New York by

I. A. Klein

Metropolitan Tower

KEEP BUSINESS GOING SAYS JOHN WANAMAKER

Best Interests of Country Call for Activity Along All Lines of Production and Distribution, Declares Veteran Merchant, Advertiser, and Publicist in Strong Appeal.

John Wanamaker, one of the world's greatest advertisers, issued on April 21 the following stirring appeal to "Keep Business Going For Our Country's Sake":

"Our country prosperous can pay our war costs, as they come, and have enough left over to aid our allies.

"Our country unprosperous, with business halting, money hoarded through fear or false economy, will be hard pressed to keep food on the table and clothing on the back.

"Keep business going is a patriotic slogan. Keep money in circulation. Keep employment for everybody. Keep wages good. Keep on making money that we may have money to spend for war sacrifices.

"The worst thing that could happen to the world these days would be a business depression in our United States.

"War in itself does not cause business depression.

"The billions of dollars of money to be expended in war preparations will be put into circulation in our own country, and this in itself will create new wealth for use in the world-struggle for humanity.

"The one thing that might halt business now is an unpatriotic psychological feeling of panic and a false idea of patriotic economy.

PATRIOTIC ECONOMY.

"Patriotic economy means the elimination of waste and extravagance. It means the conservation of our food products, our natural wealth, our health, our energies, our labor, our very lives. It means putting more efficiency in everything we do so that each unit of money, energy, and intelligence may accomplish the utmost.

"Patriotic economy does not mean the lowering of America's standard of living, which would make us less efficient physically and mentally, nationally and individually, and would kill the spirit and the will to do the truly self-sacrificing things to be done.

"Cities and communities must go on with their civic improvements. Road building and public works must proceed. Railroads must renew their equipment. Factories must be kept going to their full capacity. Labor must be employed. Homes must be kept up. Merchandise must be produced, distributed, and used.

"War duties and war expenditures must be in addition to peace duties and peace expenditures. The more we do the more we can do. The more money we spend the more we will have in our pockets to spend. Money creates money.

"In a word: The natural sane life of the country must proceed as though we were not at war, in order that we may have the necessary prosperity to promote the war to a quick and successful conclusion.

"President Wilson sounds the keynote in this sentence: 'It is evident to every thinking man that our industries, on the farm, in the shipyards, in the mines, in the factories, must be made more prolific and more efficient.'

"Our industries can be made more prolific only if the people buy and use the merchandise produced by our industries. Manufacturing slackens when business slackens. Manufacturing grows in a

prolific way when business grows. And business can grow and remain healthful only when the people buy and keep money in circulation.

BUSINESS IS GOING STRONG.

"Business is going strong—in the East, the West, the North, the South. The country is prosperous. Last month's increase in business was very large. Banks may wait in their operations until the Government bonds are assimilated. People may pause temporarily in their outfitting to arrange to meet the new conditions. But the unloosing of billions of dollars will unloose a flow of prosperity absolutely necessary to sustain the world's burden.

"Governments set the pace in their expenditures.

"Individuals must not lag behind. Seven billions of dollars to pay is only \$70 per capita in the United States. Yet seven billions of dollars, put into work at 6 per cent.—a fair estimate of the producing power of money—will create 420 millions of new wealth.

"The income tax we pay will not be a tax on prosperity, but a spur to prosperity. Every dollar the individual pays out will come back to him with interest in the general prosperity of the people.

"Keep business going—for our country's sake. War cannot be waged and won without the sinews of war."

OFFERS OF FREE ADVERTISING

Sec. McAdoo Appreciates Patriotic Spirit Shown in Connection with Bond Sales.

WASHINGTON, April 24.—Free advertising space of all kinds has been offered to the Secretary of the Treasury McAdoo for the dissemination of information relating to the \$7,000,000,000 bond issues which has been authorized by Congress. Byron G. Collier, of New York, has offered his services for the advertising of the bond issue in the street cars of the principal cities from California to Maine. Banks, stores, newspapers, and advertising agencies, throughout the country, have offered to place their facilities at the disposal of the Secretary to advertise the bonds. The Secretary said that this wholesome and patriotic spirit to cooperate with the Government in placing the bonds in the hands of investors, is most gratifying.

Washington merchants are actively aiding in the work of war-time conservation, as advocated by President Wilson and Secretary Houston, of the Department of Agriculture, by window displays throughout the city, showing the true economy of buying the standard goods of all kinds advertised in newspapers.

"No increase in prices on these standard goods advertised in the newspapers," says a large sign displayed in the windows of more than seventy-five local firms cooperating in the display and non-increase-price movement.

U. P. Service for the Navy

The seamen of Uncle Sam's navy hereafter will get their news "by United Press." Every night at ten o'clock the big Arlington radio will flash out to sea the news of the day—war stories, domestic news, and baseball scores, "botted down" by the navy censor from the United Press leased wire report. Every ship has orders to "listen in" at ten o'clock and copy the "pony reports" as sent out by the censor.

The ground-floor proposition is too frequently a hurry up wagon jaunt to the bankruptcy court.

BUREAU OF ADVERTISING ADDS MILLIONS

(Concluded from Page 22.)

now laying greater stress on dealer interest is evidence that this work should continue and that international Newspaper window Display Week should be held each year as a measure of the growth of the work the newspapers are doing.

Your Committee heads its list of recommendations with some plain words about the need for more general support of the Bureau of Advertising. The time has passed when any of us questions the value of this work. Since it has been found good, it seems logical to your Committee to ask that it be enlarged.

General advertising is a desirable type of business for newspapers, and we know the newspaper to offer the strongest and most economical form of general advertising. Like every good product, however, it needs the force of organized selling behind it.

The Bureau of Advertising is selling the newspaper as a general medium, and seeing it in behalf of every newspaper publisher, irrespective of whether he be a contributor or not. It has had countless opportunities to bring contracts to the newspapers subscribing to it, but it has emphatically and consistently declined to recommend any one publication or any group of publications. Its work is as broad as the continent.

It has been able, because of the prestige of the newspaper industry behind it, to establish business relationships with executive heads of big industries spending money for advertising.

Its help is sought by advertisers and agencies everywhere, and its advice has won respect because it has sacrificed theories in favor of facts.

It has constantly striven to keep in mind the advertiser's problem and, while it has relinquished none of its enthusiasm for newspaper advertising, it has endeavored to bring into its solicitation an intelligent breadth of view regarding its competitors.

The demands upon the Bureau, however, have outgrown its physical resources. A dozen more men might well be employed, including a statistician, a copy and art man, a representative in Chicago, and one on the Pacific Coast.

If every newspaper that benefits by the work of the Bureau contributed to its support, we should have an adequate and formidable organization—even at the very small fee charged subscribers, for the newspapers that are beneficiaries of the Bureau's work include the press of North America.

The competitors of the newspapers are organized effectively. In its solicitations the Bureau has been called upon to offset figures, investigations, and surveys compiled by competing mediums, and representing months of expert labor, and, in monetary expense, many times the sum the Bureau expends in a year's work.

Fact must be answered by fact; figure by figure. The Bureau does possess a fairly comprehensive collection of data, but this phase of its work must be made complete—if it is to grow in power and usefulness.

Your Committee submits to newspaper publishers in the United States and Canada not subscribing—particularly those who are members of the American Newspaper Publishers Association—that if they regard general advertising as a valuable asset, they owe it to themselves and their industry to support this vitally important work.

Work by the newspaper to interest

retail merchants in newspaper advertised goods as a class is, in the experience of the Bureau, one of the most effective means of assisting the national advertiser to make his campaign a success, as well as promoting the value of newspaper advertising.

The experiences of the Bureau have shown that a newspaper conducting an adequate service department has something to offer an advertiser which will attract him to that newspaper's city, irrespective of his attitude toward newspaper advertising as a whole.

WAR ON FREE PUBLICITY.

During the year the question of free publicity has been broadly agitated, and a number of publishers have joined the ranks of those who bar press agency in all its forms.

Your Committee suggests the adoption of a plan to bring about agreements between publishers in every city putting up the bars against free publicity. Community agreements of this sort seem advisable, inasmuch as the individual newspaper that refuses free publicity while its neighbors accept it is often made to suffer for its stand in the competition for business. This is particularly true of automobile and moving-picture advertising.

Your Committee further suggests that this organized effort, if it be attempted, should not be confined to the members of the American Newspaper Publishers Association alone, but should take in the newspapers as a whole.

CLEANING UP ADVERTISING.

The question of "undesirable advertising" is still broadly discussed, and during the year a number of publishers joined the "clean-up" movement.

It is a significant fact that competitors of the newspapers repeatedly draw the attention of advertisers to the so-called "objectionable" advertising in our columns.

One illustration will suffice: An advertiser of a food product receives periodical communications from bill-posting interests enclosing a copy of his newspaper advertisement printed alongside another advertisement classed by some newspapers as undesirable, with the comment, "If you used bill-posting, you would escape company like this."

Summing up its recommendations, your Committee can do no better than to call your attention to the following, which the Bureau keeps standing and prints at the foot of all its bulletins:

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

The gross income of the Bureau of Advertising amounted to \$29,654.94 for the year ending March 31, 1917. Of this sum, \$16,497 was spent for salaries, \$2,923.86 for travelling expenses, \$2,690.64 for printing, \$2,121 for rent, \$1,213.05 for postage, and the balance for such matters as telephone, telegrams, stationery and supplies, accounting, A. B. C. membership, and other necessary expenses. On March 31 the Bureau had \$6,510.22 in bank, its assets being \$10,755.94. The total liabilities amounted to \$5,202.93, or an excess of \$5,753.01 of assets over liabilities.

The man who talks about ideals that go over the head of the crowd is not crazy with the heat. He is just a few years ahead of the times.

**ASSOCIATED PRESS
LUNCHEON GUESTS**

(Concluded from Page 8.)

Clark, William H., Cortland (N. Y.) Standard.
Cobb, Calvin, Boise (Idaho) Statesman.
Cock, Daniel F., Port Jervis (N. Y.) Gazette.
Cohn, Bernard L., Memphis News-Scimitar.
Conlan, H. H., Torrington (Conn.) Register.
Cook, Harry B., Pensacola (Fla.) Journal.
Cooper, George L., New York Telegram.
Cooper, Kent, the Associated Press.
Cowles, W. H., Spokane Spokesman-Review.
Crothers, R. A., San Francisco Bulletin.
Crowe, Edmund E., South Norwalk (Conn.) Sentinel.
Cummins, A. W., Opelousas (La.) Daily Clarion.
Curtis, Cyra H. K., Philadelphia Public Ledger.
Devine, J. J., Clarksburg (W. Va.) Telegram.
Dodsworth, A. W., New York Journal of Commerce.
Dorwin, H. F., Springfield (Ill.) State Journal.
Dow, William H., Portland (Me.) Express and Advertiser.
Dumser, Walter F., Reading (Pa.) News-Times.
Dunn, Owen G., Newbern (N. C.) Sun-Journal.
Durstun, J. H., Butte (Mont.) Post.
Dutton, George D., Boston Advertiser.
Dwyer, Timothy F., Providence Tribune.
Earl, Edwin T., Los Angeles Express.
Ellingham, L. G., Fort Wayne (Ind.) Journal-Gazette.
Elverson, James, Philadelphia Enquirer.
Emerson, J. M., Ansonia (Conn.) Sentinel.
Evans, Charles A., Middletown (N. Y.) Argus.
Fehr, O. A., Easton (Pa.) Argus.
Ferguson, French T., Missoula (Mont.) Sentinel.
Foster, M. E., Houston Chronicle.
De Franch, R., Havana Diario de la Marina.
Francis, John M., Troy (N. Y.) Times.
Francis, J. P. P., St. Louis Republic.
Freese, George B., Canton (O.) Repository.
Gannett, Frank E., Ithaca (N. Y.) Journal.
Garretson, Joseph, Cincinnati Times-Star.
Ginter, Robert N., Pittsburgh Gazette-Times.
Giovannoli, Harry, Lexington (Ky.) Leader.
Goldman, L., Shreveport (La.) Times.
Grandin, F. C., Battle Creek (Mich.) Enquirer.
Greene, James W., Buffalo Express.
Griest, J. E., Topeka (Kan.) Capital.
Griswold, G. S., Batavia (N. Y.) News.
Grosscup, Judge Peter S., Chicago.
Gunnison, Herbert F., Brooklyn Eagle.
Hager, Lawrence W., Owensboro (Ky.) Enquirer.
Haldeman, Bruce, Louisville Courier-Journal.
Hall, Frederick P., Jamestown (N. Y.) Journal.
Halstead, W. L., Minneapolis Tribune.
Hanson, M. F., Philadelphia Record.
Hanson, Victor H., Birmingham News.
Hardman, James A., North Adams (Mass.) Transcript.
Hardy, O. J., Oshkosh (Wis.) Northwestern.
Harrington, John H., Lowell (Mass.) Sun.
Harris, Walter Edward, Petersburg (Va.) Index-Appeal.
Hastbrook, Charles E., Richmond Times-Dispatch.
Hayes, Jay O., San José Mercury-Herald.
Haynes, Edgar L., Wilmington (Del.) Morning News.
Heiskell, J. N., Little Rock (Ark.) Gazette.
Hendrick, William A., New Haven Times-Leader.
Higgins, James H., Boston Traveler.
Hirsch, I. E., Pittsburgh Volksblatt and Freunds Freund.

Hitchcock, R. W., Hibbing (Minn.) Tribune.
Holland, W. W., Spartanburg (S. C.) Herald.
Hooker, Richard, Springfield (Mass.) Republican.
Horne, J. L., Jr., Rocky Mount (N. C.) Telegram.
Hough, George A., New Bedford (Mass.) Mercury.
Howe, W. B., Burlington (Vt.) Free Press.
Howell, Clark, Atlanta Constitution.
Hughes, E. C., Everett (Wash.) Tribune.
Huntress, F. G., Jr., San Antonio Express.
Huse, E. F., Norfolk (Neb.) Daily News.
Jeffress, E. B., Greensboro (N. C.) News.
Johnson, Albert, Hoquiam (Wash.) Grays Harbor Washingtonian.
Johnston, R. M., Houston (Tex.) Post.
Jones, H. V., Minneapolis Journal.
Jones, William V., Utica (N. Y.) Press.
Kaiser, John, Marietta (O.) Register-Leader.
Kantz, J. A., Kokomo (Ind.) Tribune.
Keefer, James, Chicago Herald.
Kiefer, Andrew C., Terre Haute (Ind.) Tribune.
Kellogg, F. W., San Francisco Call-Post.
Kelly, John C., Sioux City (Ia.) Tribune.
Kessinger, A. C., Rome (N. Y.) Sentinel.
Kimball, A. E., Waterbury (Conn.) American.
Kinmonth, J. L., Ashbury Park (N. J.) Press.
Kirkwood, I. R., Kansas City Star.
Kline, William J., Amsterdam (N. Y.) Recorder.
Krober, Charles E., the Associated Press.
Knickerbocker, H. H., Middletown (N. Y.) Times-Press.
Knowland, J. R., Oakland (Cal.) Tribune.
Koester, George R., Greenville (S. C.) Piedmont.
Krock, Arthur B., Louisville Times.
Krogness, O. George, Minneapolis Tribune.
Langley, Frank E., Barre (Vt.) Times.
Langtry, A. P., Springfield (Mass.) Union.
Lawson, W. E., Wilmington (N. C.) Dispatch.
Lindsay, A. O., Quincy (Ill.) Whig.
Littick, W. O., Nashville (O.) Times-Recorder.
Long, Jesse C., Jackson (Tenn.) Sun.
Loomis, Lee P., Muscatine (Iowa) Journal.
Lorentz, J. D., Dallas (Tex.) News.
Lorton, Eugene, Tulsa (Okla.) World.
Lawless, Thomas W., Augusta (Ga.) Chronicle.
Lubben, John F., Galveston (Tex.) News.
MacLennan, F. P., Topeka (Kan.) State Journal.
McClure, Samuel G., Youngstown (O.) Telegram.
McCormick, R. R., Chicago Tribune.
McGlynn, P. S., Moline (Ill.) Dispatch.
McKay, A. N., Salt Lake Tribune.
McKeever, J. H., Aberdeen (S. D.) American.
McKenney, A. L., Macon (Ga.) News.
McLean, W. L., Philadelphia Bulletin.
McNell, Archibald, Jr., Bridgeport (Conn.) Telegram.
Marden, Philip S., Lowell (Mass.) Courier-Citizen.
Marquis, C. C., Bloomington (Ill.) Pantagraph.
Marshall, Henry W., Lafayette (Ind.) Journal.
Martin, Frederick Roy, the Associated Press.
Maxson, Edgar P., Westery (R. I.) Sun.
Maxwell, W. Kee, Akron (O.) Evening Times.
Meek, Samuel W., Philadelphia Press.
Merrill, Bradford, New York American.
Metten, W. F., Wilmington (Del.) Every Evening.
Mickley, O. H., South Bethlehem (Pa.) Globe.
Miller, D. A., Allentown (Pa.) Morning Call.
Miller, John L., Cedar Rapids (Iowa) Gazette.
Miller, Kelton B., Pittsfield (Mass.) Eagle.
Mills, J. A., the Associated Press.
Mooney, C. P. J., Memphis Commercial-Appeal.
Moore, A. P., Pittsburgh Leader.
Moore, D. D., New Orleans Times-Picayune.
Moore, J. T., Pittsburg (Kan.) Headlight.

Moran, M. F., the Associated Press.
Morden, C. A., Portland Oregonian.
More, H. G., Binghamton (N. Y.) Republican-Herald.
Morgan, W. Y., Hutchinson (Kan.) News.
Morris, C. D., St. Joseph (Mo.) Gazette.
Murdock, M. M., Wichita (Kan.) Eagle.
Murray, J. G., Fall River (Mass.) News.
Noyes, Frank B., Washington Star.
O'Brien, Robert L., Boston Herald.
Ochs, A. S., New York Times.
Odell, B. B., Newburgh (N. Y.) News.
O'Hara, Edward, Syracuse Herald.
Ohi, J. K., New York Herald.
O'Neill, Ralph A., Nogales (Ariz.) Herald.
Osborn, George A., Sault Ste. Marie (Mich.) News.
Ottaway, E. J., Port Huron (Mich.) Times-Herald.
Palmer, Frederic B.
Palmer, L. B.
Parks, Arthur A., Pongkeepsie (N. Y.) Star.
Parrott, W. J., Danville (Ill.) Commercial News.
Patterson, Grove, Toledo Blade.
Patterson, W. J., Scranton Republican.
Paxton, E. J., Paducah (Ky.) Sun.
Peace, B. H., Greenville (S. C.) News.
Phinley, Bowdre, Augusta (Ga.) Herald.
Pindell, H. M., Peoria (Ill.) Journal.
Piper, E. B., Portland Oregonian.
Plum, D. B., Troy (N. Y.) Record.
Plummer, John D., Springfield (Mass.) Union.
Poppendieck, John, Jr., Milwaukee Sentinel.
Powell, James F., Ottumwa (Iowa) Courier.
Prescott, C. H., Biddeford (Me.) Journal.
Pultzger, Joseph, Jr., St. Louis Post-Dispatch.
Rathorn, John R., Providence Journal.
Rauch, John W., Reading (Pa.) Eagle.
Ray, E. Lansing, St. Louis Globe-Democrat.
Rees, Thomas, Springfield (Ill.) State Register.
Reid, Ogden, New York Tribune.
Rembold, C. H., Cincinnati Times-Star.
Ridder, Victor F., New York Staats-Zeitung.
Riley, John W., Rockford (Ill.) Star.
Rogers, Hopewell, Chicago Daily News.
Rogers, Jason, New York Globe.
Rook, Charles A., Pittsburgh Dispatch.
Rumely, Dr. E. A., New York Evening Mail.
Salmon, F. R., Port Jervis (N. Y.) Union.
Scherger, George S., the Associated Press.
Scholz, E. M., New York Evening Post.
Seacrest, J. C., Lincoln (Neb.) State Journal.
Seitz, Don, C., New York World.
Sherrill, J. B., Concord (N. C.) Tribune.
Shoemaker, Henry W., Altoona (Pa.) Tribune.
Siegling, Rudolph, Charleston (S. C.) News-Courier.

Singleton, J. Edward, Glen Falls, Post-Star.
Slattery, M. J., Brownville (Tex.) Herald.
Slover, S. L., Norfolk (Va.) Ledger-Dispatch.
Smith, E. E., Meriden (Conn.) Record.
Smith, Wm. Aiden, Grand Rapids Herald.
Snook, A. M., Anora (Ill.) Beacon News.
Snyder, Mrs. K. M., Connellsville (Pa.) Courier.
Stafford, R. E., Oklahoma City Oklahoman.
Stahlman, E. B., Nashville Banner.
Staples, Arthur G., Lewiston (Me.) Evening Journal.
Steinman, J. H., Lancaster (Pa.) News-Journal.
Stevens, I. N., Pueblo (Col.) Chieftain.
Stoddard, Henry L., New York Evening Mail.
Stone, Edward L., Roanoke (Va.) World-News.
Stone, Melville E., the Associated Press.
Sturtevant, J. L., Wansan (Wis.) Record-Herald.
Sutlive, W. G., Savannah (Ga.) Press.
Taylor, Gen. Charles H., Boston Globe.
Taylor, Charles H., Jr., Boston Globe.
Taylor, Thomas D., Philadelphia Telegraph.
Taylor, William L., York (Pa.) Dispatch.
Thomas, W. E., Roanoke Times.
Thomson, Hugh H., Ridgway (Pa.) Record.
Thompson, Arthur S., the Associated Press.
Thompson, Frederick I., Mobile (Ala.) Register.
Throop, F. D., Davenport (Iowa) Democrat.
Tobin, L. B., Lincoln (Neb.) Daily Star.
Towne, D. E., Louisville Herald.
Troup, Alexander, Reading (Pa.) Telegram.
Villard, Oswald Garrison, New York Evening Post.
Walker, P. M., Fort Smith (Ark.) Southwest American.
Wardman, Ervin, New York Sun.
Warren, B. E., Nashua (N. H.) Telegraph.
Weiss, A. C., Duluth (Minn.) Herald.
Wharton, Richard W. H., Harrisburg Patriot.
Wheeler, John E., Portland (Ore.) Evening Telegram.
Whitney, H. G., Salt Lake Deseret News.
Whittaker, Milo W., Jackson (Mich.) Patriot.
Wiest, Allen G., York Gazette.
Wiley, Louis, New York Times.
Williams, Robert, Paterson (N. J.) Morning Call.
Wilson, George L., Los Angeles Examiner.
Wilson, Charles H.
Wilson, J. C., Idaho Falls (Idaho) Post.
Wood, Major-Gen. Leonard.
Woodson, Urey, Owensboro (Ky.) Messenger.
Wormley, O. A., Findlay (O.) Republican.
Wortham, Louis J., Fort Worth (Tex.) Star-Telegram.
Wright, N. C., Detroit Journal.
Wright, Robert L., Haverhill (Mass.) Gazette.
Yount, J. R., the Associated Press.
Young, Lafayette, Jr., Des Moines (Iowa) Capital.

The Brooklyn Daily Eagle
For 76 Years Brooklyn's and
Long Island's Leading
Newspaper



Carries more advertising than any other newspaper
in Greater New York, except two.

Way on Top
The Post-Standard
SYRACUSE
Serves Central New York
11,000 More Than One Evening Paper
**Over Fifty-Three
Thousand**
14,000 More Than Other Evening Paper

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

PAUL BLOCK, Inc.

NEW YORK CHICAGO BOSTON DETROIT

BUSINESS PUBLISHERS HEARD FINE SPEECHES

Col. Charles H. Sherrill, Former Minister of Argentina, and Glenn Frank, of Boston, Aroused Enthusiasm at April Meeting Held Monday Night at Automobile Club.

The April meeting of the New York Business Publishers was held at the Automobile Club on Monday evening.

It had been expected that Howard E. Coffin, chairman of the Council of National Defence, would address the business publishers, but he was detained in Washington on account of the reception to the British high commissioners.

Willard D. Straight spoke for the Mayor's Committee on Preparedness, and was followed by Col. Charles H. Sherrill, formerly United States Minister to Argentina, who talked on the task of organization for war effort facing the country, and emphasized the important rôle to be played in the war by the press. In speaking of newspaper influence he related an instance where a Chilean Cabinet had been overturned because of the criticism of its policies uttered by La Prensa, the great newspaper of Argentina. So highly did the people of Chile regard the opinion of a newspaper published in a neighboring republic that they enforced observance of its suggestions on their own Government.

A STORY WITH A MORAL.

In illustrating the value of unity of effort, Col. Sherrill told of the man who was riding on the seat with the driver of a stage coach. This driver wielded a long whip with unerring accuracy. He picked off a maple leaf with it, then touched the ear of one of the horses in a deft way. Duly impressed with his skill, the passenger pointed out a hornet's nest, hanging from the limb of a tree, and challenged him to touch it with his whip. The driver declined. "A leaf's a leaf," he said, "and a horse's ear is a horse's ear. But a hornet's nest is an ORGANIZATION!"

Glenn Frank, assistant to William Filene, the famous Boston merchant, delivered an extemporaneous talk which aroused the diners to a pitch of high enthusiasm. Mr. Frank pointed out that the editors and publishers of the country were, in effect, in the national service; that it is their task to keep the flame of patriotism burning at home to lighten the task of the men in the trenches—to fuse into one great purpose the divergent views and passions of a cosmopolitan people. He asserted that the address of President Wilson to Congress was of greater value to the nation than a new super-Dreadnought; and that, in degree, every editorial effort to keep the mental attitude of the people right, and to assure unity of purpose in fighting the nation's battles, is national service of a like kind.

LIVE TOPICS DISCUSSED BY OUR READERS

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

White Paper Conditions

THE SALEM EVENING NEWS,
SALEM, MASS., APRIL 23, 1917.

THE EDITOR AND PUBLISHER:

This is about white paper conditions—with no reference to Government control. Things under the control of publishers need attention.

If the newspaper could be induced to adopt commonsense methods for the factory portion of their establishments the saving in white paper would amount to over 25 per cent.—and with that saving mill agents would be hunting for orders.

I cite two instances: One of New England's leading papers has for years run its first page half an inch shorter than other pages, making an annual loss of over 1,000 inches. I spoke of this to the publisher six months ago—and the change to full length was made April 20.

Another prominent New England publisher who wants to "save" has just written me that he is "seriously thinking" of adopting the modern page of eight narrow columns. And this publisher, like thousands of others, has been considering the white paper conditions many months.

Both the publishers mentioned could adopt the narrow-column idea at little cost and within a few weeks, yet they both continue to use the 13-cm column with seven to a page.

If the paper makers should run their mills with the same disregard for efficiency that the ordinary newspaper displays white paper would now be selling for about 25 cents a pound. The answer appears to be plainly written upon the wall.

ROBIN DAMON.

Kills Legitimate Advertising

THE EVENING BULLETIN,
PHILADELPHIA, APRIL 17, 1917.

THE EDITOR AND PUBLISHER:

I think it wise for THE EDITOR AND PUBLISHER to give this "Free Publicity" a good deal of publicity because it is one of the great abuses in the newspaper business. In my opinion it kills a great quantity of legitimate advertising every year, besides fooling the reader.

WILLIAM SIMPSON,
Business Manager.

Please Page Herbert Root!

Herbert Root, an editor on some paper somewhere in the United States, is heir to a valuable estate left by his grandfather. His foster-father, Sam Conger, of Meade, Kan., is attempting to locate him.

AGENCY MEN DISCUSS EFFECT OF THE WAR

(Concluded from page 24)

ness. I think that even though the war has been at our doors for the past year there has been no evidence of individual purchases being cut down. If an investigation was made I will wager we would find that the women are continuing to buy expensive clothes, summer furs, perfumes, silk stockings—men are still buying expensive suits, no-earthly-use-trench-coats, smart cravats, and silk shirts. Sales of automobiles are just as high and the restaurants, cabarets, and theatres are thriving. The demand for luxuries will continue.

"Instead of the English phrase, 'Business as Usual,' we can say, 'Business Better Than Usual.'"

H. E. LESAN, PRESIDENT OF LESAN AGENCY

"At the beginning of the war, in 1914, I am informed that a newspaper man went to one of our leading financiers in Wall Street whose activities are international and asked him what effect the war was going to have on finance.

"This wise and modest man replied, 'You know as well as I do.'

"A man in my position can tell a good deal about things when they are running according to old established precedents, but this war has upset all the precedents and shattered the machine.

"New precedents and a new machine will have to be established, and you can tell about how it will come out as much as I can.

"I don't think anybody can tell any more what effect the entering of the United States into the war will have on advertising than this financier attempted to tell about finance in 1914.

"I think it is an interesting subject and your symposium will be eagerly read and interesting, but it will be guesswork just the same."

REPORT ON LABOR BY SPECIAL COMMITTEE

(Concluded from page 16)

and pressmen have also received the official sanction of the A. F. of L. to their claims for jurisdiction over Rotogravure processes, as reported in Bulletin No. 1,210, of September 30, 1916.

In July the publishers in New York city amended their agreement with the photo-engravers to cover Rotogravure work. In Boston the photo-engravers requested similar action, but were refused because, when the local agreement was made, it did not cover or relate in any manner to Rotogravure work. The publishers' position was sustained by President Woll and your chairman.

CITES THE DENVER DECISION.

The Denver decision made by the International Arbitration Board in 1908 provides that men discharged by their foreman need not be reinstated on demands of local unions until there shall be a decision by the court of last resort to that effect. This decision was a long step in the right direction, and really sets aside international appeal laws in conflict with it. At the last convention of the I. T. U. a resolution to set aside this decision and require the immediate reinstatement of discharged men was introduced, but was defeated by a large majority. During the year the Special Standing Committee has concluded contracts with the representatives of the I. S. & E. U. and the I. P. E. U. for the same procedure relative to discharged men.

During the year a new form of contract for the International Allied Printing Trades label has been adopted which contains a number of very drastic sections that employers should decline to subscribe to.

A difference occurred between the publishers of Shreveport, La., newspapers and the Pressmen's Union because the organization made demands for increases in pay which the managements believed excessive. On their refusal to accept the terms proposed, notice was given that the members of the union would not work after the expiration of their contract at midnight on August 31. The publishers immediately took steps to protect themselves, and non-union men were secured. Both papers have been operating their press-rooms on that basis since that time.

The Drivers' Union in Boston made a proposition for a new scale in November, 1915, and negotiations continued until June, 1916, the union was given strike sanction by the International officers. Under threat of a strike a contract was made, but there have been many instances in which members of the organization have refused to comply with its terms and members of the local organization have paid little attention to the instructions of the president of the International Drivers' Union.

Since then, the officers of the local Drivers' Union have rules that the publishers' contention respecting their work was correct, but even then some of the members of the organization refused to comply with the decision of the officials. Differences were submitted to arbitration, and a decision rendered this week fully supports the publishers' position.

The publishers in Chicago took the position that, if they were to resume relations with the drivers in Chicago, who struck in sympathy with the pressmen in 1912, it must be under an agreement that they felt was fair and equitable, which would contain ample protection against future strikes. A contract embracing many reasonable and fair pro-

visions was finally signed and approved by the officers of the local union, the officers of the International Brotherhood of Chicago, and the president of the International Brotherhood.

MAILERS SEEK RECOGNITION.

Malliers' unions pressed for recognition in a number of cities, made a contract with one member in Seattle last year, but were unable to make an agreement with the other. Efforts made during the year to conclude contracts in Atlanta, Chicago, Dayton, Kansas City, and Nashville were futile. One member in El Paso who formerly had a contract declined to renew.

Members of the Association in Evansville, Ind., have for a number of years been operating their press and stereotyping departments to suit themselves. Organizers of the International unions appeared in Evansville early in the year and induced the owner of the Press, a Scripps-McRae publication that is not a member of the Association, to sign a contract recognizing the pressmen's and stereotypers' unions, and providing for substantial increases in pay. Pressure was then brought upon the other two newspapers, with the result that both finally agreed to some of the demands of the unions and to moderate advances in wages, but neither paper gave an official recognition or made a written contract with either organization.

The membership of the I. T. U. increased 660 during the year; photo-engravers, 211; stereotypers, 86; pressmen's figures not reported. The I. T. U. spent \$153,232.28 for strikes during the year; the pressmen, \$31,779.70; the photo-engravers, \$12,770.71, and the stereotypers, \$10,000.

Reports have been received of the negotiation by members of 134 local agreements, 20 of which provided no increases. There were also 16 other cities in which there are members of the Association where contracts that expired were continued without change.

Besides, we have advices of 67 contracts in cities where there are no members received without increases or extended without change. Fifty-eight contracts are now being negotiated by members; they are 22 typographical, 8 pressmen, 13 stereotypers, 8 photo-engravers, and 7 mailers.

There have been four International Arbitration Board meetings, in which 15 cases have been considered. Of these decisions have been made in 7, and 5 cases have been deadlocked and will be given consideration at later meetings. An Indianapolis mailer's case was considered at two meetings and finally settled out of court by local parties. A Boston mailers' scale case was considered at one meeting and referred back to local parties for settlement, which was finally accomplished. A case from Portland, Me., was deferred until the next meeting on account of lack of information.

In conclusion, members having arbitration contracts are cautioned to be sure to follow the code of procedure strictly in all steps taken regarding differences of any character, especially when scale propositions are being considered, and during local arbitration proceedings. Confusion has resulted in every instance where this was not done.

Members are invited to send copies of all new union scales to the chairman of the special standing committee as soon as received, with detailed comparisons between the new proposals and the contracts in effect. Immediately on receipt, the chairman will analyze the new propositions and advise as to the best method of dealing with them.

CANADA GOVERNMENTS MAKE ADVERTISING PAY

Dominion and Various Provinces Have Spent Much Money With Newspapers, Always With Splendid Results—Loans Floated, Crops Increased and Other Work Accomplished.

(A five-minute talk by John M. Imrie, manager of the Canadian Press Association, Inc., to the Bureau of Advertising of the American Newspaper Publishers Association at its annual luncheon in New York on April 25, 1917.)

In Canada as in Great Britain it has been demonstrated beyond question that the advertising columns of the press can be used effectively in promoting the business of a Government.

Since the war began the Canadian Government has conducted sixteen distinct advertising campaigns. It is now by far the most extensive general advertiser in Canada. Its advertising appropriations during 1916 exceeded the combined appropriations for that year of any other three Canadian general advertisers. Already in 1917 its advertising expenditure has been almost as large as for the entire twelve months of 1916.

Canadian Provincial Governments also are using paid advertising space in their work. The Ontario Government has conducted six advertising campaigns. Three campaigns have been put on by the Government of British Columbia. The Alberta Government has just concluded its first campaign. There is good ground for the belief that two other Provincial Governments will become regular advertisers in the very near future.

As many of you know, the first advertising campaign in Canada of the Canadian Government and many of the subsequent campaigns of that Government and of the Provincial Governments of Canada were proposed and promoted by the Canadian Press Association, Inc. That organization is performing in Canada on a smaller scale a work similar to that of the American Newspaper Publishers Association and its Bureau of Advertising. Our practice in promoting Government advertising has been for me as manager to present our case direct to the Minister at the head of the Department to be interested and to rest our case on its own merits. There has been no resort to lobbying or third party influence. We have studiously avoided everything of that nature and have encouraged the various Governments to consider the purchase of advertising space as they would the purchase of any other commodity.

ALWAYS READY TO LISTEN.

I would like to testify to the constant readiness of the various members of the Dominion and Provincial Governments of Canada to receive and consider our advertising suggestions and to the quickness with which the points of many of them have been grasped. For example: the first Government campaign in Canada, although it involved selling the idea to two departments, was decided upon at a meeting of the Council within forty-eight hours after the first interview. Another proposal to a Provincial Government that did not require reference to the Council was accepted during the interview in which it was first proposed and that interview did not last longer than fifteen minutes. Indeed, a number of the later Government campaigns in Canada have been undertaken on the Government's own initiation, without

suggestion from Canadian Press Association, Inc., or any other source.

There is indisputable evidence of the success of almost every one of the twenty-six Government advertising campaigns in Canada. This is of great importance in its relation to the future of Government advertising in Canada. Most of the Government campaigns up to this time have been related in some way to the war but in all our promotion work with the Governments of Canada we have kept in mind the regular use of educational advertising in times of peace as well as in times of war. The success of the campaigns in connection with war problems justifies the belief that educational advertising will be used by the Governments of Canada in their work under peace conditions also.

SPLENDID RESULTS ATTAINED.

The first advertising campaign of the Canadian Government in the press of Canada was the Apple Campaign of 1914. Its purpose was to increase the domestic consumption of Canadian apples in order to make up for the loss of foreign markets through the war. The food and other values of the Canadian apple were presented attractively in educational advertisements, and a booklet of apple recipes was offered. There were 65,000 individual requests for that booklet, and at the close of the campaign many wholesale apple dealers reported increases in the sale of Canadian apples for domestic consumption of from 200 to 400 per cent.

In the early spring of 1915 educational advertising was used to impress upon the farmers of Canada the need of increased agricultural production in view of the war, and to suggest means of meeting that need. The campaign resulted in an increase of over 10 per cent. in the area under cultivation, and, in conjunction with good weather conditions, in record yields per acre. The value of Canada's farm production for 1915 was over \$300,000,000 in excess of the previous high record. Over 100,000 special bulletins offered in the advertisements were requested by farmers.

Three domestic war loans have been floated in Canada through educational advertising instead of through the customary method of underwriting. The aggregate amount asked for in these loans was \$250,000,000; more than double that amount was subscribed. The underwriting of these loans would have cost over \$3,000,000. The advertising of the three loans cost about \$130,000.

A CAMPAIGN FOR THRIFT.

The need of thrift and savings, in view of the war, was emphasized in a series of Government advertisements. This series was followed by the advertising of Government war loans, debenture stock, and war savings certificates. On March 29, 1917, the Canadian Minister of Finance, in summarizing the results of the thrift campaign, reported that the savings of the people of Canada during the previous two years had been at least \$500,000,000. This amount represented the payments on the first two war loans,

the debenture stock, and the war savings certificates, plus the net increase in the savings deposits in the chartered banks of Canada. These figures should be considered in conjunction with the fact that the population of Canada is less than 8,000,000.

The Ontario Government conducted an advertising campaign in the press of Toronto as an aid in raising Ontario's share of the Canadian Patriotic Fund. About \$25,000 was spent in advertising and the subscriptions received from Toronto and York County alone amounted to \$3,500,000. In this connection it is interesting to note that the Canadian Patriotic Fund, which is associated with, although not financed by, the Canadian Government, has used paid advertising space extensively in its work of raising by voluntary subscriptions an annual fund of \$13,000,000 for the dependents of Canadian soldiers.

These few illustrations will serve to suggest the nature and the results of Government advertising in Canada. A start has been made, but it is only a start. There are almost unlimited opportunities for the application of the principles of advertising to the business of a government. As fast as it is deemed advisable to do so, Canadian Press Association, Inc., is suggesting new applications to the Federal and the Provincial Governments, and there is good ground for believing that each succeeding year will witness an extension of the scope of Government advertising in Canada.

Opens New York Bureau

The Pittsburgh (Pa.) Gazette-Times has opened a news bureau in the New York Times office, with a direct leased wire. Arthur F. Goshen, formerly city editor of the Gazette-Times, is in charge of the new office.



SERVICE

as well as the very best features are furnished client - newspapers of NEA—and at no extra cost.

We know it is to our interest to have papers using our features succeed, so we aid them in every possible way.

Let us tell you about this service.

THE
NEWSPAPER ENTERPRISE
ASSOCIATION
1279 West Third Str et
CLEVELAND, OHIO

TRENTON, (N. J.,) TIMES TYPE OF CO-OPERATION

Is the creation and retention of "READER INTEREST!"
By reason of our civic performances

The Times is recognized as the
GREATEST COMMUNITY INFLUENCE IN N. J.

As a result of our Farm & Garden feature
THE TIMES RAN AN 8-PAGE SEED HOUSE
ADVERTISEMENT APRIL 11

By reason of our Thursday Food Department
THE TIMES CARRIES OVER 500,000 LINES OF
FOOD ADVERTISING ANNUALLY

During the period of the last auto show
The Times in Seven Issues Carried 61,390 Lines of
Auto and Accessory Advertising

Our Movie Feature produced 65,472 lines in 3 months.
We ran 84,144 lines of Talking Machine Advertising in 3 months.

THE TIMES IS THE ONLY EVENING PAPER
in a diversified industrial city of 100,000.

12 CENTS A WEEK—24,000 NET—A. B. C.
"NEARLY EVERYBODY" READS THE TIMES
'Reader interest' has been converted into 'consumer demand'
by aggressive advertisers.

Results alone must have induced Foreign advertisers to increase space by 58 per cent. in 1916 and to use 1,368,234 lines, and to have used last year a total of 7,580,664 lines in the Times, daily and Sunday.

No advertiser can afford to pass up the Trenton zone.

KELLY-SMITH CO.

220 Fifth Avenue, New York. Lytton Building, Chicago.

Do Not

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

Keystone Feature Syndicate
764 DREXEL BUILDING,
PHILADELPHIA, PA.

25th Year of Faithful Service.

FRANK P. MacLENNAN, OF TOPEKA JOURNAL, DESCRIBES WORKINGS OF ASSOCIATED PRESS

How Great News Gathering and Distributing Organization Serves Its Membership of a Thousand Daily Papers Throughout the Country, Each Bearing Its Share of the \$3,000,000 Annually Dispersed—Handling the President's Message—The Work with Armies and Navies.

Frank P. MacLennan, editor and publisher of the Topeka (Kan.) Daily State Journal, and a former vice-president of the Associated Press, who is one of the big newspaper men who are in New York this week, spoke recently on "The Associated Press," before the Current Topic Club, of the Topeka Y. M. C. A. He said, in part:

"I am not an officer of the Associated Press. I have served as vice-president of the organization for two terms, but was never a director, although last January the nominating committee did me the honor of putting me in nomination with nine other men, from which list of ten, five will be selected the latter part of this month. The tale is yet to be told, and five of us will know whether we are elected or whether we are not in due course.

"I have taken a great interest in the affairs of the Associated Press and have been identified with the organization in various ways. When I was first connected with a newspaper receiving the Associated Press the report received consisted of 1,100 words. To-day the State Journal receives 17,000 words over one wire; that is about ten columns of space in an ordinary newspaper.

GREATEST NEWS ORGANIZATION.

"We regard the Associated Press as the greatest organization for the collection and dissemination of news in the world. It is purely cooperative, a mutual organization. It declares no dividends, has no profits, and by its by-laws cannot sell intelligence or traffic in it. The Association is probably the most democratic institution that could be imagined. In its members are newspapers whose political proclivities are Republican, or Democratic, or Progressive, or who lean to any phase or faction of political or economic policy. It is organized solely for its members, of which there are 980, about equally divided between morning and evening newspapers.

The members of the Associated Press publish papers in the United States in four different languages—English, Spanish, German, and French.

There are but six officers of the Association, the president, who must be selected from the board of directors, which numbers fifteen; two vice-presidents, which are selected from the members of the corporation and are not directors, except they attend directors' meetings; a secretary; an assistant secretary, and a treasurer, none of which needs be a member of the board of directors or the corporation itself. The fifteen directors have general charge of the organization, which collects about \$3,000,000 annually and disperses it.

On this board of directors are the greatest newspaper men in this country. Conscientious, painstaking, and unselfish, they give their time without compensation to the great work of the Associated Press, the direct management of which devolves itself upon Melville E. Stone, a man of exceptional fitness for the position by his long experience in the work and his training in the newspaper field, a



FRANK P. MacLENNAN,
Editor and Publisher, Topeka Daily State Chronicle.

man of unimpeachable integrity, with an unswerving devotion to the service, high-minded, broad-minded, never failing in the faithful performance of his great duties. He is assisted by able lieutenants, some of whom are known as superintendents of the four geographical divisions of the organization.

Frank B. Noyes, of the Washington Star, the president of the Associated Press for the past twelve or fifteen years, is active in its affairs, devoting his time and talents unselfishly to the great work. His long connection with the organization has made him familiar with all of the precedents and practices of news-gathering organizations upon which subject he is an authority.

RECEIPTS AND EXPENDITURES.

"The receipts of the association are by assessment and are based upon expenditures. At times, during wars, the expenses of the organization increase enormously; the association charters vessels and boats and sends correspondents to long distances. Sometimes the cablegrams transmitted by the Associated Press correspondents for the use of the different members cost as much as \$2 per word.

"The Associated Press employs the wires of the Western Union and Postal Telegraph and the telephone companies for the transmission of its news. There

was an impression quite widespread some years ago that the Associated Press was in some way allied with the Western Union Telegraph Company. Now, the Associated Press may use more Postal wires than it does Western Union as may best serve the different papers. It uses the telephone wires everywhere.

"The organization requires in this country about 800 telegraph operators

Associated Press wire and be transmitted to the State Journal in Topeka and the Topeka Capitol at the same moment. The President of the United States, at eight o'clock, Topeka time, is expected to deliver his war message. No one knows just what that message will be. From general conversation and investigation that the President has made, it is known that he means to declare that this country must enter into a war, which must be maintained to victory, with the Imperial German Government, not with the German people.

"This message is awaited with probably the greatest interest that has awaited any document that has come from the President since he was in the White House. The length of it is not known; it is understood to be the longest message that the President has ever delivered to the Senate or House or the joint session of those bodies.

"The message will not be transmitted from Washington until the President delivers it. But an Associated Press telegraph operator is in the very chamber in which the President will speak. As he drops the sheets of his manuscript, page by page, each page will be transmitted over the wires of the Associated Press and will go to the different parts of this country and be cabled to those European countries that are not in conflict with the United States at this time, or about to be.

ACCURACY ENJOINED.

"A severe reprimand would follow to any employee of the Associated Press, or any member of the Associated Press, who gave to the organization an inaccurate piece of news. As you may know, most of the inaccuracies in newspapers are due, not to the newspaper, but to you or to the people who inform the newspaper.

"I might say that every one of the newspapers in the United States receiving the Associated Press is under obligation to give its fellow members the news of general interest to its community; that is part of the contract. In the large city, of course, the Associated Press has its staff of reporters and correspondents. It has its bureaus, and in many cities that bureau is like a newspaper office. It has its news editors and its reporters.

A. P. MEN WITH ARMIES AND NAVIES.

"The Associated Press has bureaus or correspondents in every city of any importance on the globe. The Associated Press correspondent is called upon to meet the most serious responsibility and to face the ordeals that soldiers face. Associated Press correspondents are not infrequently shot or wounded by shells in the performance of their duties. They are heroes, in a sense, as great as the soldier in the trenches. They perform a duty which is necessary and hazardous, and when you think of the soldiers at the front you should think of the Associated Press correspondents there, because they perform a duty just as the man in the ranks does.

"The Associated Press has a number of rivals, but it is the greatest organization; other organizations copy after it. All of the other associations, I believe, with the exception of the Associated Press, are organized partly for profit. The Associated Press can declare no dividends; if its receipts exceed its expenditures, then its assessments are reduced; if its expenses exceed the receipts, they are advanced."

THE PRESIDENT'S MESSAGE TO CONGRESS.

"I might tell you of an incident that will transpire in a few minutes on the

Coöperation means giving the other fellow a lift, but don't do it with the toe of your boot.

**CENSORSHIP PROVISION
TEMPORARILY SHELVED**

Espionage Bill Withdrawn from Consideration in the Senate—Important Amendment Adopted Would Permit Proper Criticism of Governmental Acts and Policies.

WASHINGTON, April 23.—The Espionage bill, containing the censorship provision, has been temporarily withdrawn from consideration in the Senate. The bill gave way to the Army bill, which is considered more urgent. Before the Espionage bill was withdrawn a most important amendment was made relating to the proposed censorship of the press. The amendment adopted provides that the collection and publication of information regarding military operations shall be punished with a fine of ten thousand dollars or imprisonment for ten years, or both, "provided that nothing in this section shall be construed to limit or restrict, nor shall any regulation herein provided 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."

To the provision where it was stated that the President should provide regulations governing censorship of the press, the qualifying adjective "reasonable" is added.

Censorship over the press, mails, telegraph, and telephones has not yet been formally established. The Attorney-General and Secretary Lansing, of the State Department, have before them a bill authorizing the President to promulgate regulations governing newspapers and the publication of war developments should the provision of the Espionage bill fail.

NEW COMMITTEE OPERATING.

"The Committee on Public Information," recently created by the President, under George Creel, has started its operations, but not to any stringent extent. The Washington Times of yesterday stated that, in reporting the arrival of Mr. Balfour, head of the English Commission visiting this country, that, upon the request of the officials of the State Department, it would not print the route of travel of Mr. Balfour from the Union Station to his Washington residence. This and other mild forms of censorship are in evidence. Unofficial information is imparted by members of the President's Cabinet that it is the purpose of the Government to limit its censorship to a few negative rules intended to prevent information of value from falling into the hands of Germans. They deny that there is any intent to establish a hard and fast censorship which would prevent the expose of any mismanagement or inefficiency on the part of Government officials.

Phillip Patchin, formerly with the New York Sun and at one time chief of the Bureau of Information of the State Department, but who has been travelling abroad recently, has taken charge of the Bureau of Information again at that Department. This Bureau of Information will also act as a Censorship Bureau.

WILL HONOR FELLOW-CLUBMAN

Thomas F. Smith to Be Dinner Guest of Press Club Members.

New York Press Club members will give a subscription dinner and testimonial on the night of April 30 at the clubhouse, to Thomas F. Smith, who was recently elected to Congress from a New York district. Mr. Smith, at the

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



HARRY C. TEMPLE is a country-bred Ohioan, educated in a red brick schoolhouse on an unimproved road. At seventeen he learned telegraphy, and advanced until he became an assistant dispatcher. Later he entered an art school, but returned occasionally to railroad work. Finally he landed with the Cleveland Plain Dealer, where he developed his distinctive Sketches from Life, which have been featured in that paper for several years past, and have been extensively syndicated throughout the country these past three years.

He is a fisherman by instinct, but most of his recreation is work. As his sketches indicate, his principal interest is in folks, every-day folks, of the kind you see wherever you go.

start of his career as a newspaper reporter, about thirty years ago, joined the New York Press Club, and was later elected to life membership. He has always taken an active interest in the organization. The dinner committee is composed of E. P. Howard, president; Keats Speed, Herbert B. Swope, Edward W. Drew, David A. Curtis, Peter J. Loughlin, Caleb H. Redfern, Treasurer; John A. Hennessy, H. DeW. Hamilton, Dr. O. Watson, Parke F. Hanley, John P. Jones, J. J. Wohltman, George F. Lyon, secretary.

A. P. Editors at Savannah

The spring meeting of the Coast Circuit Association of the Associated Press was held last week at Savannah, Ga. William G. Suttle, of the Savannah Press, and J. S. Reynolds, of the Columbia State, were re-elected president and secretary, respectively, and Macon, Ga., was chosen as the place for holding the fall meeting in October. An effort will be made to have not alone the representatives of the leased-wire papers on the circuit attend the Macon meeting, but the representatives also of those papers receiving a pony service. Sidney Thatcher, representing the Associated Press, attended the meeting. Among others present were George Long, managing editor of the Macon Telegraph; T. R. Waring, editor of the Charleston Post, and J. Percy Miller, managing editor of the Savannah Morning News.

A Live Wire in Fargo

In the recent fashion number of the Fargo (N. Dak.) Courier-News, young ladies of Fargo were pictured, wearing costumes on sale in local stores. The feature attracted wide attention. John Thompson, who became publisher of the paper on January 10, has, without resort to artificial devices, increased the circulation by 50 per cent. The fashion number consisted of thirty-two pages, all produced in the Courier-News plant.

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

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.

A. B. C. REPORTS

and U. S. Government Reports

(Made Semi-Annually by Duluth's Two Newspapers)

Offer Indisputable Evidence That

THE DULUTH HERALD

Is Supreme in Its Field

Duluth is pre-eminently a "one paper" city. Advertisers who use The Herald exclusively cover AT ONE COST one of the richest sections in America—Duluth and the Empire of Steel.

Concentrate in The Herald—few newspapers equal it in productivity of distribution

La Coste & Maxwell
National Representatives
Monolith Building, New York
Marquette Building, Chicago

For thirty-four years THE HERALD has been Duluth's home newspaper. THE HERALD never cut a subscription price or resorted to a premium or other circulating scheme.

HITS VERY FOUNDATION OF FREE INSTITUTIONS

Publishers' Association Declares Censorship Provision of Espionage Bill Violates the Constitution and Menaces Freedom of the Press and of Speech—Drastic Resolution Passed.

The Publishers' Association of New York City on April 21 adopted the following resolutions:

"The censorship provision of the Espionage bill now pending in Congress is an assault upon the very foundation of our free institutions — freedom of thought and freedom of speech. The proposed legislation is drastic and indefinite in its terms and uncertain in its import. No one can foresee what its consequences might be. Through the newspapers, it strikes at the rights of the people. In war of all times, the press should be free, vigilant, bold, unfettered, and untrammelled.

"The first amendment to the Constitution of the United States reads: 'Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof or abridging the freedom of speech or of the press or the right of the people peaceably to assemble and petition the Government for a redress of grievances.'

SERIOUS RESULTS THREATENED.

"Those who framed this amendment thoroughly intended, and those who voted for its adoption understood, that they were excluding from the national Government all power with reference to the abridgment of the rights of the press. Serious results are sure to follow any effort to suspend the constitutional guarantee of a free press and of free speech. The liberty of the press within existing laws governing treason is the nation's greatest asset and never so much as at a time like this, when it stands as the one great safeguard of the people.

"There at present exists a voluntary censorship suggested by the Government which newspapers are observing in a most patriotic way. Every self-respecting newspaper expects to cooperate with the Government in refraining from the publication of news that would give aid to the enemy. Does any one believe there is in the United States a single newspaper which would willingly print that which should be concealed? Newspapers that wilfully violate the spirit of censorship and publish prohibited information of military value could be prosecuted under the law of treason.

"The American people are entitled to a full, free, and frank statement of all that occurs, whether it be good or bad. They must have confidence that they are getting the truth. There can be no justification for a restriction that abridges the liberties of the press.

"The Publishers' Association of New York City requests the Senators and Representatives in Congress from New York State to vote against the adoption of the censorship provisions of the pending bill."

JEWISH DAILY CELEBRATES

The Forward is Twenty Years Old—Conducted on Novel Lines.

The Jewish Daily Forward, a New York newspaper, celebrated its twentieth anniversary April 22. The celebration was in the form of a concert and mass meeting at the Hippodrome in the afternoon, and in the evening 800 guests attended a dinner at one of the large restaurants in this city. Perhaps the

most interesting feature connected with the Forward is the organization of the newspaper. It is owned cooperatively by its readers and published by the Forward Association. Not a single dollar has ever been made by the Association from the newspaper. After printing expenses and salaries are deducted, 20 per cent. of the profits are donated to charity and the remainder is turned back to the general fund for the purpose of enlarging the scope of the enterprise. The editor of the newspaper is Abraham Cahhan, who has been at the head of his department for the greater part of the Forward's career.

To Report Spy Bill

WASHINGTON, April 24.—The House Judiciary Committee decided to report the espionage bill to the House.

The press censorship section was one of the features which caused most opposition in the hearings and much of the deliberation in the committee. It was said that the provision adopted would not in any way bar newspaper or editorial criticism of governmental policies. The limitation is placed solely on the dissemination of any military information which would be of value to the enemy.

Two Ohio Papers Sold

The Washington (O.) Daily News and the semi-weekly Record-Republican have been sold to a newly incorporated company, the Washington News Publishing Company. W. J. Galvin, a well-known Ohio newspaper man who owns or controls six newspapers has been elected president; Forest F. Tipton, recently private secretary to Gov. Frank B. Willis, vice-president and editor, and Prof. C. C. Martin, principal of the Wilmington, O., High School, and for many years a stockholder in the Journal-Republican Company, of that city, business manager. The new concern has a paid-in capital stock of \$25,000, and the papers are the only Republican sheets in Fayette County.

Editor Sawyer's Mission

E. O. Sawyer, jr., editor of the Alaska Evening Gateway and the Alaska Evening Post is the first commercial agent ever sent out from Alaska. He hails from Seward, the most northerly coastal point that boasts "open water" both summer and winter, and is in Los Angeles, endeavoring to "sound southern California sentiment regarding a proposed Alaskan-Los Angeles steamship route."

Woman Editor for College Daily

For the second time in the history of the University Daily Kansan, published at Lawrence, Kan., a woman has been elected editor-in-chief of the publication. Helen Patterson, a senior from Victoria, will edit the student publication for the rest of the school year. Herbert Howland, a senior from Ludell, has been elected news editor.

Makes Comparative Study

A comparison of the problems of English and American newspapers is being made by Norman J. Radder, of Sheboygan Falls, as a graduation thesis in the course in journalism at the University of Wisconsin. He is studying particularly such problems as advertising, sensationalism, kind of news handled, and the like.

Star-gazing may not be a money-making occupation, but it doesn't cost as much as a poor poker hand.

TIPS FOR THE AD MANAGER

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, Pa., are placing orders with newspapers in selected sections for the D. M. Perry & Co., "Perry Seeds," Detroit, Mich.

THE H. H. GOOD ADVERTISING CO., 45 Murray Street, New York city, is making some renewal contracts with newspapers for the Carter Medicine Co., "Carter's Little Liver Pills," 45 Murray Street, New York city.

HANFF-METZGER, 95 Madison Avenue, New York city, is sending out orders to a few newspapers in selected sections for the Waterson, Berlin & Synder Co., music publishers, 1571 Broadway, New York city.

THE FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York city, will place some advertising for the D. E. Sicher & Co., muslin underwear, 45 West 21st Street, New York city, and will place some contracts with a selected list of newspapers for the Utica-Knitting Co., "Springtext" underwear, Utica, N. Y.

THE NELSON CHESMAN & CO., 200 Fifth Avenue, New York city, are again placing list of newspapers with Manahan Moth Paper Co., "Manahan's Moth-Proof Garment Bags," 370 Pearl Street, New York city.

THE CECIL ADVERTISING CO., Mutual Building, Richmond, Va., is placing orders with a few newspapers in selected sections for the Planters' Nut & Chocolate Co., "Peanut Brand Salted Peanuts," Wilkes-Barre, Pa.

THE TAYLOR, CRITCHFIELD, CLAGUE CO., Chicago, Ill., is placing orders with a few newspapers for the McKee Refrigerator Co., "McKee Refrigerator," 113 Lorimer St., Brooklyn, N. Y.

SWIFT SPECIFIC CO., "S. S. S.," Butler and Hunter Sts., Atlanta, Ga., is making renewal contracts with newspapers through W. S. Eakin, advertising manager.

SHERMAN & BRYAN, 79 Fifth Avenue, New York city, are handling the advertising of Kraus & Co., Inc., "In-B-Tween" Cigars, Baltimore, Md.

THE FRANK SEAMAN CO., 461 Eighth Avenue, New York city, will use large copy in a campaign it is about to start for the General Electric Co., Schenectady, N. Y.

THE E. P. REMINGTON AGENCY, 1280 Main Street, Buffalo, N. Y., is placing orders with newspapers in selected sections for the General Baking Co., "Bread Baking Contests."

THE FRANK PRESBREY CO., 456 Fourth Avenue, New York city, is sending out orders to newspapers in large cities for the Marlin Arms Corporation, New Haven, Conn.

GEO. G. POWNING, INC., 600 State Street, New Haven, Conn., is placing orders with newspapers generally for the Korein Co., medical.

THE OSTENREIDER ADVERTISING CORP., 606 South Michigan Avenue, Chicago, Ill., is sending out orders to some large city newspapers for the Hotel Atlantic (formerly New Kaiserhof), Clark Street, near Jackson Boulevard, Chicago, Ill.

LORD & THOMAS, Mallery Building, Chicago, Ill., are again placing orders with newspapers in selected sections for the B. J. Johnson Soap Co., "Palmolive" and "Galvanic" Soap, Fourth and Fowler Streets, Milwaukee, Wis., and sending out orders to newspapers in the following cities: Detroit, Indianapolis, Louisville, Milwaukee, and St. Louis.

FRANK KIERNAN & Co., 135 Broadway, New York city, is placing eighty-four-line, double column, orders to newspapers generally for the Magnate Copper Co., Financial, Liberty Building, Philadelphia, Pa.

W. H. H. HULL & Co., Tribune Building, New York city, are sending out 500-line one-time orders to large city newspapers for the Emery-Beers, "Onyx Holsery," 1107 Broadway, New York city.

DOOLEY-BRENNAN COMPANY, Chicago, Ill., is preparing an extensive newspaper campaign to appear shortly in a list of selected cities, for the Cudahy Curled Hair Mattresses, a by-product of the Cudahy Packing Company, of Chicago.

JOINS DOOLEY-BRENNAN CO.

H. S. Daniels to Have Charge of New Detroit Branch of Chicago Agency.

On May 1 the Dooley-Brennan Co., Chicago, opens a service office in Detroit, Mich., in the Whitney Building, and H. S. Daniels, who for five years has been associated with the Kissel Car, will take charge of the Detroit branch. Mr. Daniels's work for the past few years has attracted wide attention. His special efforts will be directed in favor of the Dort Motor Car Co., but he will give similar personal attention to other accounts of the Dooley-Brennan Co. in the Detroit territory.

New Orleans States

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

36,660 Daily

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

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

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

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOODMAN,
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

AD FIELD PERSONALS

ST. ELMO MASSENGALE, of Atlanta, has been named by Herbert S. Houston as a member for the South of the National Advertising Advisory Board.

H. H. KNOWLES, of San Francisco, has joined the staff of the Oroville (Cal.) Register, and will have charge of advertising solicitation. Knowles, who has had extensive experience in advertising writing, recently completed an engagement for special work for the San Francisco Chronicle.

FRED H. DRAKE, a well-known advertising writer, has been appointed as manager of the service department of the Blum Advertising Agency, of San Francisco. Drake has handled, for a number of years, some of the largest advertising accounts on the Pacific Coast.

G. LYNN SUMNER, advertising manager of the International Correspondence Schools, spoke before the Poor Richard Club of Philadelphia at its noon luncheon, April 20, telling the story of how the I. C. S., through a scientific study of its national advertising, increased its volume of inquiries 67 per cent. in one year.

E. R. SMITH has been appointed manager of the farm advertising department of the Manternach Company, of Hartford, Conn. During the past two years Mr. Smith has had charge of the advertising of the Cutaway Harrow Company. Prior to that connection he was for some time associated with the New Haven Journal-Courier and the Providence Bulletin.

HARRY C. MERRILL, for the past five years an advertising solicitor on the staff of the Express-Advertiser, has resigned to enter the employ of the William P. Bonbright Company, Inc., of Boston. Mr. Merrill will serve his new employers as bond salesman.

J. BERNARD LYONS and WINFIELD W. DUDLEY, New York advertising agents, have combined in the Lyon-Dudley Company, and will open offices in the Times Building about May 8th.

VINCENT ST. JOHN NEVILLE has succeeded H. Roscoe Bailey as advertising manager of the Meridian (Miss.) Dispatch of which James A. Metcalf is publisher.

FRANK KIERNAN AND COMPANY, advertising agents, have moved their offices to new quarters at No. 135 Broadway, New York.

GEORGE R. CULLEN, a Buffalo advertising man, has joined the advertising forces of the Chalmers Motor Company.

STARTED AS OFFICE BOY

W. H. McKeown, After 15 Years' Service with Detroit Times, Made Ad Manager.

Will H. McKeown has been appointed Advertising manager of the Detroit Times. Mr. McKeown has spent a great many years in the newspaper field, and has refused many tempting offers from other publications.

He succeeds Chas. Sherwood. McKeown started as office boy with the Times fifteen years ago, and has held all positions in the advertising office, and is now made its manager.

HEARD POLE DISCOVERERS

San Francisco Press Club Entertains Peary and Shackleton.

The San Francisco Press Club, taking advantage of the presence in that city of two of the greatest of Arctic explorers and discoverers of the Poles, entertain successively, during the past two

weeks, Rear-Admiral R. E. Peary and Sir Ernest Shackleton. "Air Power in the United States and Air Defences for San Francisco" was the subject of the talk given at the press luncheon by Admiral Peary, discoverer of the North Pole. Peary, as chairman of the National Aerial Coast Patrol Commission, came to San Francisco in the interests of the aerial defences of the nation.

Sir Ernest Shackleton gave the Press Club men an intimate talk on some of his most thrilling adventures in the Antarctic regions, but, with his usual modesty, disclaimed all credit for being a great hero.

Boston Journal Had the Story

H. Lee Somers, night city editor of the Boston Journal, protests against the recent news item in THE EDITOR AND PUBLISHER, in which it was stated that the morning newspapers of Boston had missed the story of the seizure of the interned German liners at that port through sending "Good Night" to the men assigned to the matter ten minutes before the arrival of the Federal officials on the scene. Mr. Somers forwards a copy of the Journal—an extra, issued under 7 A. M. date—covering the story.

During these days, when everything is on the move, the only man who is safe is the man in motion.

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 Mathews Special Agency
Boston—New York—Chicago

In Baltimore THE NEWS is recognized as the leading advertising medium by both local and general advertisers—particularly the discriminating class. No other Baltimore paper has the influence of THE NEWS in the development of a growing business.

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

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA

NEWS Birmingham
Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916.

CALIFORNIA

EXAMINER Los Angeles
A. B. C. Audit reports show largest Morning and Sunday circulation (greatest Home Delivery).

MERCURY-HERALD San Jose
Post Office Statement 11,434
Member of A. B. C.

GEORGIA

JOURNAL (Cir. 57,531) Atlanta

CHRONICLE Augusta

ILLINOIS

HERALD-NEWS (Circulation 15,190) Joliet

IOWA

THE REGISTER AND TRIBUNE... Des Moines
Circulation, 85,000 Daily, 70,000 Sunday.

SUCCESSFUL FARMING Des Moines
More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.

KENTUCKY

MASONIC HOME JOURNAL... Louisville, Ky.
(Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.

LOUISIANA

TIMES-PICAYUNE New Orleans

MICHIGAN

PATRIOT (No Monday Issue) Jackson
Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A.
Flat Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.

MINNESOTA

TRIBUNE, Morning and Evening... Minneapolis

MISSOURI

POST-DISPATCH St. Louis
Daily Evening and Sunday Morning.

Is the only newspaper in its territory with the beautiful Rotogravure Picture Section.

The POST-DISPATCH sells more papers in St. Louis every day in the year than there are homes in the city.

Circulation entire year, 1916:
Sunday average 356,193
Daily average 204,201

ROLL OF HONOR

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

ILLINOIS

SKANDINAVEN Chicago

MONTANA

MINER Butte
Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.

NEW JERSEY

JOURNAL Elizabeth

PRESS CHRONICLE Paterson

COURIER-NEWS Plainfield

NEW YORK

COURIER & ENQUIRER Buffalo

IL PROGRESSO ITALO-AMERICAN... New York

DAY New York
The National Jewish Daily that no general advertiser should overlook.

OHIO

VINDICATOR Youngstown

PENNSYLVANIA

TIMES Erie

DAILY DEMOCRAT Johnstown

TIMES-LEADER Wilkes-Barre

TENNESSEE

BANNER Nashville

TEXAS

CHRONICLE Houston
The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.

UTAH

HERALD-REPUBLICAN Salt Lake City

VIRGINIA

DAILY NEWS-RECORD Harrisonburg
In the famous Valley of Va. only paper in the richest Agricultural County in United States.

WASHINGTON

POST-INTELLIGENCER Seattle

NEBRASKA

FREE PRESSE (Cir. 128,384) Lincoln

NEW YORK

BOULETTINO DELLA SERA New York

JOURNALISM STUDENTS TURN TO WAR SERVICE

Twenty-one Members of Columbia School Enlist for Work with University's Division of Intelligence and Publicity—To Assemble Facts and Gather News for War Literature.

BY LENOIR CHAMBERS, JR.

Dropping their school work at the call of the mobilization committee of Columbia University, twenty-one members of the third and fourth-year classes of the Columbia School of Journalism have enlisted in the University's Division of Intelligence and Publicity and are giving their entire time to publicity, news, and feature work connected with the war.

Walter B. Pitkin, associate professor of philosophy in the school, formerly of the Evening Post, and Roscoe C. E. Brown, ex-managing editor of the New York Tribune, are directing the work. Six students of the fourth-year class, with George A. Hough, jr., son of the managing editor of the New Bedford Standard, at their head, form an executive committee under Professors Pitkin and Brown.

Columbia University, which in the words of President Butler is first of all a public service institution, has mobilized all its resources for the aid of the nation. Students of the School of Journalism, wishing to contribute to the nation's call for service but desirous of sticking to their typewriters, responded with a whoop to the call for volunteers in the Division of Intelligence and Publicity. The entire third-year class was placed under the Division at first, but later the number was reduced to fifteen. In one day they were transformed from a group of students meekly attending classes to a news-gathering, feature-writing, information-assembling agency, with the prospect of continuing the work through the summer and possibly for the duration of the war.

TO PUBLISH WAR PAMPHLETS.

The Division is the publicity centre for all the war news coming from Columbia, but its chief work is the preparation and publication of the Columbia War Papers, a series of pamphlets on the non-military problems of the war written by members of the Columbia faculty and by other writers and authorities, and sent broadcast over the country. The food shortage was the first subject to attract the attention of the Division. Prof. John Dewey's "Enlistment for the Farm," R. C. E. Brown's "Mobilize the Country-Home Garden," and Professors Seager and Chaddock's "Food Preparedness" dealt with this general subject. Other subjects of waste, economy, and the utilization of children in the nation's mobilization will be discussed in later pamphlets.

In the preparation of these pamphlets the School of Journalism is playing a leading part. Journalism students



NEW BEDFORD PARADE FEATURED BY STANDARD AND MERCURY.
FOR A FREE PRESS

Patriotic Parade in New Bedford Featured by Newspaper's Representation.

New Bedford, Mass., had a patriotic celebration on April 19, and one of the features of the big parade was the representation of the Standard and Mercury, owned by E. Anthony & Sons, Inc. About 100 employees of the Standard were in line, headed by the janitor of the building carrying the American flag. This flag was carried on a pole with an eagle surmounting, pole and eagle having been presented to the newspaper in 1859. Following the flag

are collecting much of the information used by the writers, they are investigating possible subjects for treatment, and they are actually assisting in the writing. Gone are books, gone are classes, gone are all the signs of school work.

"This is real journalism, and it is real service to the country," said Professor Pitkin.

The University authorities have announced that full credit toward a degree will be given for this work. The publicity department of the Division is under the direction of Merryle S. Ruckeyser and M. Lincoln Schuster. Other fourth-year students helping in the supervision of the work are Donald M. Stern, Palmer Smith, F. G. Pitts, Marie Sermolino, and Phyllis Periman.

Colorado Springs
and
THE TELEGRAPH
An A. B. C. Paper
J. P. MCKINNEY & SON
New York Detroit Chicago

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press
"Michigan's Greatest Newspaper."

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

came three employees carrying a banner inscribed "A Free Press, For Humanity, Liberty, Democracy." Young ladies, employed in the office of the paper, carried a large American flag, and were followed by E. H. Anthony, publisher of the Standard, who led the employees. In the first line were George A. Hough, managing editor; James T. Murray, advertising manager; Cooper Gaw, editor; W. O. Devoll, jr., city editor; Edmund Anthony, assistant to the publisher; Leon M. Huggins, Sunday editor; Alston H. Garside, textile editor; Thomas Brady, jr., military editor, and George H. Reynolds, circulation manager.

Will Address Publishers

"My Experience with Foreign Advertising and Agencies" is the subject of a practical talk to be given by N. A. Huse, formerly of the Norfolk (Neb.) News, and now vice-president of the American Press Association, at the meeting of Wisconsin editors and publishers at the University of Wisconsin, May 17, 18, and 19. Mr. Huse as a publisher was very successful in securing a large amount of national advertising in his newspaper, and will explain the methods that he used in obtaining these advertisements. He will speak on Friday evening, May 18.

First Quarter

In three months of 1917, The New York Times published 2,878,960 lines of advertisements, 287,218 lines more than in the corresponding quarter of 1916, and, deducting help and situation wanted advertisements, a greater volume than any other New York newspaper.

Average net paid circulation, daily and Sunday, of The New York Times, as reported to Post Office Department, April 2, 1917—344,436.

PHILADELPHIA
America's Greatest
Industrial City.

The PRESS
Philadelphia's Great
Industrial Paper.

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

Patriotic New York Newsies

At the annual dinner for newsboy lodgers of the Brace Memorial Newsboys' Home in New York, 175 boys enthusiastically applauded patriotic addresses. Loring M. Black was toastmaster, and the speakers included Hans von Kaltenborn, of the Brooklyn Eagle, and Superintendent William L. Butcher, of the home. Superintendent Butcher said that 125 of the boys had already joined the army or navy. Many others had volunteered, but were rejected.

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.

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

The
Pittsburgh Post
ONLY
Democratic
Paper In
Pittsburgh.



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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Best Known Slogan
in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be In the Market for Supplies.

NEW YORK.—High Tide Publishing Company, general publishers, capital \$5,000. Directors, E. Richard Shayer, George N. Shorey, E. A. Oppenheim.

NEW YORK.—Lafayette Paper Mills, Inc., manufacture paper, capital \$200,000. Directors, S. Helfgott, D. Carson, and M. Klein.

PASSAIC, N. J.—Passaic Daily News, Inc., to take over the paper of that name; capital \$200,000. Directors, Geo. M. Hart, James T. Barker, and John L. Hughes.

NEPHI, Juab Co., Utah.—Times-News Publishing Company, general publishers, capital \$2,500. Directors, Dennis Wood, A. B. Gibson, Elsie Wood, Raymond Wood, A. A. Gibson, and C. L. Gibson.

CRANSTON, R. I.—The Mathewson Printing Company, publishers, capital \$50,000. Directors, Winthrop S. Mathewson, Lynette W. Mathewson, and Thomas Whitehead.

BRIDGEPORT, Conn.—Bridgeport Life Publishing Company, general publishers, capital \$40,000. Directors, Robert N. Blakeslee, Robert M. Sperry, and F. E. Morgan.

CHANGES IN INTEREST

CANANDAIGUA, N. Y.—The Daily Messenger has been purchased by the Messenger Association, Inc. W. A. Patton is president of the new corporation, with W. D. Packard as secretary and B. B. Weldy treasurer.

CLEARFIELD, Ia.—The Enterprise, owned for nine years past by L. H. Andrews, has been sold to P. D. Covert, who will take possession about the 1st of June.

SYLVESTER, Ga.—G. R. Nottingham has leased the Worth Co. Local.

MT. VERNON, Ga.—The Sentinel, formerly published at Soperton, is hereafter to be issued in this place. This gives Mt. Vernon two papers.

NEW ENTERPRISES

SAN GABRIEL, Cal.—The Record has gone out of business and the San Gabriel Sun has been established, with J. T. Lusk as editor of the newspaper.

SUMMERLAND, Cal.—The Expositor started publication at Summerland beginning April 18.

MARS HILL, Me.—The first issue of the News appeared on April 5. L. P. Waddington is the publisher.

VICTORIA, B. C.—The British Columbian Mining News is expected to be issued before the end of this month. Louis D. Taylor, formerly proprietor of the Vancouver World, and latterly owner and editor of the Prince George Citizen, is to be the publisher.

WEDDING BELLS

Carl Dickey, of the Times editorial staff, and Miss Winifred Harding, of McAllen, Tex., were married April 19, at Brooklyn Manor. The marriage is the culmination of a romance which started last summer when Mr. Dickey, who was stationed at McAllen as a Times correspondent with New York troops, met the young lady. After a short honeymoon Mr. and Mrs. Dickey will reside in Brooklyn Manor.

Ralph E. Bailey, a newspaper reporter in Providence, R. I., was married recently to Miss Margaret Helen Suba, of Plainville, Conn. Mr. and Mrs. Bailey are residing in East Greenwich.

E. L. Thorpe, editorial and news writer of the Gresham Outlook, and Mrs. Eva G. Crawford, were married recently at Vancouver, Wash., the nuptials capping a childhood romance that began nearly half a century ago at Coffin Rock, on the lower Columbia River. The families of each had been close friends and the two played together as children until forty-six years ago, when Mr. Thorpe came to Portland with his parents and Mrs. Crawford, then a lass in short dresses, was taken to Astoria with her parents. The families of each met frequently during the past few years when the romance budded.

Miss Mary Dillon, of St. Paul, writer of local features for the Pioneer Press under the name of "Jane Gray," was married in Chicago April 21 to Dr. Samuel Dales Foster, of the latter city. Mrs. McGrath will reside in St. Paul while her husband, who is head of the hospital corps of the First Illinois Cavalry, is serving with his regiment.

Tom Daly Boosts Judd Lewis

PHILADELPHIA, April 24.—Judd Mortimer Lewis, "the sweet singer of the Houston Post," as Tom Daly dubs him, is writing "Patsy Kildare, Outlaw," an

every-night story, which is being carried in the Evening Ledger. Mr. Daly contributed an appreciation of the Texas man to accompany the first instalment, in which he notes that the bard started life as a stereotyper, and hails Col. R. M. Johnston, editor and proprietor of

the Post, as his discoverer. He says: "Uncle Judd is now one of his chief assets. His loyalty to his chief is not the least striking of his many commendable traits. Uncle Judd loves his paper and the people of Houston and they in return lavish affection upon him."

INTERTYPE

Model A

Single Magazine
\$2100

Model B

Two Magazines
\$2600

Model C

Three Magazines
\$3000



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

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

This is one of the advantages of Intertype Standardization.

INTERTYPE CORPORATION
Terminal Bldg. BROOKLYN, N. Y.

The Ault & Wiborg Company of NEW YORK

News Ink

57 Greene St. New York City

Write Us—

PATRIOTIC PRESS CLUB

Baltimore Newspaper Men Give Rooms as Recruiting Station.

The offer of the board of governors of the Baltimore Press Club to establish a United States Naval Reserve enrolling station at the clubrooms of the Baltimore Press Club, has been accepted by the Federal Government, and Lieut. Clephane, of the United States ship Fish Hawk, which has been tied up at Fort McHenry for several weeks, will assume charge of the new station.

A letter of thanks and appreciation has been received by the Baltimore Press Club from Lieut.-Commander H. M. L. Walker, U. S. N. Lieut. Walker extends official thanks on behalf of Rear-Admiral Walter McLean, commandant of the Fifth Naval District, and personally congratulates the Club for its patriotism in donating the rooms.

Newspaper for the Sioux.

The first newspaper known to be published in the Sioux Indian language was recently started at Poplar, Mont. It is called the Fort Peck Sioux Pioneer. The first issue was printed partly in English and partly in Sioux. The advertisements were entirely in Sioux, with the exception of the names of the advertisers, which were in English. The first edition of the paper was exhausted at 5 cents a copy, and the second edition brought ten cents a copy.

Gus Hendrick is the publisher. The paper at first will appear but once a month, and later, if business warrants it, will appear weekly.

Badges as Baseball Tickets

At Boston last Friday Business Manager Haggood of the Braves tried the scheme of admitting the newsboys to the morning game on presentation of their badges instead of tickets, as has been the custom, and it worked admirably. In the past many large boys and even men used to present themselves at the gate with tickets intended only for newsboys, with the result that many of the younger newsboys got overlooked. Ed. Keevin, of the Advertiser-Record circulation department, brought the badge idea forward and, judging from the results, Mr. Haggood and his assistants are glad that he did.

Patriotic Enterprise in Texas

The A. H. Belo & Co. publications, including the Dallas (Tex.) News and Evening Journal, the Galveston News, and the farm periodicals allied to these dailies, have rendered conspicuous patriotic service through publishing in full-page display the appeal of the President for greater food production. The appeal was printed in the news columns when issued, and later in a style of display making it available for posting in public places.

Editors' Lives Threatened

The lives of its editors and the destruction of the Aurora (Mo.) Daily Light newspaper plant have been threatened in a letter believed to have originated in pro-German circles. "Dry up or you will be waited upon; this is a fair warning," the letter stated. The Light has taken a firm stand against un-American talk and actions.

Ad Coupons for Old Paper

The Jersey City Journal has gone after the conservation of paper in a most practical way. An advertisement appeared in that paper recently notifying people that old newspapers were valuable, and for them to save them. The offer was then made that the old newspapers could be exchanged at the Journal office for coupons that would be accepted by the Journal for payment for classified advertisements. For each 2½ pounds of old newspapers a coupon valued at 1 cent is given.

Charter Oak Ad Club

The Charter Oak Ad Club, Hartford, Conn., at the annual meeting last week, elected the following officers: M. C. Matternach, president; A. C. Fuller, vice-president; E. H. Morse, second vice-president; J. M. Sweeney, jr., secretary; W. C. Woodford, treasurer; W. A. Allen was elected official delegate to the A. A. C. W. Convention.

"Home Paper Balers"

That the high cost of paper has created a wide spread tendency among housewives to save old newspapers is indicated by the fact that manufacturers of "home paper balers" are advertising extensively in Chicago and other papers. One is manufactured at Mattoon, Ill., and is sold for \$7. A woman recently wrote to the Chicago Daily News that she now gets fifty cents a hundred pounds for old papers as against twenty cents formerly.

Army Censor for Pacific Coast

Lieut. Franklin C. Sibert, son and aide of Brig.-Gen. William Sibert, commander of the Pacific Coast Artillery District, has been appointed censor for the Western Department of the army, with headquarters at San Francisco.

BOOMING HUGHES, FOUND BRIDE

Western Newspaper Man Surprises Friends by Romantic Wedding.

PORTLAND, Ore., April 21.—A romance of love and politics in which an enterprising newspaper man lost the distinction of making a President of the United States, but won a wife, was unfolded in the marriage, at Seattle, Wash., today, of Miss Ruth Agnes Limond, of Minneapolis, Minn., and Charles Calmer Hart, of Spokane, Wash., former city editor of the Spokesman-Review, of Spokane, and three times secretary of the National Press Club at Washington, D. C.

The wedding was a surprise, and immediately afterwards the couple started on a wedding tour that brought them to-night to Portland, and will take them up and down the Pacific Coast for several months, after which they will be at home in Spokane. The bride is the daughter of Mr. and Mrs. A. S. Limond, of Minneapolis, and a graduate of one of the Minneapolis high schools. Mr. Hart was city editor of the Spokesman-Review between 1908 and 1911, and for

five years was its correspondent at Washington, D. C., where he was three times successively elected secretary of the National Press Club, and also was secretary, for three years, to William L. La Follette, Representative in Congress from the State of Washington. The romance and nuptials are the outcome of a brief vacation at the fashionable Coronado Beach in California in 1915, when Mr. Hart was touring the country with the main idea of interesting Republican and Progressive leaders in Justice Charles Hughes, and where he first met Miss Limond.

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

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the Editor and Publisher

742 Market Street SAN FRANCISCO

MANHATTAN PHOTO-ENGRAVING CO.



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

NEWSPAPER
prosperity is based on circulation.
FEATURE
elements of the right kind make and hold circulation.
SERVICE
by experts means material and methods that have been PROVED.
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
37 WEST 39TH ST., NEW YORK

USE
UNITED PRESS
FOR
Afternoon Papers
General Office, 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 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

The Pittsburgh Dispatch
Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.
WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

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

By the Side of the Road

By Thomas Dreier

"Be good at the depths of you and you will discover that those who surround you will be good even to the same depths. Nothing responds more infallibly to the secret cry of goodness than the secret cry of goodness that is near. While you are actively good in the invisible, all those who approach you will unconsciously do things that they could not do by the side of any other."

Maeterlinck.

NO PERSON WHO KNOWS anything about Edwin Markham, the author of "The Man With the Hoe," will question his democracy.

He has always interested himself in people who toil. He himself was a toiler in a physical sense in the early years of his life.

At the Boston City Club, where he spoke recently, he voiced his belief in leaders of men.

"We must have leaders," he said, "in spite of democracy. We thought when we had the democratic idea once established we would have no more leaders; and there are those who cry out against leaders, even in this day.

"But give them no attention. They do not understand the philosophy of life, nor the philosophy of human progress.

"We cannot get away from leadership—never while the world goes round the sun. There will always be seers, men who get a vision of the life beyond the common people, and who inspire the common people with that vision.

"And they are the leaders of men." Democracy does not mean a leveling down. Democracy simply gives to all men and women the opportunity to develop themselves fully, without limitations. Whether they avail themselves of their opportunities, and thus get the rewards they desire, depends almost wholly upon them.

The men who lead, whether they lead as big business men or as prophets and preachers and poets, are the truest democrats because they are working to put into practice the ideas of a better life for the majority.

Let us give thanks for the men who have had the initiative, the courage, the foresight to give themselves to the doing of big things for themselves and for the people.

BERTRAND RUSSELL, the internationally known lecturer and author, of Trinity College, Cambridge, England, is authority for the statement that the memory of Thomas Carlyle is growing dimmer and dimmer, whereas that of Walt Whitman, America's great poet, is growing brighter with the years.

His reason for making this statement is interesting. Carlyle is losing his hold because he was not a great lover. "To Carlyle," says Mr. Russell, "at any rate in later life, most men and women were repulsive; they inspired an instinctive aversion which made him find pleasure in imagining them under the guillotine or perishing in battle."

The man who hates people will be hated, and the man who loves will be loved. That is the law.

"Walt Whitman," says Mr. Russell, "had a warm expansive feeling towards the vast majority of men and women. His queer catalogues seemed

to him interesting because each item came before his imagination as an object of delight.

"The sort of joy which most people feel only in those who are exceptionally beautiful or splendid, Walt Whitman felt in almost everybody.

"Out of this universal liking grew optimism, a belief in democracy, and a conviction that it was easy for men to live together in peace and amity."

We can have our choice. We can live in a world of friends or we can live in one filled with enemies. If we love others, if we are eager to serve, if you are helpful and desirous of giving joy, we will receive from the world the good things we need.

MY INTEREST IN REAL RELIGION is as keen as that of the average man (if not more so), but I must confess that I never feel so irreligious as when I am compelled to associate with some persons who keep jabbering about their beliefs and isms with or without provocation.

"Religion," says Corra Harris, in "A Circuit Rider's Widow," "makes some people presumptuous, ill-bred, unspeakably offensive.

"They use their virtues to insult others. Their piety is the fire they kindle beneath other men's reputations.

"They have the instinct of spiritual bounders and God will undoubtedly keep an Ellis Island quarantine in some part of the floating heavens for such saints."

If I were a believer in an orthodox hell I should certainly go there in preference to any place where these so-called religious varnints go.

A YOUNG FRIEND OF MINE who used to be afire with the desire to be of service to his fellow men has become a lover of money, and is devoting all his time and strength to earning and saving it. He does not realize (and, what is worse, does not care) that he is slowly but surely killing that in him which once made him lovable.

To Return from Anstralia

Charles G. Ross, professor of journalism in the University of Missouri, who, for one year, has been sub-editor on the Melbourne (Australia) Herald, will return from his year's furlough in August and resume his duties at the School of Journalism of the University of Missouri.

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 air words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

WOMAN WRITER, (27), free-lance, wants position. Human interest, humorous and articles. Address P. 3256, care Editor and Publisher.

CIRCULATION MANAGER with excellent references, up-to-date ideas, 17 years' experience, wishes position as such with live paper. Country preferred. Address Box P. 3267, care Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER seeks position. Now employed in charge of 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 unusually high grade men. 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

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

FOR SALE

Advertisements under this classification, fifteen cents per line, each insertion. Count air 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. 11080 magazine, matrices, spacebands, liners, and blades. Winston Printing Co., Winston-Salem, N. C.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

FOR A. N. P. A. MEMBERS

PRINT PAPER prices make the judicious pruning of news copy a necessity. The managing editor who can tell big stories concisely and accurately saves you money.

IN WAR TIME all your news ought to be supervised by a man of keen insight, broad vision, and analytical insight, capable of effectively appraising local newspaper requirements.

EXECUTIVE ABILITY of this type is at your command. A managing editor, who combines metropolitan and small-city experience, desires to make a change. Record will stand searching investigation.

WRITE TO-DAY to Box P. 3,271, Editor and Publisher, New York City.

\$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 beats etc., by addressing the main office, 1117 World Building, New York City.

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

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

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

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

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

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

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

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

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

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Fowler'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.

WILL H. PARRY, TRADE BOARD MEMBER, DIES

Death Is Hastened by Overwork, Due to Time Given to Investigation of the News Print and Other Problems with Which the Federal Trade Commission Has Grappled.

Will H. Parry, vice-chairman of the Federal Trade Commission, died in Washington April 21, from the effects of an operation performed the week before.



WILL H. PARRY.

Mr. Parry had been in poor health for several months, due to overwork during the investigation of the news print and lumber problems on the part of the Commission. Before going to the hospital he wrote to a number of friends, regretting the necessity of breaking appointments with them. Realizing the seriousness of the operation under which he was about to go, he told one friend that he would see him in "two or three weeks, if the operation is successful," but throughout his tone was optimistic and characteristic of his courage.

President Wilson sent Dr. Cary T. Grayson, his personal physician to the hospital as one of the consultants. Apparently, Mr. Parry had obtained the relief sought, but on Friday, April 20, his heart weakened, and from that time he sank rapidly.

Mr. Parry brought to the Federal Trade Commission rare business judgment, coupled with years of experience in efficient management. He organized the Commission staff and was considered one of its most valuable members, as he was one of the hardest working and best posted, taking personal charge and directing many of the most important things with which the Federal body has grappled since its organization. He was one of the first of the American busi-

ness men to adopt scientific methods of management in the conduct of his own business affairs.

He was born in New York in 1864 and studied at the College of the City of New York and Columbia University. Early in life he went to the Pacific Northwest and engaged in the newspaper business in Oregon and Washington. He was Controller of Seattle in 1894, and occupied important municipal posts until 1900, when he was elected treasurer and general manager of the Moran Shipbuilding Company, and during the first years of his association with that firm constructed the battleship Nebraska. Prior to his appointment as a member of the Federal Trade Commission, he had been manager for the Alaska-Yukon-Pacific Exposition, in Seattle. He was a member of the Academy of Political and Social Science and of the Ranier, Golf, Union League, Arctic, University, and National Press Clubs. In 1891 he married Harriet Phelps of Seattle, who, with his children, survives him.

DEATH TAKES "JOE" FOX

Widely Known Sun Man Loses His Fight Against Tuberculosis.

Joseph Fox, who joined the New York Sun staff nearly twenty-three years ago as an office boy and was employed by that paper ever since, died on April 21, at Saranac Lake, N. Y., after long illness, of tuberculosis. He was thirty-eight years old.

During the time "Joe" was an office boy he learned to write and turned in many items. While still in his teens he was made a reporter, and was assigned to cover the East Side, and later Police Headquarters. He covered many important criminal cases, including the Nan Patterson trial and the Thaw trials. He accompanied District Attorney Jerome on many gambling raids. On election nights he was always in charge of the Sun's election bureau, until ill-health compelled him to cease that work.

Early in 1913 Mr. Fox was made assistant city editor of the Sun. For two years thereafter he did not permit his illness to interfere with his work. In the spring of 1915, however, he took the advice of physicians and friends and again returned to the Adirondacks. Since then he had been "holding his own" at Saranac Lake. Despite his physical drawbacks, he developed into

one of the most brilliant writers on the American press.

Mr. Fox was unmarried. He is survived by one brother, Phillip J. Fox, who is cashier for Harper & Bros., the publishers.

HIGH TRIBUTE TO DEAD EDITOR

Distinguished Men Act as Pallbearers at Funeral of William Berri.

Gov. Whitman and United States Senator William M. Calder were honorary pallbearers at the funeral for William Berri, publisher of the Brooklyn Standard Union. The services were held Saturday evening at Mr. Berri's residence, 465 Clinton Avenue, Brooklyn, the Rev. Dr. S. Parkes Cadman officiating.

In addition to Gov. Whitman and Senator Calder, the pallbearers included John A. Halton, many years editor of the Standard Union; Charles B. Alexander, Chester S. Lord, Dr. John H. Finley, Thomas E. Murray, Walter F. Wells, Willard E. Edmister, Walter C. Humstone, Meier Steinbrink, State Senator Charles F. Murphy, Edward C. Blum, R. F. R. Huntsman, Col George A. Price, and Frederick H. Webster.

OBITUARY NOTES

LIEUT. WILLIAM M. SCANLON, aged 35, has died of wounds received in battle. He was formerly a member of the Montreal (Can.) Herald staff, but enlisted soon after the commencement of the war. He went to Montreal from the News, Toronto, to join the staff of the Montreal Daily Witness. Later he was on the Herald.

JOHN HOWARD BROWN, aged 77, editor and publisher, died on April 22 in

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

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



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

Brooklyn. He entered newspaper work in 1864, when he went to Washington as newspaper correspondent. Three years later he edited a newspaper in Augusta, Ga. He made an extensive trip through the South for the New York Star.

HOULDER HUDGINS, a well-known newspaper man and war correspondent, died Sunday at his home, Riverdale, N. Y., after a brief illness. He was in his forty-ninth year, and leaves a widow and one son. He was widely known for his charity and church work, and for his efforts among the immigrants at Ellis Island.

MICHAEL MORAN, editor and publisher of the Democratic Register, of Ossining, died at his home April 21, after a long illness. He was born in Ireland sixty-nine years ago. Mr. Moran was head of the printing firm of Gibbs Brothers & Moran, in New York city. He leaves his wife, one son, and one daughter.

DANIEL J. McCARTY, for more than a score of years connected with the Fall River newspapers, died Thursday, after an illness of several months' duration. He was a native of Fall River.

News Print

prices will compel many publishers to increase their subscription and advertising rates or be satisfied to show a loss in their business.

OUR NEW

Combination Magazine and Color Comic Supplement Service

used on your Saturday or Sunday paper will enable you to make a change in your subscription and advertising rates without suffering any loss.

World Color Printing Company
R. S. GRABLE, Mgr.
Established 1900 ST. LOUIS, MO.

THE sound of The Herald as it thumps against our door, sounds like the knock of an old friend."

That's the way most of our readers feel toward "the paper that goes home" in Kentucky and Southern Indiana.

Largest net paid daily circulation in Kentucky.

THE LOUISVILLE HERALD
Kentucky's Greatest Newspaper

We can increase your business—you want it increased.

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

BURRELLE

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

Covering the Great South for \$3.04 a Line

Billions in Factory Capital and Output

How farming states in the South are enriching themselves by manufactures appears from these figures:

Capital invested in Southern mills and factories	\$2,534,921,000
Value of products,	\$2,012,276,000
Average number of wage-earners	813,590
Paid in Wages	\$335,367,000

Southern newspapers, alive to their opportunities, keep pace with the progress of their readers.

National advertisers, alive to **THEIR** opportunities, reach the flourishing Southern population, with its thousand recurring needs, for

\$3.04 A Line

These Newspapers Reach Centers of Southern Industry

PAPERS WELCOMED IN SOUTHERN HOUSEHOLDS									
ALABAMA.				SOUTH CAROLINA.					
	Net Paid	2,500	10,000		Net Paid	2,500	10,000		
	Circulation	lines	lines		Circulation	lines	lines		
Birmingham Ledger (E)	33,259	.06	.06	Columbia Record (E)	11,325	.025	.025		
Birmingham Age-Herald (M)	17,000	.07	.05	Columbia Record (S)	9,216	.025	.025		
Birmingham Age-Herald (S)	28,000	.08	.06	Columbia State (M)	18,561	.05	.04		
Birmingham News (E)	38,936	.07	.07	Greenville Piedmont (E)	4,769	.0143	.0143		
Birmingham News (S)	41,106	.08	.08	GEORGIA.					
Mobile Register (M)	16,500	.04	.04	Atlanta Georgian (E)	46,122	.08	.07		
Mobile Register (S)	22,000	.05	.05	Atlanta Sunday American (S)	85,027	.12	.10		
Mobile News-Item (E)	9,500	.03	.03	Columbus Ledger (E)	7,425	.0215	.0178		
Montgomery Advertiser (M)	18,213	.05	.04	Augusta Chronic. (M&S)	8,000	.035	.025		
Montgomery Advertiser (S)	20,783	.06	.05	Macon Telegraph (M)	22,399	.04	.04		
KENTUCKY.				Macon Telegraph (S)	22,263	.04	.04		
Louisville Courier-Journal (M)	26,294	.10	.07	Augusta Herald (E)	12,049	.03	.03		
Louisville Courier-Journal (S)	49,058	.12	.09	Augusta Herald (S)	12,049	.03	.03		
Louisville Times (E)	43,805	.10	.08	Savannah News (M & S)	14,037	.04	.03		
Louisville Herald (M)	49,073	.07	.07	FLORIDA.					
Louisville Herald (S)	42,860	.07	.07	Pensacola News (E)	4,628	.0139	.0139		
Lexington Herald (M)	8,239	.0179	.0179	Pensacola Journal (M)	5,309	.0172	.0172		
Lexington Herald (S)	8,239	.0179	.0179	Pensacola Journal (S)	5,309	.0172	.0172		
TENNESSEE.				Jacksonville Times-Union (M & S)	24,508	.05	.05		
Chattanooga News (E)	13,951	.03	.03	Jacksonville Metropolitan (E)	18,185	.04	.04		
Chattanooga Times (M)	25,815	.06	.06	LOUISIANA.					
Chattanooga Times (S)				New Orleans Item (E)	55,043	.10	.10		
Memphis News-Semitar (E)	45,000	.11	.10	New Orleans Item (S)	68,875	.12	.12		
Memphis Commercial Appeal (M)	63,981	.12	.10	New Orleans Times-Picayune (M)	55,336	.10	.10		
Memphis Commercial Appeal (S)	102,081	.14	.12	New Orleans Times-Picayune (S)	68,299	.12	.12		
Nashville Tennessean & American (M)	36,665	.05	.05	New Orleans Daily States (E)	37,462	.08	.06		
Nashville Tennessean & American (S)	39,129	.06	.06	New Orleans Daily States (S)	36,569	.08	.06		
Nashville Banner (E)	50,557	.07	.07	VIRGINIA.					
Knoxville Sentinel (E)	19,034	.05	.04	Richmond News Leader (E)	39,401	.08	.06		
NORTH CAROLINA.				Newport News Press-Times-Herald (M&E)	10,355	.025	.025		
Asheville Times (E)	6,176	.015	.015	Newport News Daily Press (S)	6,993				
Charlotte Observer (E)	12,309	.03	.025	Norfolk Virginian Pilot (M)	25,691	.05	.05		
Greensboro Daily News (S)	11,500	.03	.025	Norfolk Virginian Pilot (S)	33,016	.06	.06		
Daily News (S)	15,000	.03	.025						

Cannot Meet The Demand

Circulation—

The New York Globe stops its presses daily at 210,000 despite live demands from dealers and agents for from 30,000 to 50,000 more a day.

This is done to help conserve the paper supply of the country in order that other newspapers without supply may secure it.

Advertising—

The New York Globe daily (except Saturday) declines from one to twenty columns of advertising offered it in order to hold down the size of the paper.

This is done to help conserve the paper supply of the country in order that other newspapers without supply may secure it.

The rule is "Reasonable space to all advertisers with a limit on big copy on crowded days."

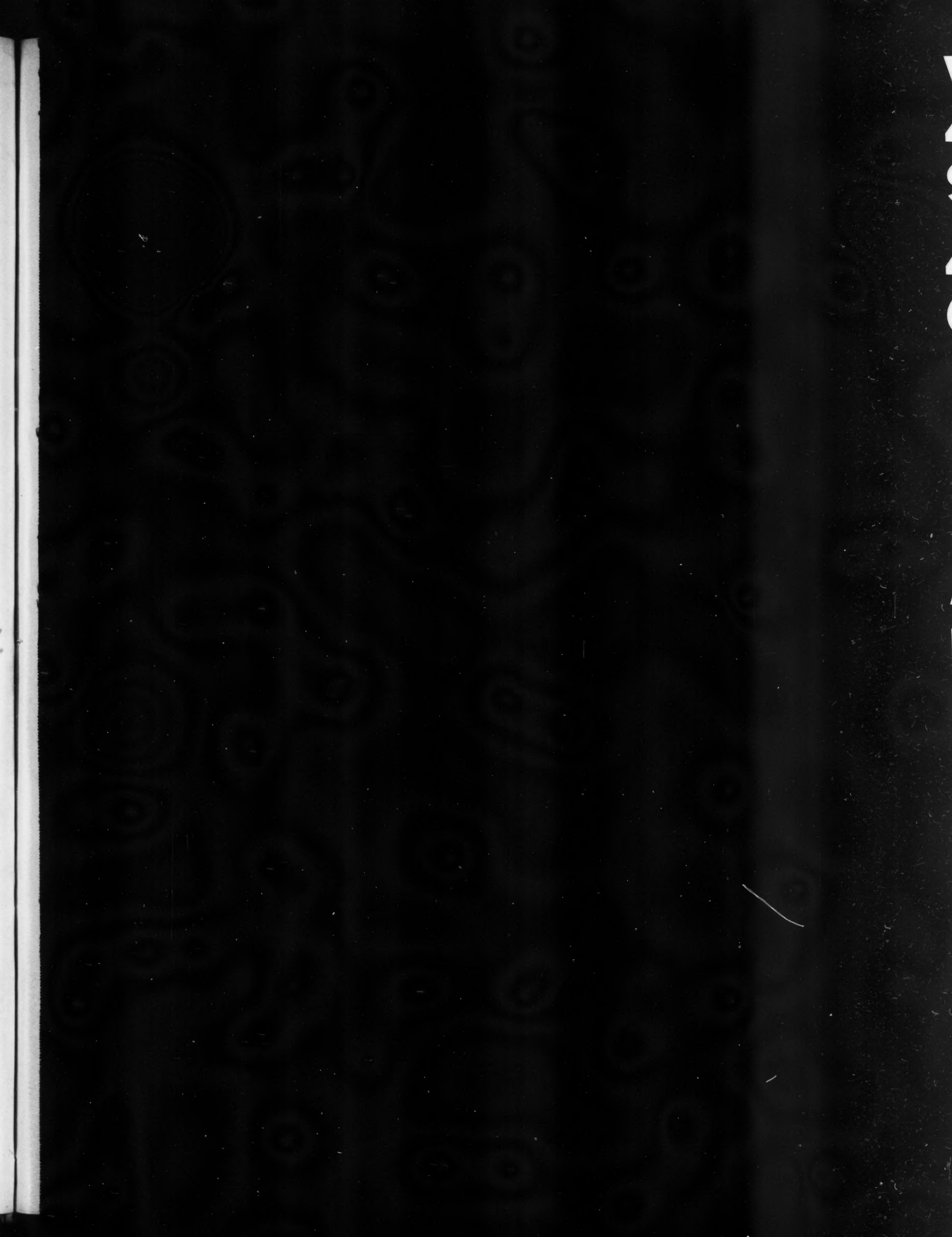
The Globe's rates are very low for 200,000 circulation and would be fair and profitable for 150,000 circulation.

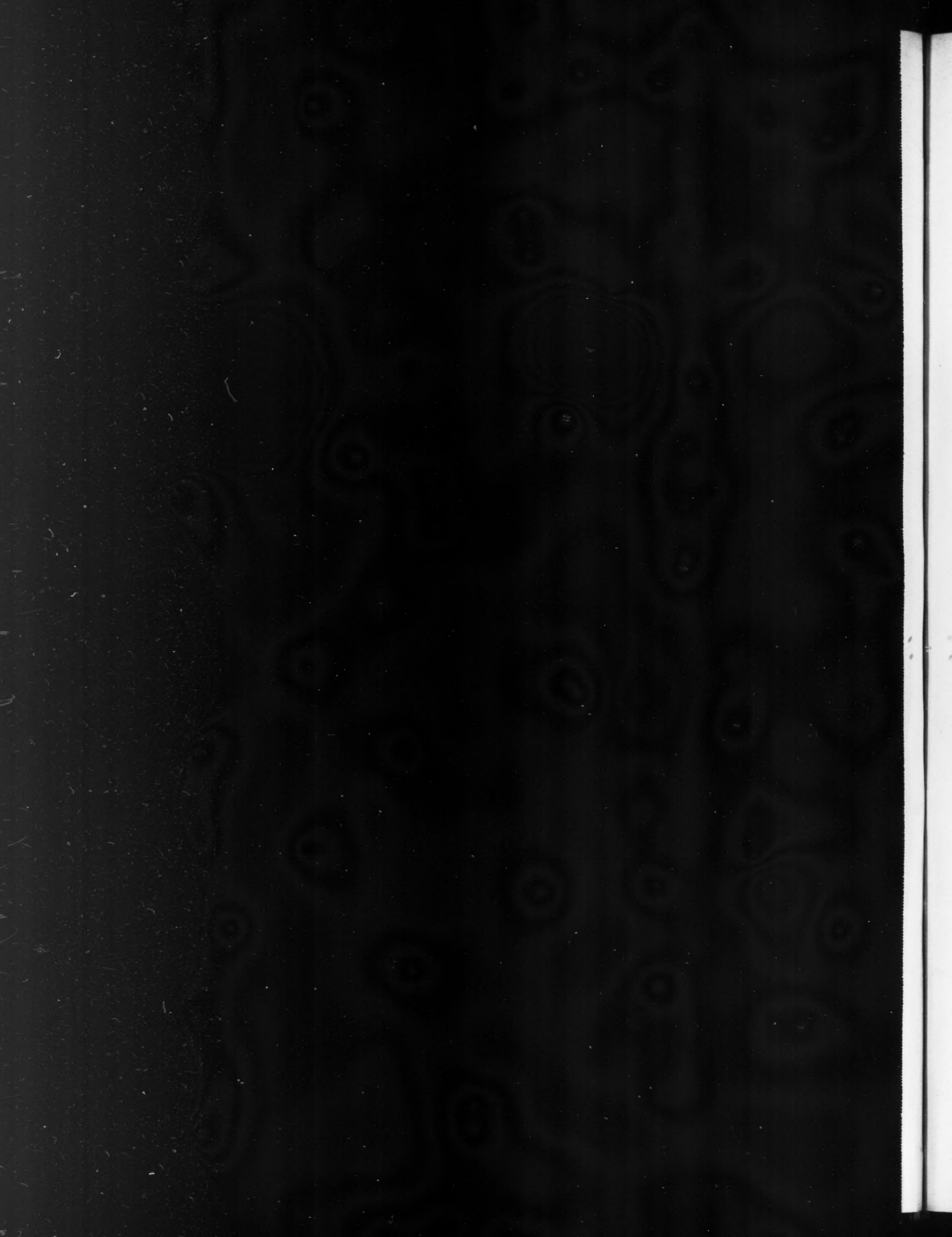
The Globe stands ready to still further limit its print and further reduce number of pages to help the print paper situation if other newspapers will co-operate.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.





THE EDITOR & PUBLISHER

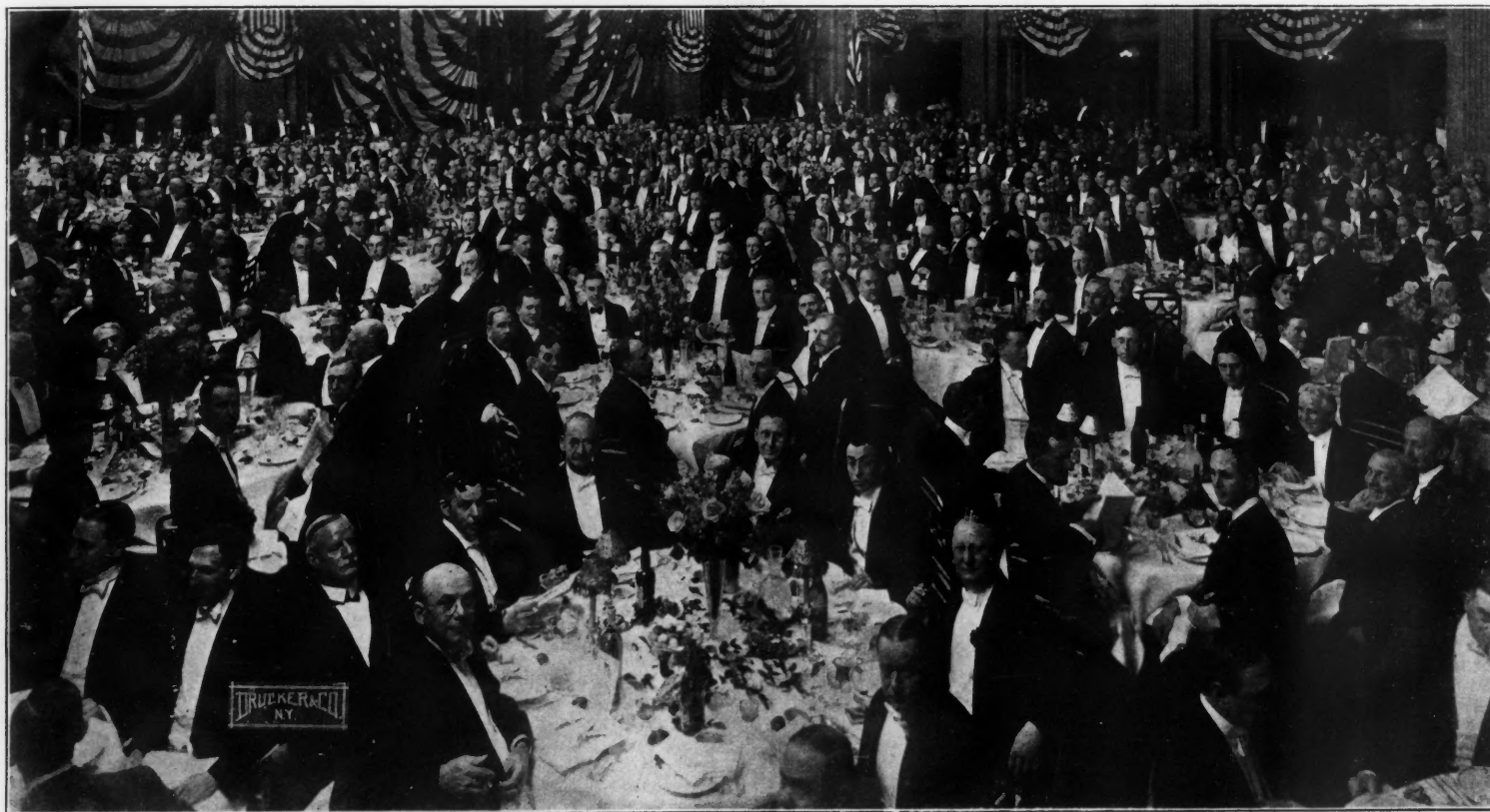
Vol. 49 No. 46

NEW YORK, SATURDAY, APRIL 28, 1917

PART TWO

PATRIOTISM THE KEYNOTE OF A.N.P.A. BANQUET

America's Publishers Greet Representatives of England and Canada, Listen to Mr. Gerard's Recital of Germany's Plan to Make War on the United States, and Pledge Themselves to the Full Measure of Devotion to the Country in Upholding the Rights of the Democracies of the World.



ANNUAL BANQUET OF AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION HELD IN GRAND BALL ROOM OF THE WALDORF-ASTORIA.

AMERICA'S newspaper publishers went on record Thursday night in favor of prosecuting the war with Germany to a victorious conclusion, that democracies shall live and the menace of Prussian militarism shall be obliterated from the world, to the end that all free nations shall live in peace and security.

The ringing patriotism of the representatives visiting this country from England and Canada, found its refrain in more than a thousand voices of American newspaper men, who cheered their words, and by their actions pledged the last measure of devotion to the cause of human liberty and the future peace of the civilized world.

Never before in the history of a nation have so many representatives of a free press acclaimed such lofty sentiments of national ideals for human liberty and patriotism.

In response to an appeal to send a message to the American people in favor of universal military service, the publishers reiterated personally the utterances of their newspapers in crystallizing public opinion in favor of the

method which the military authorities of the country have declared to be the best and most efficient method of bringing the war to a successful end.

A MEETING THAT WILL LIVE IN HISTORY.

History was made at the thirty-first annual dinner of the American Newspaper Publishers Association in the grand ballroom of the Waldorf-Astoria Hotel Thursday night. The hall was a flood of color. It was draped with flags, the Stars and Stripes, the Tri-color of France, and the British Union Jack. The emblems of the three countries were festooned above the speakers' table, while about the galleries the national emblem of the United States appeared in profusion.

James W. Gerard, former American Ambassador to Germany; Major-Gen. Leonard Wood, Mayor Mitchel, Hon. Job Hedges, and other sterling Americans who spoke, struck a responsive chord in the hearts of the men who publish the daily newspapers of the United States. Mr. Gerard told the inside history of Germany, and the intent of that nation to carry the war to this country if it should be victori-

ous, or in the event the conflict in Europe should result in a stalemate. He blamed the pro-German element in the United States and in Germany for misrepresenting to the war party in the Central Powers, the real thought of the American people. He spoke plainly and to the point, when he criticized the actions of those who have fought and are now fighting universal military service as the only means by which Americans can successfully and safely proceed in the difficult task the nation has undertaken to restore law and order among the world of nations. Major-Gen. Leonard Wood pointed out the dangers that confront the United States if the wrong method is adopted when the right one is so plainly at hand. Mayor Mitchel voiced the thought in the minds of those present when he spoke of the power of the press, its duty to the nation and its influence for the preservation of world peace, through universal service in the war upon which the United States has embarked. Job Hedges spoke of the newspapers of the land as the vocalized sentiment of the American people.

The publishers who had assembled in the time of the greatest national danger in the history of their organization, were led into the banquet hall by a drum corps. After they were seated, the orchestra played and those present sang "The Star-Spangled Banner," at the conclusion of which the lights were switched off. Then, shooting through the darkness of the room a searchlight was focussed on a fluttering American flag at the end of the hall, arousing the enthusiasm of those present to the highest pitch, an augury of a momentous period—an indication of what was to follow.

The visiting representatives from England and Canada were visibly affected by the spontaneous and whole-hearted outburst of patriotism of the publishers of the greatest nation that has pledged its full strength, honor, and manhood to the cause of human liberty. The generous measure of support held forth for the cause for which the democracies of the world are fighting for the preservation of the ideals of free government was unstinted.

Women in the crowded galleries waved flowers and handkerchiefs, men on the floor stormed the speakers with applause that came from their hearts, as they discussed the leavening force at work that would make the world better and safer by bringing to a successful termination a war that has been forced upon mankind in an effort to turn back time to the thralldom of autocracy from which men have fought to free themselves for a thousand years.

AN OCCASION OF SOLEMNITY.

Accustomed as they are to attending public gatherings, and observing the conduct of audiences, it was generally agreed by the publishers present that never before had they been present at a time when the speakers were listened to with such close attention. Certain it is that at no time since President Wilson read his message to the Congress on April 2, have so many men sat so long or listened so intently and responded in such flooding outbursts of approval as did the American publishers, representing all shades of political policies, in all sections of the country, as did the newspaper men who assembled at the thirty-first annual banquet of American Newspaper Publishers Association.

Every mention of an ally by name was greeted with cheers, from Great Britain, for the part she is taking in the war, down to the little nations of San Marino and Cuba.

Major-Gen. G. T. M. Bridges, who came from the battle front in France with the British High Commission, a towering, powerful man, who was with General Joffre in the conflict on the Marne, and who has been in the thick of shell-ridden France and Flanders since the time when the first English expeditionary force landed on the continent, was choked with emotion at the demonstration of loyalty and support given by America's publishers.

All present felt that the words uttered and which would go out on the wires to every hamlet in the land, and to the remotest sections of the world by cable and wireless, constituted a series of messages of assurance of the part America is to play in the conflict, for which she is arming herself.

Hopewell Rogers, president of the Association, introduced Hon. Job Hedges, as the toastmaster of the evening, who spoke as follows:

"It is a compliment to be invited to preside over a function which concludes the deliberations of the American Newspaper Publishers Association. With the common thought in mind of what is engrossing the deliberations of the world, and cognizant of the representatives of two great nations that are in Washington, I will ask you to rise and drink a toast, a composite toast, to show that we share a common sentiment—to the President of the United States, to his Majesty, the King of England, and to the President of the Great French Republic.

"Now if you will remain standing a moment, I think it is quite appropriate that we should drink a toast to those other nations, great and small, who are gathered with us, and we with them, in the prosecution of the great warfare for decency and humanity.—A toast to all engaged in a common cause.

FREE-THINKING PEOPLE.

"You are the vocalized sentiment of the United States. That is a great responsibility both for you and for all of us. A people cannot think rightly unless they can express themselves freely, and that is the reason that we

insist on expressing ourselves in any way we want to, provided we do not think it hurts the republic.

"A secret idea in a man's heart does no one else any good. Therefore, any one who can contribute by thought, by word, by contribution of service or means to this great republic at this moment, is doing a service, not for which he should have any credit, but the non-performance of which should bring him great discredit. (Laughter). The line of demarcation has come between citizens and talkers. Patriotism is not a matter of vocalization, but of human conduct, and service is the measure of decency and responsibility. (Applause).

"Why any one should insist on trusting his own judgment to decide whether he should help the republic, is something I cannot understand. I do not believe in one hundred millions of people holding an open caucus, to decide what each one is to do. We have a government or we have not. If we have, we have got to trust to that government the best means of selecting its citizens for service in whatever line their talent may best indicate. (Applause). I do not care whether it is called conscription or brute force. (Applause). The fact is that there are enough people in this country who insist on serving her to create a chorus that will make others serve her."

Mr. Hedges then introduced Mayor Mitchell, who spoke in part, as follows:

MAYOR MITCHELL'S ADDRESS.

"It is a privilege which I esteem to be given again the opportunity of greeting the members of your Association. It has been my good fortune to greet you twice before when we have been discussing with each other the great questions that have been presented to the people of the United States, and we have emphasized on each of these occasions the tremendous opportunity for service to the nation that has come into your hands, you who control the great media of publicity of the country and who can meet public opinion, mould it and direct it as no other force in the United States can do. A year ago I remember that we were discussing the same great question of preparedness that is presented so actually to-day. I remember that the members of this Association were urged to discharge that duty of leading the thought in the United States in shaping opinion to the end that the people might prepare against the eventuality that now has come. A great deal has happened since that day. America takes her place beside the Allied nations in a cause of humanity, justice, and democracy. (Applause).

"It is a great privilege which our nation enjoys of welcoming these men, Mr. Balfour and his colleagues. (Applause). Representing England, and Field-Marshal Joffre, and his colleagues (Applause), representing the great French republic, on the day the President has set aside as France Day.

SEND TROOPS TO FRANCE.

"Whatever other measures may be approved by the Government at Washington, I, for one, profoundly hope and trust that among them will be the determination to send to France, to take their places by the side of the soldiers of England, and of Canada, and of the heroes of the Marne, troops of the United States. (Applause).—And that when the day of final victory for democracy and justice comes, our flag and our troops may be represented

upon the battle lines in Europe. (Applause).

The Hon. N. W. Rowell, K. C., M. P., spoke, substantially, as follows:

A PRIVILEGE TO ADDRESS AMERICA'S PUBLISHERS.

"I count it a high privilege to have the opportunity of being present at this gathering this evening, and of saying a few words to a body of men who so largely control and make the public sentiment of this great nation.

"Speaking as a Canadian, may I say to the American press that I think the issues of this war have nowhere been stated with greater clearness and greater force than in the leading journals of the United States, and we in Canada have followed with the deepest interest the presentation of the case and the deep fundamental issues of the war made by the leading journals of this country.

"This is a grave and yet inspiring time for your nation and mine. For more than a hundred years we have enjoyed the unspeakable blessing of peace in our relations. Now we join hands in a common war, not because either nation loves the war, but because both our nations love peace, and we both realize that there can be no permanent peace for our humanity so long as Prussian militarism exists unchecked, until it is finally overthrown and defeated; and to-night, in a spirit of the past one hundred years, I come to meet you, coming from across the border, and join hands with you in a fellowship of service, in a fellowship of sacrifice, in making war, in order that a great and permanent peace may come to our humanity. (Applause).

"In order to increase the national efficiency and promote national thrift during the period of the war in all our provinces save two, we have closed our bars and public houses and prohibited the sale of liquor. (Long applause).

"I want to say this to you, that the results have been such that I am well within the mark when I say that the majority of those who were opposed to the adoption of those measures are now warm supporters of those measures in my country. (Applause).

"As Canadians, we would like the privilege of joining in the welcome extended to the great Marshal of France in visiting this side of the Atlantic, a man who, at the Marne, broke the tradition of German invincibility and saved civilization. (Great applause).

WELCOME TO THE FRENCH REPRESENTATIVES.

"You have welcomed with especial cordiality the representatives of the French people. They helped you in your struggle for national existence, and now, in their heroic struggle to preserve their national existence, they need your help, and that help we know you are going to give enthusiastically and with unstinted hand. I spent last summer in Great Britain and France and had exceptional opportunities to learn of Great Britain's part in the war.

GREAT BRITAIN'S PART IN THE WAR.

"While I have not seen the recent actual figures of enlistments, I believe that more than 11 per cent. of the entire population of Great Britain has been called to the colors for the army or navy, and nearly 10 per cent. more are engaged in actual war industries, so that not less than 20 per cent. of the entire population of Great Britain is engaged in the actual work of carrying on the war.

"The conditions in Russia may at present give cause for grave concern.

Let us earnestly hope that the association of your great republic of the west with the new republic of the east may inspire confidence in Russia and help to reestablish stable conditions which will insure for Russian democracy a glorious future.

AMERICA MUST MAKE SACRIFICES.

"The war is not yet over, trying days are undoubtedly before us; it is an old and good maxim in war to "hope for the best and prepare for the worst," and by so doing, achieve the victory. You are now called to share in the common sacrifice. The life and death of our gallant men in such a glorious cause has ennobled the whole life of Canada, and the life and death of your sons in the same cause should do the same for you.

"We are fighting as you are fighting, not only to preserve liberty and democracy, but to secure such real peace as will protect humanity against a repetition of this awful crime."

Major-Gen. G. T. M. Bridges, who comes from the battle-front in France, and who fought under Gen. Joffre at the battle of the Marne, raised a storm of enthusiasm when he arose, and which lasted for several moments. Speaking slowly and clearly, in behalf of Right Honorable Arthur J. Balfour, who could not be present, he said:

A MESSAGE FROM BALFOUR.

"Nothing would have given Mr. Balfour greater pleasure than to have been present at this great representative gathering to-night of the members of the American press, and I am very sorry to say that the urgent business of his mission, and it is urgent business, has kept him at Washington, and he has deputed me to come here and to express what he wanted to say.

"If we had been fighting for anything but ideals, we should have given it up long ago; but people who fight for ideals never give them up. We found that out quite early in the war in 1914, when Austria attacked Serbia, and the Germans invaded Belgium, with every kind of diabolic brutality, as I well know myself; not the isolated acts of the undisciplined soldiery, because the German army of that time was the best disciplined force in the world, but organized rapine, sanctioned and ordered by the highest authority, a policy of brutality. That made it quite clear to us that the world was going to be no place to live in if we did not stop it.

ENTHUSIASM IN THE TRENCHES.

"At the front in France, where I was, there was tremendous enthusiasm when we heard that the United States was going in, that you had come to see the matter with our eyes, and that you were prepared with this mighty nation behind you to come and help. I saw to-day Marshal Joffre. I had a long talk with him. I hadn't seen him since the days of the early part of the war. We went over some of the things that have happened since; and I was proud to recall that I was under his orders at that time, and that all through the days of the retreat from the Marne we had had confidence in his strategical genius that was thoroughly justified when he stemmed the tide of invasion and fought the battle of the Marne and saved civilization. (Applause).

"We stand shoulder to shoulder with France, rolling back the German tide of invasion, and fairly rapidly at that. (Laughter and applause.) It is our greatest wish that we should see the manhood of your great nation shoulder to shoulder with them. (Applause.) We

want to see your flag flying with the tri-color and the Union Jack in France. I think probably that is, when you get down to it, what is most desired by us in the present situation. There is a very good old maxim that I was taught in my youth, which says, "When in doubt, march to the sound of a cannon." I want to thank you for your reception, which I realize is meant for the members of the British Mission, and also for the British armies in France, which I represent, and when I return, as I hope shortly to do to the sound of the guns, I shall look back on these occasions, which are very memorable, because I see before me a great people facing a great crisis in their national life." (Long applause.)

When Hon. James W. Gerard, former American Ambassador to Germany, arose, he was greeted with deafening cheers, which were participated in by the visiting representatives, for all present felt that he was about to tell something about conditions as they exist in Germany, and the sentiment in that country towards the United States. Mr. Gerard spoke, as follows:

"The newspaper in Germany is not the newspaper you know here; it is only about that long and about that wide [indicating about 12x14 inches]. There are no editorials in it. Occasionally they have an article by some distinguished professor or military man, with comments interspersed by the editor. That is the only way of getting his views to the audience. They have no preventive censorship there, but they have the habit of suppressing a newspaper when it prints anything they don't like.

A TRIBUTE TO TRUE AMERICAN JOURNALISTS.

"I have had a great deal of trouble in Germany from the American correspondents when they went there. Most of them became super-Ambassadors and proceeded to inform the German Government that they must not believe me—that they must not believe the President—they must not believe the American people—but believe these people. And to a great extent this war is due to the fact that these pro-German Americans—a certain number of them—misinformed the German Government as to the sentiments of this country. Of course, there were some among them that remained true-blue Americans; and I want now to pay a public tribute to Mr. Conger, who represented the Associated Press, and Karl Ackerman, who represented the National Press, because both of those men, in spite of all the blandishments and temptations of Berlin, remained true Americans during all the time that they were in Germany. (Loud applause.) There was at one time a kindlier Germany, a Germany of Schiller and Goethe, of beer and music, of Christmas trees and of family feeling, but that Germany disappeared largely at the time when Prussia in the war of 1866 conquered Bavaria.

PRaises PRESIDENT WILSON.

"We have to-day a President who has in his document of April 2 put forth the greatest historic document since Peter the Great called on the nations of Europe to join in the Crusades. It is a crusade in favor of liberty. He was very patient in trying to keep peace. Everything possible was done to keep the peace, and now he is doing his best to make us efficient in war. He has declared for universal military service (applause); but the worst enemies that we have are not open enemies. They are the insidious enemies at home, who misrepresent facts for the benefit of the Prussian autocracy.



GEORGE H. LARKE,

Host at the Evening Mail's Midnight Gambol, and Member Dinner Committee of A. N. P. A., to Whose Tireless Efforts Much of the Success of Both Events Was Due.

MAIL'S HOSPITALITY ENJOYED

Annual Gambol of New York Daily is a Big Success.

About five hundred of the publishers attended the second annual "gambol" of the Evening Mail, held atop the Century Theatre in the Cocoanut Grove, and enjoyed a luncheon and an entertainment that even exceeded that of last year. The publishers present had all been in attendance at the banquet of the A. N. P. A. earlier in the evening and were not in-much of a mood to eat, but everyone was ready for the fun of the evening, and the many and repeated encores were an indication of the way in which they enjoyed themselves.

A light repast or luncheon was served by Reisenweber before and during the show consisting principally of sandwiches, lobster Newburg, coffee, cigars and cigarettes. Then the regular show of the Cocoanut Grove was put on with some added attractions. The principal one of these was a skit in which the Mail's three cartoonists, Goldberg, Brinkerhoff, and Voight took part. The Whyte Paper King, with Rollo Paper his slave, and P. Ubble Isher were the other three characters. P. Ubble Isher was notified that white paper had just gone up to \$100 per square foot when Whyte Paper King entered with his slave. P. Ubble Isher sought to buy the slave but was in despair when the price was made one million dollars. At this point the three cartoonists offered to donate their last week's salary to make up the million, the slave was bought, and the paper saved. Then the

cartoonists gave an exhibition of their work on large sheets on easels to the great delight of all present.

The other added star was Will Rogers, the well-known rope artist. Rogers was in rare form and told some good stories. When asked "How about Phillip Dodge?" he answered "Never heard of him. Don't you wish you hadn't either?" He announced that in Zulu land when a baby is born, if it does not show some degree of intelligence, it is killed at once. "That's the reason they have no newspaper publishers or cartoonists there," he announced. "The papers all over the country are being sold at two cents," he said, "but here in New York I see they are still being sold at one cent. Well, the New York publishers are a wise lot. They know what their papers are worth," he answered. He said he was up to see Billy Sunday one day and that Billy announced that he took off his hat to New York. "Then," announced Rogers, "while he had his hat off he passed it around." These hits at newspaper men's situations were heartily applauded by those present and Rogers had a hard time of it getting away.

The entertainment lasted from twelve o'clock midnight, until about three o'clock.

While the majority of the publishers were being entertained at this point, a number of others visited the New York Times Building and witnessed the operation of the Pollard-Alling addressing and mailing machines. This was a practical demonstration on a large paper and those present expressed themselves as well pleased.

"To-night I read the following editorial in the Evening Post:

"Has it come to the knowledge of those who would really get voluntary service to the stage-coach age that the German army has not disdained to

make use of the system and services of the volunteer? From the ranks of the volunteer one-year men the German army has drawn its corps of officers for the reserve and landwehr."

"That is an absolute misstatement of

fact. In the German army every one is compelled to serve for two years, but certain people who have attained a certain standard of education are allowed to serve for one year only.

"I am sorry I read the paper, but I got in the habit of reading German papers in Germany (applause); I hope the German proprietors will fire the man who wrote that editorial, for misstating facts.

"What do we have in Washington? We have Champ Clark coming out and saying that the flower of our young men must volunteer first. He says that the War Office is jumping around trying to bulldoze people into passing this bill. He is lost in the terminology of old time.

GERMANY'S NOTICE OF U-BOAT WARFARE.

"In every war of the United States we have made the mistake of calling for volunteers, and they want us to go on with it.

"I should like to tell you at length three thoughts. The first one is that everything possible was done by the President to keep the peace, until it got to a point where we could not keep the peace with honor. We had no opportunity to discuss this last move of Germany. At 6 P. M., the Foreign Minister sent to me to come over, and read me the note in German—that took half an hour—in which he declared that they would commence this submarine war at 12 P. M. that night—three and a half hours' notice. No previous discussion whatever, and nothing but assurances all along that they did not intend to do anything of the kind. Bernard Shaw said that the ultimatum sent to Servia of forty-eight hours was not a decent time in which to ask a man to pay his hotel bill. The time they gave us to answer the ultimatum of their U-boat warfare was not a decent time for the clerk to ask you to pay for your soda-water. We had no opportunity whatever to discuss this matter.

"The second point that I want to bring before you is that, if we had not gone in this war, if Germany had either won this war or ended the war with a draw, they would have come over here and attacked us as surely as you are sitting here to-night.

PLANNED WAR ON AMERICA.

"The real feeling in Germany is not permitted to be sent out by the censors. The von Tirpitz element is in control there, and it has been stated in the Frankfurter-Zeitung that, when England was beaten and forced to surrender her navy that, with the combined English and German navy, they would attack this country and make America pay the cost of the war. This has been advocated openly.

"The next thing I want to say to you is, that this is not going to be a short or an easy war. I don't believe Germany will be starved out. I don't believe there will be any revolution, and if any accident should happen to the British fleet, we would have something very serious to face. But, however serious the war is, we have a great prize ahead of us, and that is universal peace, a thing that we cannot have as long as the German autocracy is in the saddle, and you gentlemen, every one of you here to-night, can do a great work, you can descend into the lists and break a lance for the cause of liberty, if, before you leave this hotel, if, before going to bed, you send out a telegram to your newspapers and ask them to advocate, with tooth and nail, this appeal for universal military service. (Applause.) We cannot go into this war with velvet gloves. We are in for

a strong fight and we have got to win the war. You have got to have this service bill passed in spite of Champ Clark and the German *Evening Post*. If our War Department is jumping around, I am very glad to hear it, and I hope they will jump hard and jump high.

DANGER IF RUSSIA MAKES PEACE.

"To-night you cannot tell what may be happening in Russia. We have got to face these things, and if Russia, for some reason or other, should withdraw from the war or prove ineffective, and all those forces should be thrown against the west front, there may be something done that would bring us face to face with German autocracy and German methods.

"The submarine warfare is getting dangerous, as the days lengthen out, and the days become warmer and the seas calmer. Then they can operate with greater success. Those are all the things we have got to consider in making our preparations for war, and I hope gentlemen, every one of you is going out to-night and send that telegram." (Applause.)

Irvin S. Cobb, the last speaker, for it was after midnight when he was called upon, looked at his watch, and said:

COBB'S WITTICISMS.

"Good morning, everybody. I felt the last time I was asked to go to a dinner and detain the guests very much like the old darky in a little town in Tennessee, who was the only member of his race who in a local election voted the Democratic ticket, and it was felt that such loyalty to the Caucasian cause demanded recognition. So the incoming city government created a department of street cleaning. Naturally the job of supervising or foreman went to a member of the dominant race, but on this well-meaning colored person was wished the position of staff. On the morning he reported for duty, as a matter of form, he brought a shovel. The white man had been chosen to superintend his labors. No sooner had the disappointed colored man been required to scoop up one pile of accumulated debris of years than the vigilant eye of his superior had spied out six or seven more needing immediate attention, and it was four o'clock in the afternoon before the unhappy colored man got an opportunity to wipe the perspiration from his brow or straighten his back, or even to blow on the new-formed blisters in the palms of his hands. In the slight lull in the proceedings he said to the white man: 'Boss, ain't you got nothing to do but just think up of things to tell me to do (Laughter), and the white man said, 'Yes, that is all my job, just to keep you busy.' He said, 'In that case, you will be pleased to know that you ain't going to work to-morrow.' (Long laughter.)

"When I got the invitation to speak at this dinner, I accepted it because I wanted to have an opportunity to meet face to face the publishers of America, who are going to be the mute, inglorious heroes of this war. Upon you, the makers of daily newspapers, are going to fall the burdens of the fight. I can see you now, a year from now, going to the Ritz-Carlton for a half-portion of ink, and paying Tiffany prices for white paper. (Laughter.) I can see you paying the augmented telegraph bills and hiring at fancy salaries special war correspondents, of whom I have the honor to be one, or more, and I can see you accepting our short dispatches and our long expense accounts. (Laughter.) I have often wished in my own labors that you would take my telegrams free

and pay me space on my expense lists."

William Hard, the next speaker, said in part:

THE RIGHT OF FREE SPEECH.

"The difficulty at the present time seems to be, if one notices what is happening in Washington, whether we should be allowed to present a very fine view to our trusting readers, and I want to emphasize the relations between the subject of censorship that has been discussed among you during your session, and a general principle for which this war is being fought. I think one must start by saying that undoubtedly there are certain military facts which cannot be disclosed because they would give information and comfort to the enemy.

"I suggest to you that this matter of censorship is not merely a matter of preserving the free speech of the American people, but a matter of establishing the principle that the newspapers and magazines of the United States, forming an industry which distributes news, shall be recognized as having a right and duty to formulate for itself, with the approval of the Administration, the standards under which that information shall be gathered and distributed. It is not merely a matter of preserving the rights of their own occupation, but a matter of rallying to the support of the principle that efficiency and public welfare can be and should be secured, not by the operations of an absolute state, but by the patriotism and the self-direction of each industry in the whole nation. It lies with you gentlemen, in pursuing that principle for ourselves, to establish it also as a principle and a model for every other industry in the old country. If, in order to win this war, we had to submit to the notion that every industry shall be at the absolute unchecked disposal of the state, our last state would be worse than our first, and I make just that one suggestion with regard to our business and with regard to our nation, and I suggest also that a great many of those wretched individuals who go about expressing sentiments abhorrent to every right-minded person, after all, in a certain way, are in the same case with ourselves. It is incumbent upon us in defending free speech for ourselves, to defend free speech for them. I am absolutely in favor of taking their bodies and putting them into the trenches, but I am also in favor of allowing them to say that they do not think they ought to go, and I feel that if we surrender for them their right to say they ought not to go, we are allowing ourselves to be drawn into a precedent which in time will scourge us.

"I think that we will defend free speech for everybody as well as of ourselves. In defending free speech, we will not defend it merely as an abstraction, but we'll organize it in the sense of bringing forward the American Newspaper Publishers Association and the American Periodical Publishers Association to form what amounts to a government of the news industry of the United States, governing the industry for the benefit of the United States during this crisis. If we accomplish that, if that is done, something more will have been brought about than the mere defence of free speech. We shall have taken our part in bringing about the only sort of efficiency that in the end can outdo the efficiency of an absolute state, and that is the efficiency that rises from self-government in each industry of the country, whether it be newspapers, or copper, or steel, or anything else."

(Loud applause.)

Major-General Leonard Wood, pointing to the flags about him, spoke as follows:

GENERAL WOOD'S SPEECH.

"These colors look very well here. They will look quite as well in France, and perhaps serve a more useful purpose. You are in war now. You do not know it. You have not felt it. You are standing behind those bleeding, struggling Allies—our allies. They like our money, they are glad of our food and words, but they want us in the flesh, in our own uniforms, under our own flag. They want the living sacrifice. They want an exemplification of those cold words—that it was the blood of the martyrs, that it was the seed of the Church—not their raiment or even their money. We want to get into the game as soon as possible. Ever since the history of peace was written one refrain has rung through all the writings—'in time of peace prepare for war.' What you have done you know. What you have not done it is not much use thinking of. It is too late to think of it now. But get together now. Do what you can to do the things you might have done years ago.

"The water that has gone under the bridge has gone forever. The things that are coming are going to determine, perhaps, the freedom of mankind. We have got a part to play. It is also with the sword. We have got a tremendous problem ahead of us. We are beginning in the middle of May to train our reserve officers, who are to train later on our own soldiers. We have got the great problem of standardization of arms and ammunition and a thousand and one things to think of. This war is no idle game. The people of this country had attained a degree of wisdom concerning the volunteer system which I hope will prevent their accepting it and sending their best into war only to compel the poorer to come later, as a less efficient force. The spirit, the real spirit of the people is sound and true. They recognize that the volunteer system means murder, the wanton sacrifice of our men. We all admire the volunteer spirit. We would like to see it active in every department of public morality and public life, but unfortunately it is not.

AMERICA IS WILLING, BUT UNTRAINED.

"Now let us go to a system of universal compulsory service. No man opposes it who really intends to serve, unless he is old or a cripple. It is the one fair system, and it is the system we are going to have. We can have no other. I have just come from a large meeting at the Yale Club. There is a great pathos as you look into the faces of a couple of thousand youngsters willing and anxious to go, but absolutely untrained, willing, but unprepared; willing sacrifices, but almost useless ones. How much of that do you want to see? How many more generations of it have you got to have to learn your lesson? For the first time now in your natural life you are confronted by a real enemy. You have never had a war with a first-class Power that you have fought alone. You have never in all your history. Now you stand opposed to the greatest military power of this day. You are well protected—thank God for that! You have time to get ready—and thank Him for that. Do not thank Him for our wisdom, but let us get ready. We do not want war. But war is upon us, and you have to meet it like men.

"There is only one way to do it; it is to bend all our strength now to the task of getting ready. Do it effectively. Do it promptly, personally. To turn to another subject, it seems to me that, in a democracy where leaders are sure to be guided by the voice of the people, that voice must be an instructive voice, otherwise as a guide it will be a failure.

"I believe that in all these questions of national preparedness, the only thing which will save us is absolutely pitiless publicity. Your own people are the only people who do not know your own shortcomings. Every trained soldier in the world knows about all you have got, and what you have not, and your own people must know the conditions if you are ever going to be ready. Hide it from them, and you are in the hands of whoever may be your leaders, for better or for worse. The people of a democracy must know the condition of a nation as to preparedness. Only by their knowing it can we ever get ready." (Great applause.) (Long laughter.) When the fight is over, and when a democratic government and the principles of it and the right of human beings to live their own life are wrested from the only group of crowned heads in the world who still believe that man was created a vassal, and not a self-governing creature, and when the honors have been awarded, you still, in your little sanctums, are going to keep on paying the bills and face bankruptcy as a result of your enterprise, perhaps, in giving the American people the news they demand of the war. And I hope and believe from what I have known as a reporter for twenty years, working under such men as you, that you are going to maintain still that happy spirit of optimism which marked an exceedingly live-minded colored friend of mine in Norfolk, Va., who optimistically murdered another darky one day (Long laughter), and in the same spirit they tried him and found him guilty and sentenced to life imprisonment at hard labor.

"In one of those snug little sunny coops of the sunny South, as they were bringing him out handcuffed, he met another darky on his way in to get the same dose, and the ingoing negro said, 'Hennie, how long have you got to serve?' Hennie said, with a smile, 'Just from now on.' (Long laughter.)

"It is twelve o'clock, and I understand another entertainment, with all respect to Mr. Hedges (Laughter) infinitely superior to this one, is about to start elsewhere, and I will not detain you any longer." (Long applause.)

Glenn R. Guernsey Dead

Glenn R. Guernsey, aged thirty-six, newspaper-writer, died on April 25, in Roosevelt Hospital, New York, of appendicitis. After serving as editor of Western newspapers and press associations, Mr. Guernsey started a syndicate, the Editors' Press, which he had been managing and editing five years. He was born at Marysville, Kan.

Mr. McCormick's Views.

THE EDITOR AND PUBLISHER:
THE CHICAGO TRIBUNE,
CHICAGO, APRIL 18, 1917.

I certainly will be vigorously opposed to Congress giving the Federal Trade Commission power and authority to control the production of news paper or to fix the price.

In Canada the newspapers have exerted their political influence with the Government to obtain the fixing of a price, which has stopped the building of paper mills. It has also destroyed the freedom of government and the freedom of the press. I trust such a thing will not happen in this country.
ROBERT R. MCCORMICK.

PAPER AND LABOR PROBLEMS THRESHED OUT

At Thursday's Session of A. N. P. A. Convention Publishers Take Counsel with A. G. McIntyre, Special Representative of Paper Committee, Securing His Views and Advice Upon Many Phases of Complicated Questions—Gen. Agnus Introduces Resolutions Declaring Two Cents Standard Price for American Newspapers, Which Was Adopted.

A DEMAND that American newspapers be sold at the standard price of two cents was the outstanding feature of Thursday's intense six-hour session of the American Newspaper Publishers Association, assembled in the Astor Gallery. The print paper situation was discussed in all its phases.

Running through the session there was an undercurrent of opinion that the worst conditions had been met and passed and that the future bids fair to offer to the newspaper industry a method of paper supply on reasonable terms under fair conditions.

A. G. McIntyre, the special representative of the Paper Committee, was the centre of interest at the morning session and received an ovation in recognition of his services in behalf of the association.

Mr. McIntyre declared himself unequivocally in favor of long-time contracts upon a plan which would insure both ample supply and fair prices.

H. S. Thalheimer offered a resolution, committing the association to the principle of long-time contracts.

Mr. McIntyre declared that in his opinion it would be unwise for the association to adopt such a resolution at the present time and Frank P. Glass, chairman of the paper committee concurred and the resolution was withdrawn.

A highly important feature of today's meeting of publishers was the adoption of a resolution offered by General Felix Agnus, the veteran proprietor of the Baltimore American, declaring that two cents be made the standard price of newspapers in the United States.

The full text of this noteworthy resolution follows:

"Resolved: That it is the sentiment of this Convention that in view of manufacturing conditions no daily newspaper should be sold for less than two cents per copy.

Resolved also: That the President appoint a committee of five to confer with the newspaper publishers in the larger cities in America to bring about this result.

Harry Chandler, of the Los Angeles Times, followed with a resolution that the Association use its efforts to induce the Government to resume the coinage of the two cent piece as a medium greatly in demand by the people in view of the fact and the prospect of two cent newspapers.

At the afternoon session the delegates were addressed by the following representatives of organized labor: James J. Freely, International President of the Stereotypers and Electrotypers Union; Marsden G. Scott, International President of the Typographical Union, and Matthew Woll, International President of the Photo-Engravers' Union. These speeches were brief and were in general terms, reflecting the spirit of the war time and its relation to the newspaper industry, and pledging the faith and loyalty of the members of the crafts represented.

During the discussion of the print paper matter and during the several hours that Mr. McIntyre answered the questions of the delegates, F. W. Kellogg, publisher of the San Francisco Call, offered a resolution to the effect that the association use its good offices to promote the installation of paper mills on the Pacific coast.

Mr. Kellogg said, in support of this measure, that the small publishers of the Pacific coast were at the mercy of jobbers, and were paying outrageous prices. He said that the natural resources of the country offered peculiar advantages for production of paper.

Mr. McIntyre heartily concurred and pointed out that the Columbia River possessed both important spruce resources and vast water powers which were the essential elements in the manufacture of news print. He said that water power in the Columbia River might be obtained at a cost of around \$11.00 a year per h. p. Water power in Ontario was costing from \$14 to \$16 per h. p. per annum.

Mr. Kellogg said that it was his belief that paper could be produced in California at from \$21 to \$26 per ton if mills were built for the production on scientific lines.

The publishers discussed the following topics during the afternoon:

What are the advantages and disadvantages of the standard size paper, 8 columns, 12½ ems, 6 pt. column rule, 7-16th inch outside margin, 1 in. center margin, with standard size of roll 72 in? What are the prospects of publishers being forced to pay a premium for odd sized rolls in the future?

What are the advantages and disadvantages of long term contracts, and upon what basis should they be made? Fixed price plus cost or graduated on the market?

What are the advantages and prospects of a successful solution of the process of de-inking old papers and remanufacturing the pulp into news print paper or other products again?

What are the advantages of individual newspapers installing cutting machines, taking care of their own white waste and selling same in sheets, instead of supplying it to waste paper dealers who cut it up?

The advisability of cooperative paper mills with publishers, the advantages and disadvantages of direct mill ownership by publishers, either individually or in groups?

Should not features and comics be cut in the interests of the country at war and for the sake of conserving paper? What effect would such a cut have on circulation?

What should be the proportion of news to advertising under present conditions? Are conditions the same for both large and small publications?

What benefit has been secured by the Federal Trade Commission in connection with the paper situation?

What is the possibility of establishing paper mills in the United States in conjunction with present sources of timber

supply, or with reforestation of denuded territories?

What are the hardships of the present standard contract?

What are the advantages and disadvantages of paper selling at two cent price or more, and its effect on circulation?

What are the pros and cons of the non-return basis?

What will be the effect in future of Canada supplying one-third of our manufactured print paper, and one-third of the wood we use to manufacture our own print paper, thus practically controlling one-half of our print paper supply? Is this any more serious for us than the fact that the United States controls the coal and steel which is used in Canada?

What are the most effective ways of increasing news print paper production and what effect will Federal action have on discouraging such new production?

What is a fair manufacturing profit on news print paper?

How may the jobber and middleman be most effectually eliminated?

What will be the effect of banding together of small publishers for cooperative buying?

What effect will the prosecution of paper makers have on the price of paper and the future of the industry?

Standard news print specification.

What does three cent to four and half cent paper demand in price on the basis of number of pages printed during the week? Can we afford rural route circulation at \$2.00 a year in future?

What progress has been made in reduction of margins?

What has been the experience of both small and large newspapers in increasing subscription rates?

How many papers have changed from one to two cents since last convention and what has been the loss in circulation? How many papers have discontinued publishing extras?

To what extent did your mill reduce your supply for 1917?

Should the Federal and State Governments appropriate money to publish a few copies of each issue of selected newspapers on permanent paper for the benefit of the libraries or the country?

A resolution expressing the appreciation of the association of the services of the Federal Trade Commission was adopted as follows:

"Be it resolved, that the association expresses its grateful appreciation to the members of the Federal Trade Commission for their earnest labor and efforts in the matter of the solution of the print paper problem, and that the thanks of the association be conveyed to them for their judicial attitude as well as for the practical results thus far secured.

"Be it further resolved, that the Federal Trade Commission is earnestly requested to continue its efforts, to the end, that the matter under consideration be adjusted to the satisfaction of the

producers, the consumers and the public.

"Be it also resolved, that the association go on record in expressing its full appreciation of the efforts of the Department of Justice to correct the abuses that were shown to be in existence and operation by the investigation of the Federal Trade Commission."

Another resolution adopted unanimously referred to the death of William H. Parry, vice-president of the Federal Trade Commission, it read:

"Whereas, the American Newspaper Publishers Association recognized the immense value of Mr. Parry's work in his investigation of the conditions of the paper trade and the self-sacrificing manner in which Mr. Parry gave his personal attention at the time when his health had been seriously impaired, and:

"Whereas, the American Newspaper Publishers Association believes the newspapers of the United States will be greatly benefited by the work of Mr. Parry.

"Be it resolved that the American Newspaper Publishers Association, in convention assembled does hereby gratefully recognized Mr. Parry's work in behalf of the great Fourth Estate and expresses its profound regret at his death.

"Be it resolved further that a copy of this resolution be sent to the members of Mr. Parry's family."

Death of Horace D. Johns

Horace D. Johns, aged twenty-eight, son of George S. Johns, editor of the editorial page of the St. Louis Post-Dispatch, died April 18, of anemia, at a hospital in St. Louis. He was secretary of the St. Louis branch of the National Security League. He is survived by his wife.

Handles Spanish Papers' Copy

The Beers Advertising Agency of Havana and New York is now placing advertising for "Old Dominion Academy" in Spanish papers in Spain, Santo Domingo, Porto Rico, Cuba, and Costa Rica. The copy runs two inches, single column once a week t. f.

Agencies Consolidated

The Williams & Carroll Corporation of New York has been consolidated with the Colony Advertising Co., Inc., of New Haven, Conn. The latter name will be adopted and offices will be maintained in both New York and New Haven.

Bankrupt Daily's Schedules

Schedules of the Sheboygan (Wis.) Journal, which recently went into bankruptcy, were filed in Federal Court in Milwaukee, showing liabilities of \$20,333, of which \$10,777 are given as unsecured. The assets are \$13,024.

"Success—the science of success," says Emil Reich, "is the science of Energetics."

**NEWS PRINT COSTS VISUALIZED BY CHARTS
DISTRIBUTED BY A. N. P. A. PAPER COMMITTEE**

Graphic Illustrations Showing the Portion of Expense that Every Ingredient Entering into a Ton of Paper Bears to the Total, the Manner in Which Manufacturers Have Failed to Keep Pace with Consumption, and Other Data.

Graphic charts, prepared under the direction of A. G. McIntyre, special representative of the Paper Committee and distributed among the members of the convention, enabled them to visualize each step in the making of a ton of news print, and, at the same time, to calculate the cost.

These charts cover nearly every phase of paper making, the materials that enter into a ton of news print and the cost, from whatever basis of sulphite or wood may be used in manufacture, and the amount or price of coal burned in the process. The charts make it possible for one to calculate and take into consideration the increasing price of wood, and to estimate just what it costs a manufacturer, regardless of the amount he may use in the making of his paper.

WHAT IT COSTS TO MAKE A TON OF PAPER.

The itemized average cost (chart No. 1) is constructed from figures furnished by the Federal Trade Commission for 1913 up to and including the first half of 1916. The sulphite cost is shown at the bottom to be slightly in excess of \$8 a ton. When the ground wood is added, the cost of both amounts to \$20. The same method is followed until every item of expense is accounted for, when the total cost of making a ton of news print is shown at the top.

The consumption of news print, in reference to the average increase each year, is shown in chart No. 2. The average from 1910 was 5.46, on which

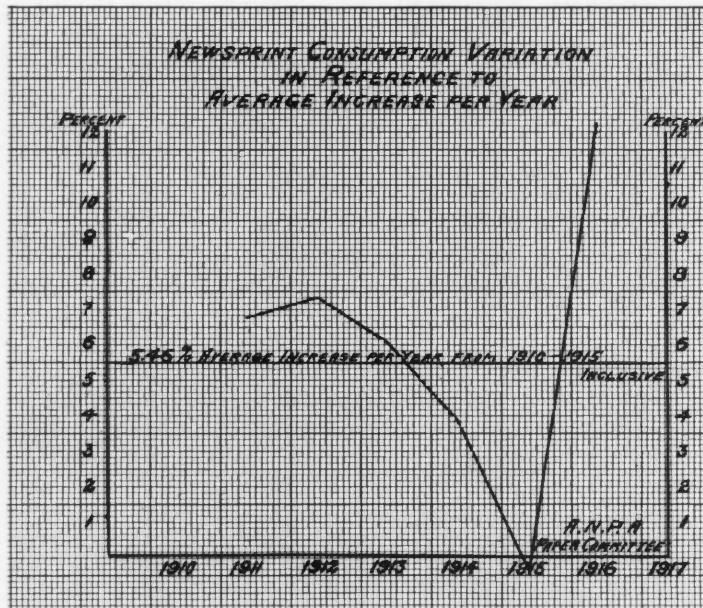


CHART NO. 2.

basis the chart was plotted. The curve, however, shows that the increase in consumption compared with production by about 6.5 per cent. in 1911, running up to more than 7 per cent. in 1912, when production failed to keep pace

with consumption, when the curve abruptly turns downward, until it is less than 1 per cent. in 1915, showing a sudden rise to approximately 12.2 per cent. in 1916, when a Federal investigation was instituted.

NEWS PRINT SULPHITE COST.

The cost of sulphite, based on the amount used in a ton of paper, is shown

with consumption, when the curve abruptly turns downward, until it is less than 1 per cent. in 1915, showing a sudden rise to approximately 12.2 per cent. in 1916, when a Federal investigation was instituted.

WOOD PRICES PER TON.

Then comes the question of pulpwood, compared with the cost of wood per cord. This is shown in chart No. 4. The price of wood per cord appears at the bottom, and the amount of wood in cords, used in the making of paper is shown by the diagonal lines. To convert the cost of cord wood into terms of wood cost per ton, the same method is followed as in calculating the cost of sulphite in chart No. 3. For example, if the cost of cord wood is \$12, and one and one-quarter cords are used to make a ton of paper, the wood expense per ton will be \$15.

Fuel cost per ton is illustrated in chart No. 5. The price of fuel appears at the bottom. The diagonal lines show the different amounts of coal utilized to make paper, in pounds, per ton. The process of finding the cost of coal in this case is precisely the same as in the previous chart, which would show that, if the mill purchased coal at \$7 a ton, and burned 2,200 pounds in making a ton of paper, then the fuel expense would amount to \$8 a ton.

The comparison of monthly deliveries of news print of newspaper and hangings for 1913, 1914, 1915, 1916, and 1917 is shown in chart No. 6. The months are shown at the top and bottom, and the tonnage on the sides. The delivery

(Concluded on page 60)

**ITEMIZED AVERAGE COST
NEWSPRINT MANUFACTURE
U. S. MILLS 1913-16 (FIRST HALF)
FEDERAL TRADE COMMISSION FIGURES**

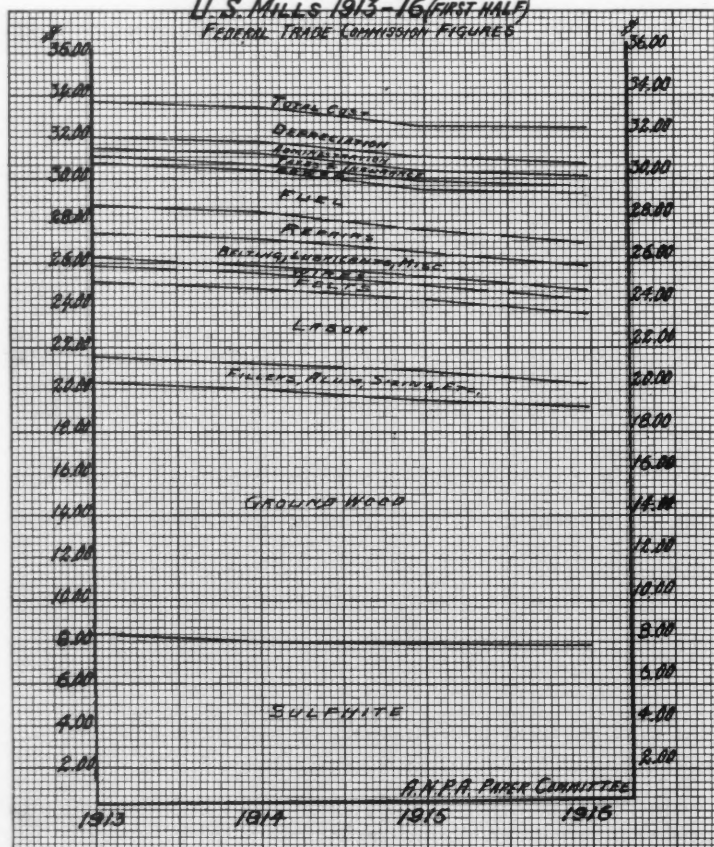


CHART NO. 1.

**SULPHITE COSTS
IN
NEWSPRINT PAPER**

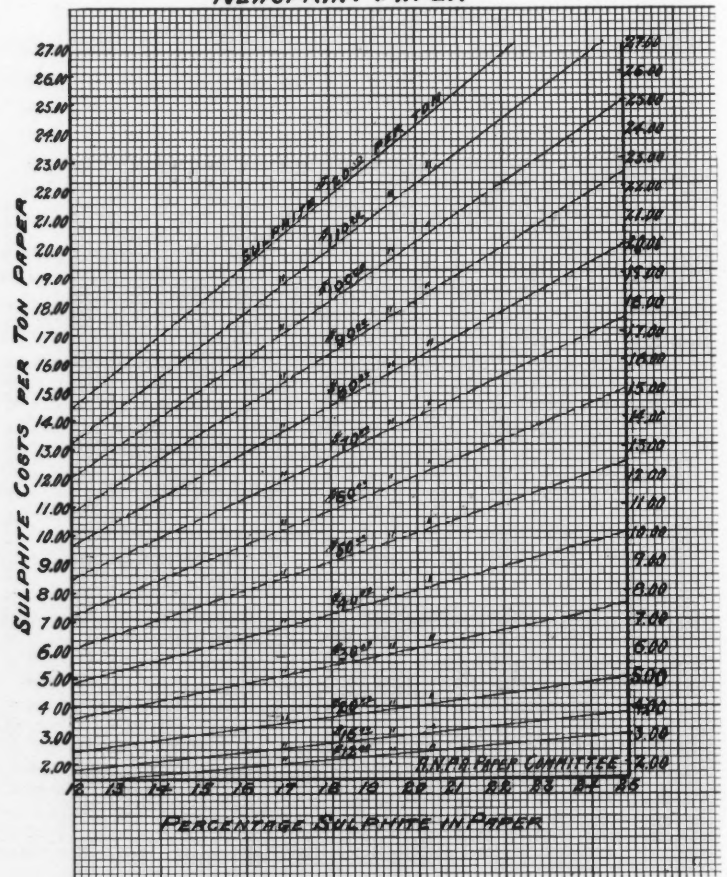


CHART NO. 3.

NEWS PRINT COSTS VISUALIZED BY CHARTS DISTRIBUTED BY A. N. P. A. PAPER COMMITTEE

**PULPWOOD COSTS
IN MANUFACTURE OF
NEWSPRINT PAPER**

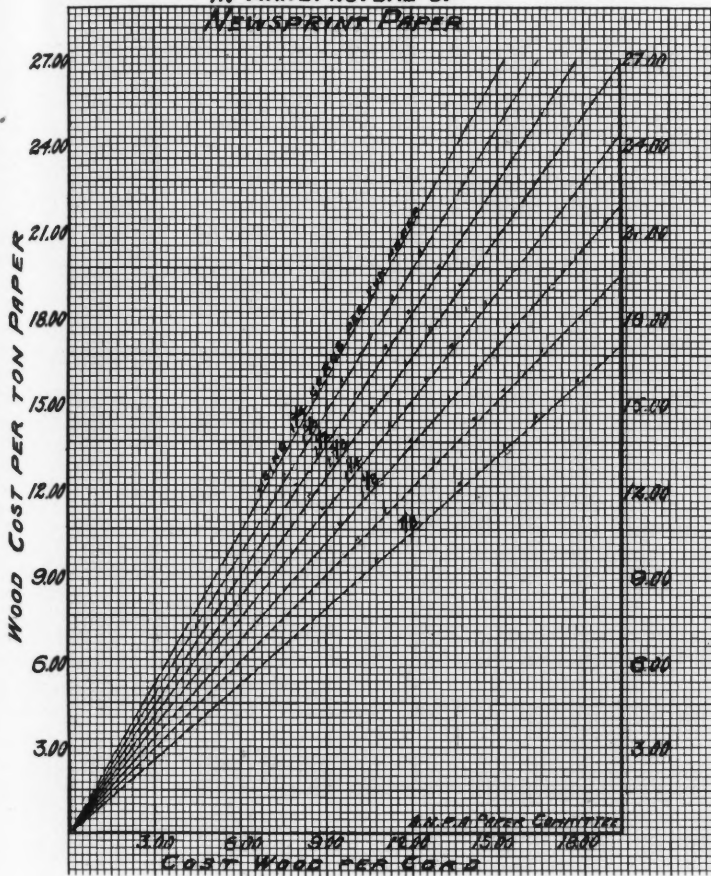


CHART NO. 4.

**COMPARISON OF MONTHLY DELIVERIES (U.S. & CANADA)
NEWSPRINT & HANGINGS**

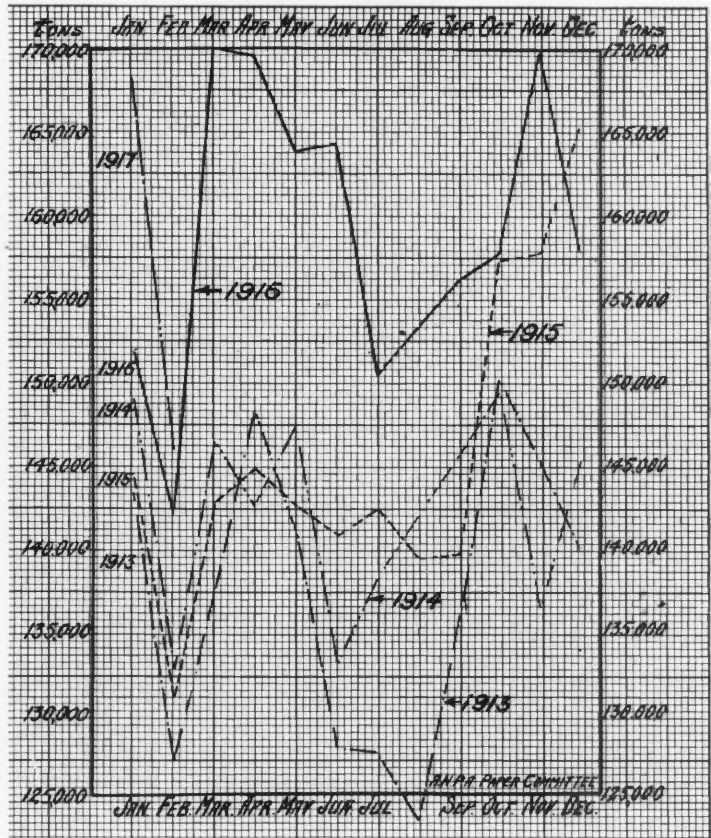


CHART NO. 6.

**COAL COSTS
IN MANUFACTURE OF
NEWSPRINT PAPER**

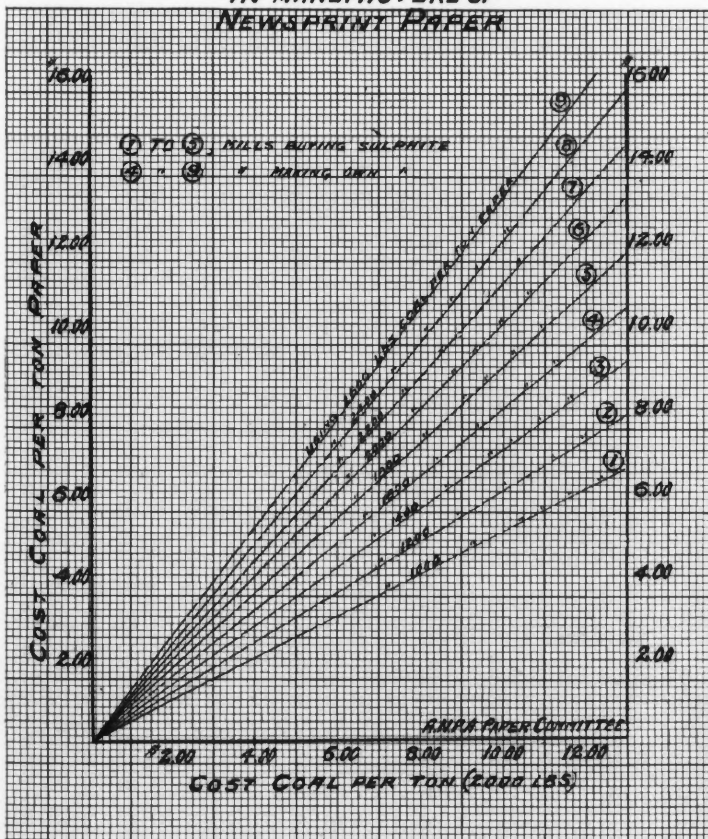


CHART NO. 5.

MONTHLY NEWSPRINT EXPORTS (U.S.)

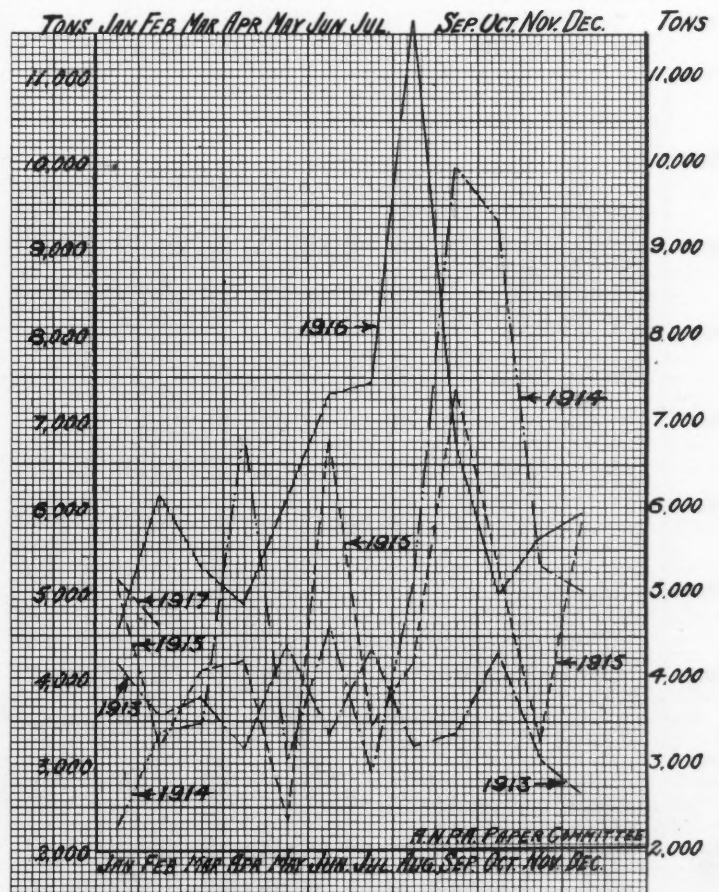


CHART NO. 7.

OFFICERS AND DIRECTORS OF A. N. P. A. WERE RE-ELECTED WITHOUT OPPOSITION

President Hopewell L. Rogers, Vice-President Frank P. Glass, Secretary John Stewart Bryan, Manager Lincoln B. Palmer, and Treasurer Edward P. Call Unanimously Chosen to Succeed Themselves—Elbert H. Baker, Hilton U. Brown and Jason Rogers Again Chosen as Directors.

FACING a year full of perilous possibilities the members of the American Newspaper Publishers Association on Friday unanimously reelected their officers and the three directors whose terms had expired.

Hopewell L. Rogers, business manager, of the Chicago Daily News, received the enthusiastic thanks of the Association for his effective administration during the past year, and this was

The keynote struck at the closing session was economy in production, in anticipation of the war conditions admittedly seriously menacing the industry.

President Rogers urged the delegates in certain terms to return to their homes with the idea of retrenchment definitely fixed as the programme of the hour.

There were five-minute talks on the



JASON ROGERS,
The New York Globe.



ELBERT H. BAKER,
The Cleveland Plain Dealer.

Photos of Other Officers and Directors Appear on Page 9, Part One, of this issue of THE EDITOR AND PUBLISHER.

made concrete by his reelection for a second term as president of the world's most powerful organization of newspaper publishers.

Frank P. Glass, publisher of the Birmingham News, whose untiring efforts in behalf of the industry as chairman of the white paper committee was the subject of universal conversation and approval, was honored with reelection as vice-president.

John Stewart Bryan, publisher of the Richmond (Va.) News-Leader, was reelected secretary, and Edward P. Call, business manager of the New York Journal of Commerce, was again made treasurer.

The directorate terms of Elbert H. Baker, publisher of the Cleveland Plain-Dealer; Hilton U. Brown, of the Indianapolis News, and Jason Rogers, publisher of the New York Globe, expired with the present meeting, and they were reelected. They will continue to serve with Herbert L. Bridgman, of the Brooklyn Standard Union; Harry Chandler, of the Los Angeles Times; J. S. MacKay, of the Toronto Globe; D. D. Moore, of the New Orleans Times-Picayune, and Charles H. Taylor, jr., of the Boston Globe.

Immediately after the election of the directors they met to organize and appoint officers.

The most important business action by the convention at its Friday session was the adoption of a resolution offered by Jason Rogers expressing the sense of the convention that advertising commissions and service fees should be paid for by the advertiser instead of the newspaper.

This resolution was unanimously adopted and practically without debate.

topic of free publicity in answer to these questions: Should not newspapers eliminate free publicity as a matter of economy and self-respect? What legitimate form of cooperation should newspapers extend to national advertisers? What plan can be devised to induce all American Newspaper Publishers Association publishers to refuse gross-agent matter and all kinds of free readers?

The action of the convention on these topics was the adoption of a resolution that the A. N. P. A. should continue and redouble its efforts operating more definitely than heretofore to expose free publicity methods and curb the abuse.

PALMER AGAIN UNANIMOUSLY CHOSEN.
Lincoln B. Palmer continues as manager of the American Newspaper Publishers Association. Mr. Palmer's work has been so notable and so constructive that there has arisen, at all sessions of the great convention, a chorus of appreciation and approval. Readers of THE EDITOR AND PUBLISHER will find in this issue, on Page 30 of the main sheet, the latest photograph of Mr. Palmer, and an appraisal of his work which understates, rather than exaggerates, his accomplishments in behalf of American publishers.

At a luncheon meeting on Friday J. F. MacKay announced his retirement as chairman of the committee in charge of the Bureau of Advertising. He was succeeded by Fleming Newbold, of the Washington Star, who was elected unanimously.

William A. Thomson, director of the Bureau, and Thomas H. Moore, associate director, paid handsome tributes to Mr. MacKay, and he was presented

with cuff-buttons and shirt-studs.

Messrs. Thomson and Moore were reelected director and associate director, respectively, of the Bureau of Advertising. (Photographs of these gentlemen, with appreciation of their work, are shown in the main section of this issue, Pages 34 and 36. Photographs of Chairman Newbold and other members of the committee in charge are shown on Page 9 of the same section.)

Lafayette Young, jr., of the Des Moines Capital, was elected vice-chairman of the committee in charge, and David B. Plum, of the Troy Record, was elected chairman of the finance committee.

The committee as now constituted is as follows: Fleming Newbold, chairman; Lafayette Young, vice-chairman; David B. Plum, finance, with these other members of committee reelected: J. F. MacKay, G. Edward Buxton, jr., Harry Chandler, William H. Field,

Louis Wiley, John B. Woodward, Jason Rogers.

PRESIDENT SEEKS NO SHIELD

Would Regret to Lose Benefit of Helpful Criticism in Present Crisis.

WASHINGTON, April 26.—Announcing that he will not expect or permit any part of the censorship legislation in the espionage bills now pending in Congress to apply to him, or any of his official acts, "or in any way to be used as a shield against criticism," President Wilson thus put himself on record in a letter to Arthur Brisbane, editor of the New York American, and other Hearst papers.

Handicap spells incentive to the man of moral courage; and the right incentive, coupled with a get-there disposition, is a world-moving fulcrum.

NEWS PRINT COSTS VISUALIZED BY CHARTS DISTRIBUTED BY A. N. P. A. COMMITTEE

(Concluded from page 58)

variations may be traced by following the lines that start opposite the yearly figures in the month of January. For example, in January, 1916, deliveries amounted to something like 152,000 tons, dropped to less than 142,000 tons in February, jumped to 170,000 tons in March, remained close to that figure during April, declining slightly at the end of the month, came down to about 164,000 tons in May, with a slight rise in June, and fell to approximately 150,000 tons in July, from which point it climbed steadily until it had reached 157,500 tons by the end of October. It made a sharp rise toward the end of the month, going suddenly to 170,000 tons in November, equalling the March record, and then fell back rapidly to about 158,000 tons by the end of Decem-

ber. January of this year shows deliveries of about 168,000 tons, but it must be remembered in this connection that hangings are included in the total.

Chart No. 7 shows monthly exports from 1913 up to the present time. In this connection the curve for 1916 exhibits the rapid increase in overseas shipments, commencing along about April at less than 5,000 tons, going to 11,500 tons in August, and dropping back to 5,000 tons in September.

The monthly imports chart (No. 8) visualizes the imports of news print paper. In January, 1916, they amounted to about 36,000 tons, reached about 42,000 in March, and nearly 44,000 in May, falling back to about 36,000 tons in December. In other words, the imports exceeded the exports during this period.

MONTHLY NEWSPRINT IMPORTS (U.S.)

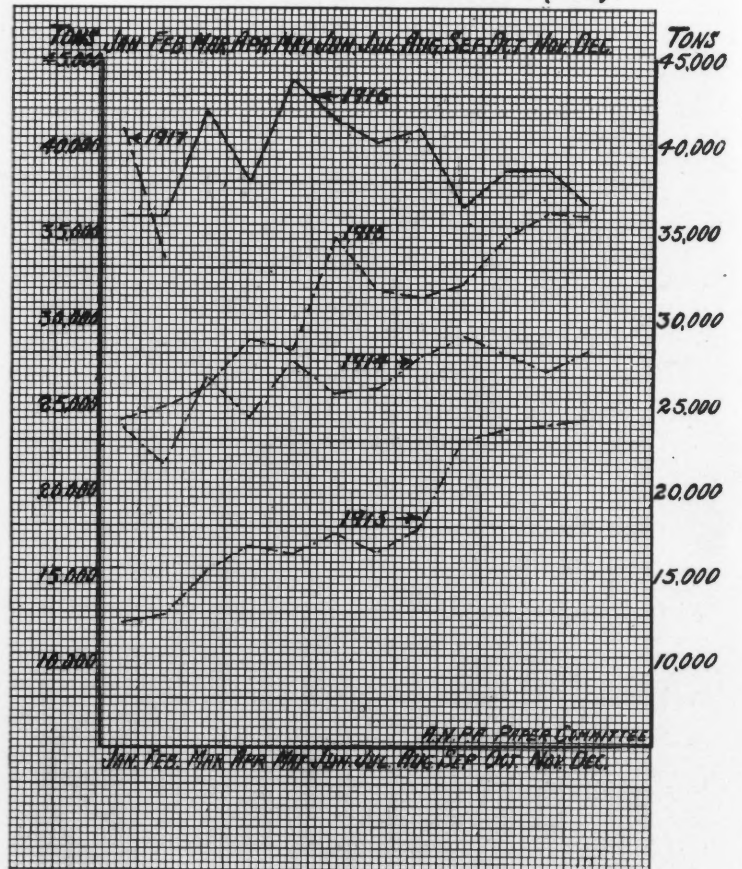
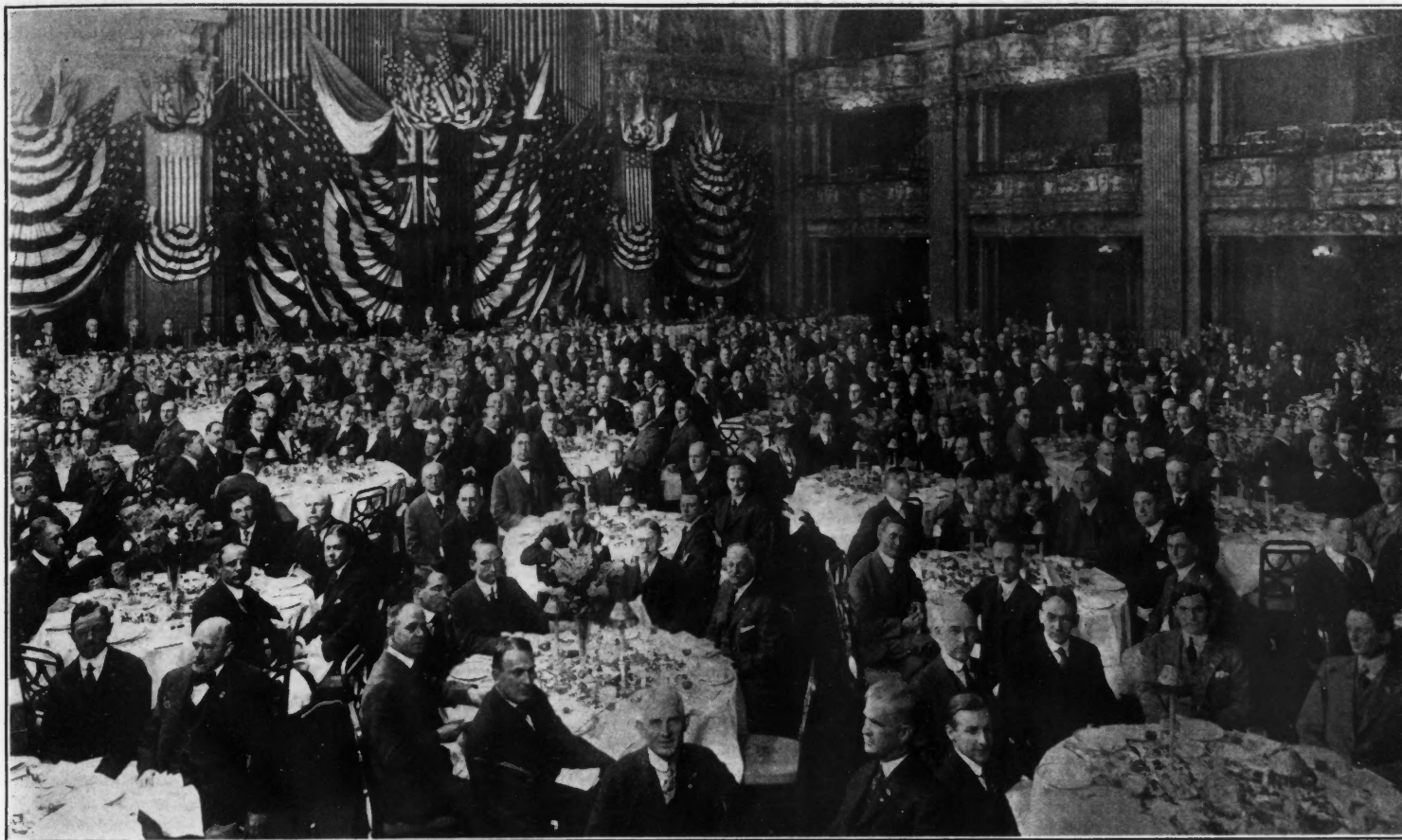


CHART NO. 8.



BUREAU OF ADVERTISING LUNCHEON AT THE WALDORF-ASTORIA ON WEDNESDAY.

COMING TEN THOUSAND MILES TO CONVENTION

J. Wright Sutcliffe Now on His Way from South Africa to Attend A. A. C. W. Meeting in St. Louis in June—Invitations Have Been Sent Around the World.

Travelling 10,000 miles to attend the convention of the Associated Advertising Clubs of the World, in St. Louis, June 3 to 7, is not regarded as particularly unusual by J. Wright Sutcliffe, of Johannesburg, South Africa, who is now on his way to the United States. In a letter to President M. P. Linn, of the Advertising Club of St. Louis, Sutcliffe says: "If it is humanly possible I will be in St. Louis for the convention, although I will have to travel about 10,000 miles to do it, and ships are very uncertain in their sailing just now." Sutcliffe is one of the few advertising men in South Africa, and represents a number of prominent firms there. He says that advertising has been making enormous strides in South Africa within the last few years. He is coming to the United States to get the American viewpoint on advertising and business, and will remain several months.

Letters are pouring into the Convention Board of the Advertising Club of St. Louis from cities throughout the United States, telling of plans under way for attending the thirteenth annual convention of the Associated Advertising Clubs of the World in that city, June 3 to 7. The Texas advertising men will mobilize in Dallas and will make the trip part way by rail and part way by boat. An automobile caravan will start from San Francisco, May 20, for St. Louis. Army officers will accompany the tourists to inspect the roads and see that the schedule of 200 miles a day is adhered to as closely as possible. Au-

tomobile trucks will be loaded with literature, advertising St. Louis, which will be distributed en route. Ohio will be strongly represented, and Toledo is said to be going to make a bid for the 1920 convention. More than 150 advertising men, who are members of the Peoria, Ill., Advertising Club, will make the trip by boat. Des Moines, Ia., will send a delegation of one hundred. Minneapolis has arranged to send a large party of delegates also by water.

It has been announced that the entertainment features of the convention have been extended one day. On Friday morning of convention week, the visitors will be taken for a drive through the city's residential district, ending at noon with a lunch. In the afternoon they will be taken to a baseball game. This is on the day after the last official meeting day, Thursday, June 7.

ARTISTIC INVITATIONS ISSUED.

The Convention Board of the Advertising Club of St. Louis has just issued the formal invitation to more than 200 advertising clubs and other affiliated organizations, and to past presidents of the Associated Advertising Clubs of the World, reaching out over all North America, to Cuba, Hawaiian Islands, the Philippines, Australia, and England, to President Wilson and Gov. Gardner, of Missouri. The invitations literally have been "sent around the world." The invitation is engraved on heavy, deep, cream-colored Japanese vellum in tones of brown. It is framing size, and is a masterpiece of the designer's and engraver's art. It is in special hand-drawn letters, with the name of the club, association, or individual in copperplate script. The initial letters are Old English design, and are engraved in olive-green. At the top of the invitation the artist skilfully wrought and combined the great common seal of the city of St. Louis, the "Truth" emblem of the A. A. C. W., and the emblem of the Advertising Club of St.

Louis. At the bottom is a drawing of the magnificent statue of the patron saint of the Mound City, the original of which will be viewed by thousands of visitors on the crown of Art Hill in Forest Park. The entire invitation is enclosed in a classic laurel frame.

While all this was being planned and perfected, the daily newspapers throughout the country were requested to run special copy pertaining to the convention. More than two hundred have already answered, and each day brings replies from journals asking for a set of cuts, consisting of seven pieces, each measuring 130 lines over three columns.

Town Criers Nominate

At a luncheon of the Providence, R. I., Town Criers on April 23, the following nominations were made for the officers for the coming year: Chief crier, Harris W. Pearson; deputy chief criers, Willard E. Binford, Leon H. Follett; bellman, Joseph S. Gettler; scrivener, H. Nelson Street; funds holder, John F. Sheern; dinner committee, Howard E. Branch; luncheon board, George W. Danielson; national advertising, Granville S. Standish; retail advertising, Harold H. Price; advertising technique, D. Gus Schneider; sales management, Edward J. W. Proffitt; business administration, Horace G. Belcher; Providence 1936 planners, W. E. Baker; membership, Daniel S. Mahoney; educational, Gordon Schonfarber; wherewithal, Frederick W. Aldred; what cheer, F. J. Perkins; vigilance, Irving Bromiley; three councillors-at-large, Matthew S. Dwyer, Elmer Horton, and E. M. Sartorius.

"What do we live for if it is not to make life less difficult for others?"

After all, there are only three things that are really worth while: To do good, to be good, and always to smile.

HITS FRAUDULENT ADVERTISING

Brown Says Purely Selfish Interests of Publishers Justify its Suppression.

"Clean up your advertising pages," was the keynote of the speech of Henry C. Brown, of the Victor Talking Machine Company at the Ad Bureau luncheon.

He discussed the various fraudulent advertisements that found place in many newspapers, and declared that they not only were a mean imposition upon the readers of the newspapers, but were distinctly against the best interest of the newspaper carrying them. He spoke especially of such frauds as the numerous tire manufacturing concerns, which had nothing behind them but the audacity of their promoters. He said that a newspaper that printed the advertisements of fake promotions was violating the highest principles of a sacred institution. Just from the point of selfish interest, the publisher should reject advertising which, on its very face, was swindling, for it would be found that, for every \$1,000 worth of such business turned down, there would be \$10,000 in legitimate advertising offered to take its place.

Mr. Brown made a plea for universal training and drew an analogy between the conscription of men in industry and that of men to serve the country in time of war.

"The time has come to wake up the country," he said. "The newspaper can and will do it."

To Enforce New York Flag Law.

District Attorney Swann, of New York city announces that while he has no intention to construe the flag law "too technically," attempts to commercialize the present patriotic spirit in the use of the flag will be prosecuted.

Through thrift we thrive.

ADVERTISING GAINS MADE BY NEWSPAPERS IN TWELVE LEADING CITIES FOR THREE YEARS

Statistics Taken from the Counting Room Records of Sixty-Nine Daily Papers in a Dozen Cities, for Three Years and Two Months, Shows the Gain in Advertising Lines Carried, as Well as in Percentages.

ADVERTISING gains in sixty-nine leading papers, in twelve of the principal cities of the United States show a gain of 12.66 per cent. in 1916 over 1915, and 2.46 per cent. in 1915 over 1914. January, 1917, shows a gain of 5.71 per cent. over the same period in 1916, and February, 1917, exhibits an increase of 6.31 per cent. over the corresponding period in 1916.

These figures appear in a statistical sheet furnished by the American Newspaper Publishers Association, which explains in detail the statistics in the advertising chart displayed on the wall of the convention hall, showing gains and losses in advertising in twelve leading cities, in millions of lines from 1914, and including February of this year, by months.

The figures were gathered with the greatest care, and in the compilation use was made of the statistics supplied by the New York Evening Post and the Cleveland Plain Dealer.

The summary of all the figures follows:

EXHIBIT OF GAINS AND LOSSES.

Table showing advertising gains and losses for various cities from 1914 to 1917, including total aggregate lines and percentage increases.

Table showing advertising gains and losses for various cities from 1914 to 1917, including percentage increases and decreases.

NEWSPAPERS FURNISHING STATISTICS.

The newspapers from which the statistics were taken follow:

- List of newspapers in various cities: New York (American, Brooklyn Eagle, etc.), Chicago (Daily News, Tribune, etc.), Philadelphia (Inquirer, Record, Press, etc.), Cleveland (Plain-Dealer, Leader, etc.), Detroit (News-Tribune, Journal, etc.), Cincinnati (Post, Times-Star, etc.), Washington (D. C.—Star, Post, Times, and Herald).

Los Angeles, Cal.—Times, Examiner, Tribune, Herald, Express, and Record. Buffalo—Express, Courier, Commercial, Times, Enquirer, and News. Minneapolis and St. Paul—Journal, Tribune, News, Dispatch, Pioneer Press, and News. St. Louis—Republic, Globe-Democrat, Post-Dispatch, Star, and Times.

DETAILED FIGURES.

The detailed figures, showing the advertising done in all of the cities by months for three years and two months, forms an invaluable part of the record. New York appears first. Then follows the number of agate lines for Chicago, with the total for the two cities. After that there appears the number of agate lines for Philadelphia and the total for the three cities, and so on, until the grand total is reached at the foot of the column for each year.

The complete tables are presented herewith, the month of January and February of 1917 appearing first, the other three years following:

GAINS FOR 1917.

Table showing advertising gains for 1917 by city, comparing January and February figures.

HOW NEWSPAPER MEN CAN HELP

Being Listed for Service as Censors, Reporters, and Writers.

Frank P. Sibley, of the Boston Press Club, with others, has received permission from the War Department to list the newspaper men of the country, who are willing to serve in special lines: Intelligence Department (reporting), censorship (editing), propaganda (special writing) and dispatch carrying, etc.

This information was received in St. Louis in a letter to William Marion Reedy, editor of Reedy's Mirror. Sibley requests that some St. Louis newspaper man of wide acquaintance among the workers in St. Louis prepare a list and send it to the adjutant-general at Washington at the earliest moment. He further requests that the list of those who respond should be forwarded as soon as possible, and should be marked: "To be filed under Efficient Service for Newspaper Men."

This same request has been made in all the larger cities of the country.

A. P. AUDIT REPORT

Statement of Receipts of the News-Gathering Association for 1916.

The report of the auditing committee of the Associated Press, as of December 31, 1916, shows cash assets of all kinds, in banks, certificates of deposit, etc., of \$499,493.25, and an excess of assets over liabilities of \$140,989.31. The total income for the past year amounted to \$3,241,428.05. Foreign news service cost \$541,935.53; incoming news service, \$146,507.29; outgoing news service, \$1,830,999.53; salaries, \$541,011.24, and office expenses, \$134,889.47.

COMPARATIVE STATISTICS OF ADVERTISING LINEAGE TERRITORIALLY PRESENTED

ADVERTISING IN AGATE LINES—YEAR 1914.

Large table showing comparative advertising lineage in agate lines for 1914 by city and month.

ADVERTISING IN AGATE LINES—YEAR 1915.

Large table showing comparative advertising lineage in agate lines for 1915 by city and month.

ADVERTISING IN AGATE LINES—YEAR 1916.

Large table showing comparative advertising lineage in agate lines for 1916 by city and month.

**MANY PATRIOTIC WORDS
BY CHAIRMAN McKAY**

In Speech at A. N. P. A. Luncheon He Pays High Tribute to President Wilson as a Leader and Rejoices in Alliance of Canadians and Americans for a Common Cause.

Much interest was shown at the luncheon of the A. N. P. A., in the speech of J. F. MacKay, of the Toronto (Can.) Globe, chairman, committee in charge, Bureau of Advertising. Mr. MacKay said:

"Let the first word uttered from this platform to-day be one of congratulation that the two great Anglo-Saxon peoples—and their noble Allies—are at the present moment united in what, it is hoped, will prove to be an indissoluble band on behalf of the liberties of mankind, and to utter a fervent word of prayer that the day may not be far distant when victory complete and overwhelming will crown the efforts of their forces, and that that brighter day be ushered in when men shall 'beat their swords to ploughshares and their spears to pruning-hooks.'

"I wonder if your chairman to-day would be stepping beyond the bounds of the proprieties were he to appropriate as the expression of the sentiments of my country the eloquent words spoken from this spot at this hour yesterday by that venerable and eminent American Ambassador, Mr. Choate, when referring to the distinguished man who has, in the providence of God, been chosen to lead the American people through this crisis. I can truthfully say that every word he uttered finds a ready response in the emotions of the Canadian people. Nothing in the history of this continent has more thrilled and heartened the people of the northern half of the continent than those never-to-be-forgotten words uttered by Woodrow Wilson in your capital on the fateful 3d of April, 1917.

"This to me, therefore, a citizen owing allegiance to another flag, is one of the greatest pleasures, as it is also one of the supremest honors of my life, to find myself in the position I occupy today, for whatever doubt may have existed in the minds of some as to the form of decorations appropriate to these functions in former years, there is no division to-day, and unitedly we greet the flags of the Allied nations.

TWO PEOPLES UNITED.

"It is not unfitting that the organization under whose auspices this function is held should express these sentiments, for since its foundation it has realized that two peoples of one blood and one tongue, and possessing a common purpose in life, could cooperate in their services in the fullest possible measure, regardless of great lakes and imaginary lines.

"May I be permitted here to say a word on behalf of the junior partner in the Bureau of Advertising in appreciation of the compliment shown our country in selecting from among our limited membership the presiding officer of the organization, and with all possible apologies for the shortcomings of the officer to utter a heartfelt 'thank you' for your generosity in that matter.

"To-day the Bureau of Advertising is four years old, and we are celebrating the event in this our third little birthday party. And the party is not so 'little' as it once was, either. It has kept pace with the growth of the Bureau itself, so that to-day we have the pleasure of welcoming men of the advertising army of America to our luncheon, a number nearly three times greater than

APPRECIATION OF THE EDITOR AND PUBLISHER

Hon. Joseph E. Davies, of the Federal Trade Commission, Acknowledges "the Fine Helpfulness" of this Newspaper in the Commission's Work in the News Print Situation.



HON. JOSEPH E. DAVIES.

FEDERAL TRADE COMMISSION.

WASHINGTON, April 25, 1917.

THE EDITOR AND PUBLISHER:

Will you pardon my inadvertent failure to acknowledge your recent letter, and send to you a message to the publishers, to be printed in your issue of April 21, outlining for them the situation as to news print prices and supply.

The fact of the matter is that my work has been very much upset by reason of Mr. Parry's recent illness and sudden death. In some manner your letter was mislaid, and the result was that I did not have an opportunity to do that which I would have liked to have done, to wit: to have acknowledged the fine helpfulness of THE EDITOR AND PUBLISHER in the news print situation throughout, and its splendid cooperation with the activities of the Trade Commission in general.

(Signed) JOSEPH E. DAVIES,
Commissioner.

responded to the invitation of three years ago.

"Gentlemen, I give you a toast to the Allied Armies of Liberty, and the organist will play the national anthem of France."

THE CHURCH AND THE PRESS

Rector Sullivan Says They Should Cooperate for Public Good.

The Rev. Edward T. Sullivan, rector of Trinity Church, Newton Centre, Mass., speaking before the Churchmen's Club at Providence, R. I., last week declared that "the great way to propagate missions and the church is through the daily press."

Mr. Sullivan made a plea for closer cooperation between the church and press. Both pastor and editor, he declared, were working for the same end, the betterment of the community. He placed the lack of cooperation in the past on the church, saying the attitude of the church was to keep the reporters out.

"The newspaper wants to be used for good, but you have got to know how to do it. If you have an idea, write it out and then go to the editor of your leading paper and talk business. Keep yourself out of it, and, after the paper has had two or three stories on it, call the attention of your friends to it and have it put through. That's the way to conduct a propaganda. Get acquainted with your editors and the reporters. Remember the reporter is a fellow-man engaged in earning his daily bread. Assist him, and he'll assist you."

GETTING AFTER HEUSTIS'S JOB

Editor-in-Chief of Philadelphia Inquirer May Lose Political Position.

Charles H. Heustis, editor-in-chief of the Philadelphia Inquirer, who has for several years been Health Officer of the Port of Philadelphia at an annual salary of \$5,000, is likely to lose that position as the result of a report made by Harry S. McDevitt, attorney of the State Economy and Efficiency Commission, who calls it a "sinecure" and asks its abolition on the ground that the work is sufficiently covered by the Quarantine Board. Similar offices

are also slated for the discard in the interest of economical and efficient management.

Mr. Heustis, who has been connected with the Inquirer, which is a strong Republican paper, for upwards of twenty years, has his office in City Hall. His duties include keeping a register of all vessels that enter the port, issuing health certificates, to all clearances, collecting the fees due the State from such vessels and paying them into the State Treasury.

These activities, according to McDevitt, can just as well be performed by the Quarantine Board, which has an office in the Bullitt Building and maintains a quarantine station at Marcus Hook.

CREEL PROMISES CO-OPERATION

Tells Newspaper Men His Committee Will Not Antagonize Press.

WASHINGTON, April 25.—George Creel, chairman of the Committee on Public Information, which committee is charged with the censorship of news, gave a confidential talk to the members of the National Press Club Friday, in which he outlined his plans to the newspaper men. He let it be plainly known that it is the intention of his committee to cooperate with and not to antagonize the press. Cable censorship plans were discussed to-day by Secretary of the Navy Daniels and Mr. Creel. Representatives of the American Cable Companies were present at the conference. The companies represented were the Western Union, the Postal, the French Cable Company, and the Central Cable Company, of South America. The regulations governing censorship of the press, it is understood, are now in preparation, and will be announced shortly.

Handles Schulze Ad Account

William Evans has succeeded Joseph M. Kraus as advertising manager of the Schulze Baking Co., of Chicago. Mr. Kraus, it is said, will engage in the agency business.

The man who can "drink or let it alone," usually elects not to let it alone.

**PUBLISHERS DENOUNCE
CENSORSHIP PROVISION**

A. N. P. A. Convention Passes Unanimously Resolution Demanding Elimination of Objectionable Clause in Espionage Bill Abridging Freedom of the Press.

The attitude of the A. N. P. A. convention members on the subject of a press censorship, as expressed in the resolution presented by Louis Wiley, of the New York Times, seconded by Charles H. Taylor, Jr., of the Boston Globe, and passed unanimously, is in all essentials in accord with the editorial expressions on this subject which have appeared in THE EDITOR & PUBLISHER.

The full text of the resolution follows:

The American Newspaper Publishers Association, representing the daily newspapers, requests Congress to eliminate the press censorship provision from the Espionage bill now pending.

"The proposed legislation strikes at the fundamental rights of the people, not only assailing their freedom of speech, but also seeking to deprive them of the means of forming intelligent opinion. It is drastic, yet vague, in its terms, providing the severest penalties for acts the criminal quality of which is to be defined hereafter under a delegated authority. Its possible consequences in restricting the liberty of the press are full of peril to free institutions.

"The censorship proposed is believed to be a violation of the Constitution of the United States, which prohibits Congress from 'abridging the freedom of speech or of the press.' An effort to suspend this constitutional guarantee, whether ultimately sustained or not, is sure to be followed by grave injury to the rights of the people, whose one great safeguard in time of war is an untrammelled press.

"A voluntary censorship, suggested by the Government, is being carefully observed by the newspapers of the United States, and no loyal newspaper will knowingly print that which would give aid to the enemy. Any newspaper that wilfully publishes information of military value to the enemy can and should be prosecuted under the law of treason.

"Established means of communication, carrying messages ordinarily regarded as private, will be used by an enemy for the transmission of information, and every proper purpose of the proposed legislation would be served by the control of outgoing messages by mail, telegraph, cable, etcetera, and by search of the effects of persons traveling from the United States to foreign countries.

"In war, especially, the press should be free, vigilant, and unfettered. The American people are entitled to a full and frank statement of all that occurs, whether it be good or bad. There can be no justification for a restriction that abridges the liberty of the press, for the people must have confidence that they are getting the truth.

"The defeat of this objectionable legislation, therefore, is most earnestly urged upon Congress."

To Offer Four Courses

Four courses in journalism will be offered by the Ohio State University during the coming summer session, June 21 to August 16. The courses are: News-collecting and news-writing, newspaper practice, newspaper problems, newspaper ethics and principles. Joseph S. Myers, head of the department of journalism, will be in charge.

RALPH H. BOOTH FORESEES NO SERIOUS DEPRESSION IN BUSINESS IN WAR PERIOD

Newly Elected First Vice-President of Associated Press, and President of Booth Publishing Co., Predicts Great Activity in Industries and in Advertising—Sidelights on Conventions—A. E. Scroggie Says Canada Has Solved Problem of Government Advertising.

That the war situation in this country promises no serious depression in advertising business unless unforeseen adversity arises, was the opinion expressed by Ralph H. Booth, the newly elected first vice-president of the Associated Press and the head of the great Booth Publishing Company of Michigan.

"We must bear in mind that the impoverished nations of Europe are expecting to draw their materials from us in large measure and we are releasing immediately billions of dollars in loans to pay for them. That money is to go into circulation here and every business will be stimulated.

"We may anticipate higher prices. But that will not stand in the way of advertising. The only fear that I entertain now is that merchants will not be able to obtain adequate supplies of merchandise. It is axiomatic in advertising that a surplus of merchandise or high prices do not dampen advertising enthusiasm, but when merchants have no goods to sell they will not advertise. Every effort should be made to keep the lines of transportation open to manufacturers and producers that the needs of the people of the country may be supplied and there should be no hardships worked upon our population in the titanic task of meeting the requirements of the export trade. I look for a period of feverish conditions, but there is nothing in the prospect, as I see it now, that publishers should view as perilous."

Samuel Meek, attending the A. N. P. A. meet, and representing the Philadelphia Press, said that by May 1, the Press and Philadelphia Telegraph would be housed in their fine new building on Samson Street, near 13th Street. "It will be an efficient, modern plant in every respect," said Mr. Meek.

Samuel Anson, publisher of the Columbus (O.) Monitor, now nine months old, told his friends at the A. N. P. A. meeting that the reception the citizens of the Ohio capital had given to his enterprise was gratifying and that the Monitor was now established on firm ground. A Sunday edition of the paper has been launched and has made an excellent impression. "Sam" Anson, red-headed, smiling, a glutton for work, received his training on Cleveland newspapers. He was city editor of the Press and News and both by experience and temperament is equipped for the responsibilities of publisher of a fast daily—even in troublous war times.

"I had some trouble in squeezing enough time away from the office to attend the publishers' meeting this year," said Hilton U. Brown, of the Indianapolis News. He explained that Delavan Smith and Richard Smith, managing editor of the News, had both been ill and were recuperating in the South, the burden of the big load falling heavily upon Mr. Brown.

C. S. Jackson, of the Portland Journal, received the nomination and unanimous election, by acclamations that could be heard from Central Park to the Flatiron Building, as the "best story teller in the newspaper business."

Jason Rogers, of the New York Globe,

took the hand of Arthur Staples, publisher of the Lewiston, (Me.) Journal, looked him straight in the eye. "I like you, but still I regard you as a downright criminal," said Mr. Rogers.

Staples demanded to know the basis for this soft impeachment.



RALPH H. BOOTH.

New Vice-President of the Associated Press.

"What are you paying for paper?" said Rogers.

"On an old contract, running to 1919, I am entitled to paper at \$1.84," the Maine man admitted, almost apologetically.

"Well, that's criminal," said Rogers.

"There is not a line of free reader in the Toronto Mail and Empire—that ancient and disgusting graft is dead in our business," said George E. Scroggie at the A. N. P. A. meeting, and not without a show of pride. Every line of business news, and announcements of every sort are paid for regularly. We have nothing to give away and I may state that our self-respect and our responsibility to our readers are well intact. If a merchant wants a write-up of his millinery opening we have a

young lady who will go to the store and turn out the stuff, but with the distinct understanding that it is advertising and will be paid for at the rate.

"We Canadians believe that we are justified in feeling that we have made some progress on the problems that the newspaper men of the United States are wrestling with. Surely you will admit that we have solved the problem of Government advertising. Watch this grow, both in war times and in times of peace! The Government has learned the truth about the value of newspaper space."

Visiting publishers at THE EDITOR & PUBLISHER.

The ordinary flour paste was made. It was found that a top sheet of tissue was essential to satisfactory results.

"The saving was not large," said Mr. Bryant, "but it was in the spirit of the times which calls for economy in every direction and makes any saving a virtue. One of the beneficial effects of the war will be a stimulation of the old sense of thrift.

"I have figured that with these mats made from news print we save about \$12 per 400 mats on materials. More paste must be used, which must be deducted from the gross saving, and then, too, more time is required and if this runs into over-time that figure must be considered.

"However, we know in the Press-Guardian office that we are prepared to meet the situation if there is a famine of tissue, backs and pink sheets.

"On ordinary process mats we have cut down the layers of tissue from three to one and get just as good results as from three. We do not believe that a satisfactory mat can be obtained on less than a five-minute bake."

D. D. Moore, editor and publisher of the New Orleans Times-Picayune, referring to the national situation wrought by war, said: "The South is busy with cotton and rice for the nation. Not as much cotton was planted as should be and this is to be regretted. There seems to be an abundance of rice on the way. The Yankees do not know how to eat rice. They put cream and sugar on it. In the South we dress it with gravy and get a vegetable staple, and not a fancy dessert. We will have no soup kitchens in the South during the war. We have a large German population, and they are substantial people and good Americans. There has been no incident of an unfair attitude by any one of them.

"I believe that a rigid censorship in this country is unnecessary, for newspaper men can be depended upon to put the interest of the country first."

NEWSPAPERS' RIGHT TO CRITICISE MAINTAINED

Censorship Bills in Both Houses of Congress Confine Limitation of Publication to Information Prohibited by Presidential Proclamation—Freedom of Press Not Affected.

WASHINGTON, April 25.—With both Houses of Congress proposing censorship legislation, it looks reasonably certain that some Congressional action will reach the statute books on this subject. The House, like the Senate, has reported an espionage bill embodying a censorship feature. The right of newspapers to criticize acts or policies of the Government or its representatives would remain unchanged, but a limitation would be placed upon publication of information regarding the national defence, such as is prohibited by Presidential proclamation, under the terms of the espionage bill as favorably reported to the House by the Judiciary Committee to-day.

Confidence is expressed in the report on the bill that the President will not abuse his authority to prevent publication of news regarding the national defence and that the newspapers will cooperate with him.

A lot of perfectly good admiration is wasted on the laws of the Medes and the Persians. If we had them, we would probably be petitioning Congress to repeal them.

**DISTINGUISHED GUESTS
KEEP REPORTERS BUSY**

Arrival of British and French Commissions Imposes Much Work Upon Washington Newspaper Men—Balfour's Policy Is to Give No Special Interviews, Being Fair to All.

WASHINGTON, April 25.—The arrival in Washington of the British and French war commissions headed by the Right Honorable Arthur J. Balfour and Marshal Joffre, respectively, has made life exceedingly active for the Washington newspaper men. Starting with the arrival of the British Commission last Sunday, the news-writers have been on the "jump" incessantly. Every advantage has been given the representatives of the press, notwithstanding that there have been some limitations on what they should write.

At the Union Station on Sunday, upon the occasion of the arrival of Premier Balfour, newspaper representatives and news photographers were given the privilege of entering the enclosure along with the Reception Committee of the American Government. Travelling with the British Committee is Geoffrey G. Butler, official spokesman of the British War Mission. He has been holding daily sessions with the news writers and has been the greatest assistance possible in giving "inside information." On one occasion he was asked by a press representative to arrange a strictly private interview for him with Mr. Balfour. The other newspaper men looked dismayed. They saw visions of "scoops" and subsequent biting comment from their own particular editors.

BALFOUR FAIR TO ALL.

But Mr. Butler, who has been exceedingly obliging and equal to all occasions, was not feased. He smiled and said, "I fear that Mr. Balfour loves all of you American newspaper men so much that he wouldn't think of favoring one, lest he hurt the feelings of the others."

Mr. Balfour has been very accommodating about having his picture taken, not refusing any request either for a "still" or moving picture. The activity and great number of newspaper men here is the greatest source of wonderment to the English detectives from Scotland Yard travelling with the Balfour party. "Where do all these newspaper chaps come from? There surely must be a superabundance of them, is there not?" asked one. The English policemen do not seem to get accustomed to the American custom of "getting the news."

When the French Party arrived at the Washington Navy Yard abundant facilities were given to the newspaper men for getting all the first-hand information possible upon the arrival of the party. Both Commissions were received in Washington with the greatest enthusiasm by the representatives of the press and the public at large. James D. Preston, superintendent of the Senate Press Gallery, acting in conjunction with the standing committee of correspondents, is assisting materially in the press arrangements at the various functions.

JERSEY EDITORS' CONFERENCE

Interesting Programme Arranged for Next Monday at Trenton.

The New Jersey Press Association will meet next Monday at Trenton. The body will be in session all day, with a brief recess for luncheon.

Among the topics to be discussed are: "The News Print Situation," by A. G. McIntyre; "Free Advertising," "How to Write a News Story," "How to Solicit and Hold Advertising," "What Are You Doing to Meet the High Cost of Production?" "A Review of the Meeting of the American Newspaper Publishers Association," "Foreign Advertising," and others of equal interest.

Among those who will preside over discussions are: Walter M. Dear, Jersey Journal; William H. Fisher, Toms River Courier; Charles H. Frost, Plainfield Courier-News and Press; J. Lyle Kinmonth, Asbury Park Press; J. W. Naylor, Allentown Messenger; Charles L. Stryker, Washington Star; A. S. Crane, Elizabeth Journal; E. A. Bristol, Passaic Herald; W. B. Bryan, Paterson Press-Guardian; Fred W. Clift, Summit Herald.

Could Not Resist McCormick

Clad in the full field uniform of major of the First Illinois Cavalry, Major Robert R. McCormick, special war correspondent and part owner of the Chicago Tribune, went to Grand Rapids Thursday, attended a rousing patriotic meeting fostered by local newspapers, delivered an address before more than 5,000 citizens, and secured the hearty endorsement of the conscription plan of raising American armies by an audience thought to be bitterly opposed to the President's Army bill. After Major McCormick had completed his address he was given one of the most enthusiastic demonstrations ever accorded a speaker in Grand Rapids.

Daily Paper During Convention

The Texas Press Association will issue a daily newspaper during the convention of the Texas editors at Galveston in June, giving the convention happenings in this form for the benefit of editors attending the meeting. Printing machinery and supply houses have agreed to provide machinery for setting type and printing the paper, and a room to be used as an office will be provided by the Hotel Galvez. The work will be done by members of the Association.

Reunited Through Newspaper

Mother and daughter, separated for fifteen years, were brought together last week through a letter to Marion Holmes's "helping hand" column in the Chicago Daily News. The principals were Mrs. Jack Collins and her daughter, Alice, both of whom happened to be living in Chicago. The daughter wrote the letter to the Daily News. Through an odd combination of circumstances, Mrs. Collins and her daughter became separated when the latter was five years old.

Dallas Ad League Hustles

The Dallas (Tex.) Advertising League has taken up the campaign in Texas for greater food production, and will cooperate with State and Federal agencies in carrying forward the work. The League will send to St. Louis the largest delegation ever sent from Dallas to a convention of the Associated Ad Clubs of the World. The "Showcuss" recently given by the Dallas ad men, netted \$700, which will be used in exploiting Dallas and the Southwest at the convention.

Seeking 2,500 Members

The Salesmanship Club of St. Louis has launched an energetic drive for membership. The goal is 2,500 members by June 10, when the World's Salesmanship Congress will be held in Detroit.

**PHILADELPHIA
IS THE
THIRD LARGEST**

Commercial Center in the United States, the Second in Point of Wealth and the First in the Number of Individual Homes.

This is indeed an interesting and a vital trio—*business, wealth and the home.*

Is it not significant that THE PRESS should be gaining so steadily and so strongly in three corresponding kinds of advertising, namely—Financial, Automobile, and Books?

It clearly demonstrates how typically Philadelphian THE PRESS is and how perfectly its influence and its progress keep step with municipal growth.

In these three important types of advertising THE PRESS gain for one year ending March 31, 1917, was

AGATE LINES

<i>Automobiles</i>	131,026
<i>Financial</i>	189,266
<i>Books</i>	101,508
<i>Total gain in three departments</i> .	339,652

THE PRESS

The Philadelphia Home Newspaper

LOUIS GILMAN
Eastern Representative
World Building
NEW YORK, N. Y.

HARRY B. LASHER
Western Representative
Tribune Building
CHICAGO, ILL.

EXHIBITORS INSTALLED A WORLD'S FAIR IN MINIATURE AT WALDORF-ASTORIA

Genius of Inventors of Newspaper Equipment and Machinery Shown in Exhibits—Syndicates, Selling Feature Matter to Newspapers, Do Big Week's Business—Throng of Visiting Editors and Publishers Interested in Exhibitions.

THAT a cellar or an old loft is not necessary for the establishment of a newspaper plant, and that the same can just as well be placed in the parlor of one's home should you wish, was established beyond a doubt at the present session of the A. P. and the A. N. P. A. at the Waldorf-Astoria Hotel. For there, set up in the beautiful apartments of that well-known hostelry, on the parquet floors, were typesetting apparatus, presses, planers, saws, matrix ovens, casting boxes, and in fact practically everything used in the mechanical department of an up-to-date newspaper. Each piece of apparatus was in full working order, and was being operated for the benefit of the publishers and owners present.

The entire first floor above the ground floor was given over to the conventions. The grand ballroom was used for the luncheons and banquets, the Waldorf Apartments for committee meeting rooms, the Astor Gallery for the meetings, and the Gold Room and State Apartment, together with other less well-known rooms, was given over to exhibits and headquarters for various well-known commodities.

In the well-known Gold Room, adjoining, was found the Mergenthaler Company. Louis A. Hornstein, advertising manager, and H. H. Muir, chief demonstrator, were in charge, assisted by E. C. Maydole, W. A. Reade, and a number of others. There were models 18, 19, 17, 16, 14, 8, 8, and 5 on exhibition and working, together with a special machine known as a Hearst headliner, which sets 60-point type. There were also four trucks with four pages of 100 per cent. slugs, ads, news matter, and all. There was also a display of the Ludlow typograph, mat cabinets, etc.

Adjoining the convention meeting room, in the famous Myrtle Room, the Intertype Corporation held forth. H. W. Cozzens, general sales manager, was in charge, with Frank R. Atwood, Chicago manager; W. B. Goode, San Francisco manager; C. D. Montgomery, New Orleans manager; F. L. Pollard, New York manager, and B. F. Chittick, his assistants. Here were found three machines in operation, one model A, one B, and one C, model B having the new side unit attachment. There was also a standardized unit, without magazines, showing the machine, a frame with thousands of matrices in it, and a large frame with photos of various Intertype installations all over the country. There was also an "Alcove of Comparisons," where various parts of the Intertype were compared with parts from other machines.

Directly opposite the Intertype exhibit was that of the Monotype where there was on display a type and rule caster, a composing machine, a style D D keyboard, and a display in type form of the units cast by the machines. W. C. Magee of the publicity department in Philadelphia was in charge with the following assistants: Richard Berresford, New York and Boston manager, James H. Sweeney western district manager, Harvey Best, Philadelphia district manager, H. F. McMahon, Canadian district manager, Fred Weindell of the Philadelphia office, W. G. Leid, J. Clark Thompson, Harry Rossiter, Joseph N. Gordon, and several others.

Another large exhibitor was R. Hoe & Company, printing press, saw and printing machinery manufacturers. They were located in the State Apartment and have a large and varied assortment of goods on hand. There was a combined jig saw and drilling machine, their improved ink pump which makes possible 48,000 twenty page papers in an hour, a radium arm flat routing machine, a new model beltless rotary planing machine, a monorail combined saw table and trimming machine, a small stereo furnace, various style and size casting boxes, a dross refining furnace, self clamping curved and flat matrix scorching ovens, and a host of other things made by this firm. Oscar Roesen sr. was in charge assisted by A. J. Gallien, H. Reynolds, H. S. Mount, O. L. Grain, H. V. Ball, Oscar Roesen jr., Edgar Rodd, H. S. Slade, C. D. Peterson, A. Bowie, F. W. Smart, J. E. Raab, and Miss G. Kern.

The Duplex Printing Press Company, situated in the main foyer, had on exhibition an immense Duplex two-speed matrix roller, the sample being sold to the Chicago Daily News the second day of the convention. Demonstrating the machine were I. K. Stone, president of the Company, John Griffith, secretary, I. C. Squire, Eastern representative, Louis Beckman, engineer, Charles F. White and Wesley Dammes.

In the main corridor was one of the machines of the News Bulletin Display Company, known as the national electric bulletin. It was operated from room 109, about 250 feet away, and displayed bulletins that were printed on a large sheet of paper and hung up on a frame. No one is in sight as operator and the machine attracted considerable attention. H. O. Allison, formerly of the Beaver (Pa.) Times and A. J. Erlanger were in charge of the exhibit.

Another interesting machine on exhibition was the addressing and mailing machine of the Pollard-Alling Manufacturing Company of New York. This exhibit was in room 110, known as the White and Gold Room and consists of an entire outfit for newspaper mailing and addressing. A number of operators were in charge demonstrating the machines, with President F. H. Alling and Secretary William M. Stretch in charge.

J. M. Huber, manufacturer of inks and pulp colors, had an exhibit in room 144. Here were found samples of the product put out by Mr. Huber and a large exhibit of newspapers and printing samples on which his inks were used. Mr. Huber was in charge, assisted by Edward Jaenecke, Edward Engleman, W. C. Herrick, C. W. Luttinger, Chris Gelson, A. M. Peck, and H. A. Wilkins.

Frederick J. Haskins, the well known writer held forth in room 109, extolling the advantages of "Haskins's Letters" to the many publishers who dropped in. He was assisted by W. J. Cobb and Miss Fannie Work.

The International Feature Service occupied rooms 102 and 104 with an exhibit of framed art proofs and originals of all of its printed service. There were also large numbers of sample pages and booklets, especially one very handsomely printed and bound booklet with photos of all of the International feature writers and cartoonists. The pictures

of the latter are framed with drawings of the original characters created by themselves.

The Photographic News Syndicate, in room 100, had a very fine selection of samples of gravure sections, in which it specializes, on view. The number of visitors to this room showed the general interest in this work. General Manager Francis Lawton, jr., was in charge of the exhibit, assisted by Russell Gomez and K. T. Kendall, Eastern representatives.

The Central News had one of the best selection of news photos ever placed on view on exhibition in room 124. D. A. Murphy, manager of the New York office, and R. M. Bonifield, business manager of the same office, were in charge and attending to all visitors.

The Bureau of Advertising of the A. N. P. A. had room 120 as a headquarters, and here William A. Thomson and his office staff held forth. All of the literature of the Bureau was to be secured here, and many publishers have received their first insight into the good work being done by the Bureau.

In room 114 and 115 the Newspaper Feature Service had one of the best exhibits of comic pages and strips and magazine pages for dailies and Sunday editions on view. M. Koenigsberg, manager of the New York office, was in charge, assisted by F. R. Margeson, Harris Lindsay, J. A. Easton, A. L. Fowle, C. V. Tevis, Alexander Black, J. D. Gortatowsky, and Miss Anna Levine.

The Post Syndicate of the New York Evening Post was located in room 138, with J. B. Shale in charge. He was assisted by J. B. Stephenson and Henry Eckhardt in explaining the various features of the syndicate, from cartoons to feature matter.

The International Syndicate of Baltimore held worth in room 141 with a full line of comic strips, fashion pages, the Ad-Route, and all of the other well-known features of their service. They called special attention to what they term "A Top-Notch List" of users of their service of from ten to seventeen years. President Howard E. Miller was in charge, assisted by a corps of office men and salesmen.

In room 144 the World Color Printing Company had an exhibit of their feature comics, supplements, etc. The display also contained exhibits of the Philadelphia North American syndicate service, with J. W. Lang in charge. R. S. Grable, manager, and W. H. Heine, assistant manager of the New York office, were also in attendance.

The Advertising News, with William C. Freeman and George French in charge, and the Fourth Estate, with Messrs. Birmingham and Spicer in charge, also had exhibits which were well patronized.

Last, but by no means least, THE EDITOR AND PUBLISHER had its convention headquarters in room 116, where it has held forth before. The room was in charge of Editor J. W. Brown and Publisher Edwin D. De Witt, with the entire editorial and business office staff assisting. Staff Photographer Curtis was also established in this room, and was a busy man during the two conventions. The display of photographs of newspaper makers and celebrities of the newspaper world, which lined the walls, attracted considerable attention, and were easily one of the attractions of the convention. Practically every publisher attending the convention dropped in at one time or another to pay his respects.

One of the hits of the convention was the special convention number of fifty-four pages which THE EDITOR AND PUBLISHER distributed Thursday morning.

Much favorable comment was heard, despite the fact that, because of the conditions of hurry attending the publication of this special edition, and through lapses on the part of the make-up men in The Nation Press, four captions of cuts were so transposed that Messrs. Ochs and McLean and Messrs. Rathon and Weiss were made to temporarily exchange identities. The incident, while hardly a serious "tragedy of a newspaper office," did serve to cast some momentary gloom over the men who had labored night and day to get out a vital and notable "extra."

NEW STYLE BOOK PUBLISHED

Extension Division of University of Iowa Issues Bulletin of Newspaper Practices.

"The Iowa Desk Book of Newspaper Practices" is a new book on newspaper style which has just been published by the extension division of the University of Iowa. Conger Reynolds, assistant professor of English in charge of journalism, is the author.

The book is much like the style books published by other universities. It has a few new features and lacks some of the things published in other books which seemed to the author to have little value.

The book is well worth owning. Copies have been sent to all newspaper men in Iowa. Others may obtain copies by writing to the Extension Division of the University of Iowa, Iowa City, Iowa.

Standardization Is Needed

At a recent meeting of the Advertising Club of St. Louis, Joseph A. Borden, secretary of the National Organization of Printers and Publishers, in an address, stated that a standardization of work among printers and publishers is badly needed. He said his organization has started a three-year campaign, in which \$200,000 will be spent for the advancement of the organization and the improvement of conditions. At the same luncheon, Jesse B. Hawley, of Cincinnati, O., gave an illustrated talk on the manufacture of ink. He said his company had assured the United States Government that, so soon as required for the manufacture of high explosives, their factories were at its disposal.

Free Publicity Scored

The free publicity evil was scored in an address before the Milwaukee Advertisers' Club by A. B. Cargill, advertising manager of the Milwaukee Sentinel. "This evil can only be wiped out by the most thorough cooperation between the advertisers and the newspapers," said Mr. Cargill. "While the newspapers are at fault to some extent, it must be remembered that this kind of publicity is given only because it is demanded. Regardless of how strong some newspapers may be in refusing to give space to this kind of matter, there are always some which are bound to be weak."

"Made in Japan" Banquet

Journalism Week at the University of Missouri has been postponed seven days. It will be held Monday, May 14, to Friday, May 18, inclusive, instead of the previous week. The postponement is caused by war conditions and the delay in shipment of Japanese products for the "Made-in-Japan" banquet. The programme as originally planned will be carried out seven days later. Six tons of Japanese products are sent by Chambers of Commerce of the leading cities of Japan, and individuals of that Empire, for the banquet as evidence of international good will.

PRESIDENT H. L. ROGERS SOUNDS TIMELY WARNING

Head of A. N. P. A. Does Not Minimize Gravity of War Conditions, and Urges Publishers to Make Immediate Drastic Economies—Says We May Have Four-Page Newspapers.

"If the newspaper publishers who have attended the A. N. P. A. meeting this year, knowing what they must know, have failed to sense the peril in the situation, and go home with lax ideas concerning the need for economical operating methods, the leading element of advantage from this convention will have been lost."

This pertinent warning was sounded by Hopewell L. Rogers, reflected president of the American Newspaper Publishers Association, in an interview with THE EDITOR AND PUBLISHER, on Friday.

"What we have heard from the lips of men best able to judge the war situation, coupled with what we all should know, vividly impresses us with the seriousness of the prospect we must face, not only as citizens, but as moulders of public opinion.

"The most dangerous thing we may do is to take the position that the war is to be temporary, and that, while it may inconvenience us, it will not call for heroic sacrifice on a par with that of the belligerents of Europe and our Canadian neighbors.

"Now is the time to admit very frankly that there is a reasonable possibility of a long war, which will tax our resources to the limit, no matter how rich we may now feel.

GERARD'S WORDS OF COUNSEL.

"I want to call your attention to the speeches of the eminent soldiers and statesmen at the annual banquet last night. You heard from Ambassador Gerard that there was no possibility of revolution in Germany. He said that there might be rioting, but, from his close touch with the German people, he was convinced that they were not ready to overthrow the Prussian autoeracy, which would, of course, be the shortest cut to peace. He told us, also, that the German people were not starving, and that the end of their resources was not nearly in sight.

"We know that there is an element of doubt concerning Russia which menaces us and our allies. We do not know, however much we may be hoping against it, what comfort Russia may yet be to our enemies, through the infamous and insidious intrigues the Germans are using to snarl the unsophisticated Russian leaders.

"The Germans are heartened by the increasing success of their U-boat campaign. We do not know how deeply we may be enmeshed in this strife by the submarine warfare of the enemy, but it seems to me to be the part of wisdom to take the present as an indication of what is to be expected; and there is no question that the Germans are gaining on the sea. Last evening we heard the statement repeated frequently that it was not out of the question that the German U-boat might in time release the German fleet. This seems incredible, but not more so than a hundred other seeming impossibilities which have become realities during the past three years.

PROPHECIES BY EXTREMISTS.

"I was startled the other day at Washington by hearing men of prominent position talking about a twenty-year war. Of course, I cannot reconcile that any more than I can the talk that

the war will last only a few months. It makes this fact stand out in bold relief: **WE DO NOT KNOW ANYTHING ABOUT IT!** It may be years; it may be months. But it is a peril that only the unthinking will fail to recognize and prepare for.

"As the nation is getting ready for any eventuality, be it years or months, so should newspaper makers prepare. The first, very first consideration, is economy. We may feel that we are just emerging from the white-paper chaos and have a mind to get back into the extravagant habits of the past, but if we do we will have made the greatest mistake of our lives. It is possible that the worst is yet to come.

"War will most surely bring about paper shortage. I will tell you flatly, without feeling that I am exaggerating the condition, that I believe that the possibility of a four-page paper is nearer at hand through our entrance into the war than it ever was, or was dreamed of being, during the past three years.

"Again I say, we do not know what is coming. But we have some evidence to start on. Already the newspapers are feeling the exodus of employees who are volunteering for service. This movement has scarcely begun. The original producers are going to war, and that means the curtailment of production in every direction. This will ramify rapidly from now on.

"We have been fully warned not to fall into the easy attitude of the other nations when the war started and merely assume that the campaign is to be short and that we will make the best of it.

ECONOMY THE WATCHWORD.

"Speaking as a newspaper publisher, my advice to the members of my profession is: Go home with the word **ECONOMY** written at the top of your schedule. If you have forced economies in the past, redouble your efforts now. Take no chances in view of this inestimable peril. Act now!

"An analogy, even if faint in comparison, may be drawn between present prospects and those which the A. N. P. A. foresaw and warned members of a year ago as regards white paper. The warning went out clearly enough. I would say that less than one in ten publishers at once heeded it. It was not until the high price struck them personally that many were aroused.

"The fact that the present attendance of the A. N. P. A. annual meeting is within three of the total membership of the A. N. P. A. a year ago, shows how thoroughly the publishers have been impressed, and how great is the movement to consolidate in this body for the protection of all.

"We may all like to believe that the next year will not seriously discommodate us. What we must assume is that we are to be torn by a terrible war, with all of the suffering and ruin that war entails, and prepare accordingly."

Caldwell Joins A. P. Forces

William F. Caldwell, for many years manager of the Columbia bureau of the Charleston (S. C.) News and Courier, has accepted a position with the Washington staff of the Associated Press. Mr. Caldwell has already entered upon his duties. Mr. Caldwell's work in Columbia was chiefly in the covering of official and political assignments, and it is likely that his experience and success in that field will obtain for him similar duties in the national capital.

TALK ON ADVERTISING AS SCIENTIFIC STUDY

Philadelphia Merchant Predicts That Sign Boards and Posters Must Go—Says Newspapers Are the Best Mediums and Tells Robert Morris Club the Reasons Why.

Legal restriction or total prohibition in this country of sign-board and poster advertising was forecast by Charles E. Carpenter, a prominent Philadelphia manufacturer, in an address on "Advertising and Modern Merchandising," before the Robert Morris Club.

"I believe the sense of sight has just as much right to protection as the sense of hearing," said Mr. Carpenter. "I believe that the citizen should be protected against having thrust on his eyesight advertising that disfigures architecture or the landscape. This exaggerated form of advertising is one of the greatest drawbacks to American civic beautification. European countries are ahead of us in this respect."

From a purely advertising standpoint, Mr. Carpenter said, signboard and poster advertising was on the wane. "It is intended merely to keep the public reminded of the existence of the advertised article," said Mr. Carpenter, "and is limited in its scope."

ADVERTISING AS A SCIENCE.

Treating his subject from the scientific side of advertising, the speaker said that there was no doubt of the daily newspapers being the best mediums of reaching the public in the communities where they circulate.

"As compared with the popular magazines," said Mr. Carpenter, "dailies have this advantage: In each case the periodical is purchased for the read-

ing matter. The reader of the magazine, however, may or may not refer to the advertising pages, as they are frequently segregated, and frequently a single story or article in the magazines terminate the reader's interest therein.

"The reader of the newspaper, however, even though he be of the sort that never reads a paper thoroughly, will scan each page for news items and the advertisement will surely catch his eye, in direct proportion to its size and the attractiveness of the copy."

Mr. Carpenter said that exhaustive investigation had convinced him that the average man had about twenty minutes each day to read advertisements. "All advertising is in competition to secure a part of that twenty minutes," said the speaker.

As a buyer of advertising, he depreciated the utility of the "advertising expert," but told his student auditors that the advertising field offered wide opportunity and remuneration to the man who actually knew how to advertise.

"The science of advertising lies much deeper than a superficial knowledge of detail, coining catch phrases, and doing those things that are often mistaken for advertising genius.

"I believe that a greater number of people would advertise and appreciate its necessity, that more people would advertise more economically and wisely were the experiences of the buyer of advertising in greater evidence."

A fat pocket book, a high life, and dyspepsia tablets follow one another in chronological order. The dyspepsia tablets cost the least, and like all cheap things, are not worth the price.

Eliminate all the apologies.

An Evidence of Strength

THE BALTIMORE SUN

Continues to Grow in Circulation and Advertising

Notwithstanding the Increase in Subscription Prices Which Went Into Effect February 1st.

THE BALTIMORE SUN

THE HOME PAPER OF BALTIMORE

is served directly into the homes of Baltimore and vicinity by exclusive Sun carriers. It is the only Baltimore paper accredited with regular carrier circulation by the Audit Bureau of Circulations.

AVERAGE NET PAID CIRCULATION FIGURES		
	Daily	Sunday
February, 1917	168,342	96,975
February, 1916	161,070	94,501
Gain	7,272	2,474
March, 1917	171,383	100,591
March, 1916	167,524	97,812
Gain	3,859	2,779

ADVERTISING FIGURES FOR ALL ISSUES

February and March, 1917	2,528,024 lines
February and March, 1916	2,227,504 lines
Gain	300,520 lines

*It Pays To Advertise In
The Paper That Is Growing*

A. N. P. A. ACTIVITIES FOR THE YEAR 1916

Lincoln B. Palmer, the Association's Manager, Tells What His Organization Has Accomplished and Recites Its Achievements for the Twelve Previous Months.

The report of Lincoln B. Palmer, the manager of the Association, shows that 359 publications were enrolled as members of this Association on January 1, 1916, of which 344 were active and 15 associate. During the year 64 new members have been elected, of which 43 are active and 21 associate. Six associate members have become active members. Of the active members, two have ceased to hold separate memberships owing to consolidation, six have resigned, and one has suspended publication. Nine associate memberships have terminated, making a total membership on December 31, 1916, of 385 active and twenty-one associate members.

Sixty reported applications for recognition were received; twenty-six agencies were granted recognition and twenty-two refused. Recognition previously granted to nineteen agencies was cancelled.

The treasurer's cash statement shows that the Association handled \$84,300.24 during the past year, of which \$66,425.64 constituted members' dues, \$5,500 came in remittances from the manager of the collection department, \$9,714.27 constituted paper fund contributions, \$1,354.76 in refunds special standing committee, and other funds, from miscellaneous account, cash on hand at the beginning of 1916, make up the difference. The disbursement shows \$46,420.54 in remittances to the manager for expenses, \$22,383.40 for special standing committee expense, \$4,403.57 for paper freight rate expense, \$4,962.75 from paper fund contributions and other items, such as exchange on checks and expenses of a miscellaneous character to make up a total of \$78,801.74, which left a cash balance of \$5,498.50 on December 31, 1916.

New active members for the year are: Wall Street (N. Y.) Journal, Galveston (Tex.) Tribune, Canton (O.) Daily News, Philadelphia (Pa.) Evening Telegraph, Reading (Pa.) Telegram and News-Times, Minneapolis (Minn.) Daily News, New Haven (Conn.) Times-Leader, Macon (Ga.) Daily Telegraph, Wichita (Kan.) Beacon, Seranton (Pa.) Republican, Mount Vernon (N. Y.) Daily Argus, Birmingham (Ala.) Age-Herald, El Paso (Tex.) Daily Democrat, Lima (O.) Daily News, Town of Union (N. J.) Hudson Dispatch, Binghamton (N. Y.) Republican - Herald, Ottawa (Can.) Evening Journal, Binghamton (N. Y.) Press, Pensacola (Fla.) Journal, Charleston (S. C.) American, Rockford (Ill.) Register-Gazette, Quincy (Ill.) Herald, Canton (O.) Repository, Battle Creek (Mich.) Enquirer, Rockford (Ill.) Morning Star Newark (N. J.) Ledger, Racine (Wis.) Times-Call, Memphis (Tenn.) News-Scimitar, Racine (Wis.) Journal-News, Ottawa (Kan.) Herald, Saginaw (Mich.) Courier-Herald, Columbus (O.) Daily Monitor, Washington (Ia.) Journal, Streator (Ill.) Free Press, Lincoln (Ill.) Courier-Herald, Tulsa (Okla.) Democrat, Columbia (S. C.) Record, Rockford (Ill.) Daily Republic, Fort Smith (Ark.) Times-Record, Reanoke (Va.) Times, Utica (N. Y.) Herald-Dispatch, Kalamazoo (Mich.) Gazette, and the Plainfield (N. J.) Courier-News.

Transferred from associate membership—Barre (Vt.) Times, Pittston (Pa.) Gazette, Lansing (Mich.) State Journal, Dubuque (Ia.) Telegraph-Herald, East-

ton (Pa.) Free Press, and the Winston-Salem (N. C.) Sentinel.

Suspended publication—El Paso (Tex.) Democrat.

Resigned—Montreal (Can.) La Presse, Vancouver (Can.) World, McAlester (Okla.) News-Capital, Jacksonville (Fla.) Metropolis, Montreal (Can.) Le Devoir, Reno (Nev.) Evening Gazette.

Consolidation—New York (N. Y.) Sun and Press.

Associate members—Dubuque (Ia.) Times-Journal, Joplin (Mo.) News-Herald, Cumberland (Md.) Evening Times, Decatur (Ill.) Herald, Lawrence (Kan.) Journal-World, Moline (Ill.) Dispatch, Waterville (Me.) Sentinel, Beloit (Wis.) Daily News, Decatur (Ill.) Review, Brattleboro (Vt.) Reformer, Oneonta (N. Y.) Daily Star, Douglas (Ariz.) Daily International, Eureka (Cal.) Humboldt Standard, Jackson (Tenn.) Sun, Lake Charles (La.) American-Press, Monroe (La.) News-Star, Shreveport (La.) Journal, Clarksburg (W. Va.) Telegram, Eureka (Cal.) Humboldt Times, Waynesboro (Pa.) Record, and the Sedalia (Mo.) Democrat.

Associate membership terminated automatically—La Crosse (Wis.) Tribune, Winona (Minn.) Republican-Herald, Hamilton (O.) Evening Journal, Lexington (Ky.) Leader, Marinette (Wis.) Eagle-Star, Martinsburg (W. Va.) Journal, Waterloo (Ia.) Times-Tribune, Asheville (N. C.) Citizen, and the Cumberland (Md.) Press.

WORK OF THE ASSOCIATION.

Three hundred and eighty-seven typewriting machines were ordered through the Association during 1916, representing a cash saving to members of approximately \$21,285.

One hundred and sixteen A. N. P. A. official measuring rules were sold during the year.

Fifty-nine Bulletin binders were sold by the Association during 1916. Four codification scale binders were also sold during the year.

During the year thirteen thousand eight hundred and two inquiries were received and answered, 6,057 from members and 7,745 from special representatives, an increase of 648.

During the year 5,269 claims were received for collection, 2,869 less than during 1915, amounting to \$153,547.98, a decrease in amount of \$60,364.93; 1,722 claims were collected, amounting to \$35,022.24, \$42,027.50 less than during 1915. Of the amount collected \$1,236.70 represented dividends in bankruptcies and assignments and \$33,785.54 ordinary collections, as follows: Claims reported uncollectible, \$74,420.87; allowances, \$5,071.71; withdrawals, \$20,590.38; commissions earned (a decrease of \$1,182.77), \$6,566.32.

Since January 1, 1917, twenty-five active members have been elected and one has resigned. Nineteen associate members have been elected and one associate membership has terminated automatically. The total membership at this date is, therefore, 409 active and 39 associate.

New active members admitted so far during 1917 are: Richmond (Ind.) Palladium, New Brunswick (N. J.) Home News, Mitchell (S. D.) Republican, Akron (O.) Beacon Journal, Pittsburg (Kans.) Headlight, Peoria (Ill.) Star, Chicago (Ill.) Abendpost, Wilkes-Barre (Pa.) Times-Leader, Port Huron (Mich.) Times-Herald, Kansas City (Mo.) Daily Drivers' Telegram, Hastings (Neb.) Tribune, Norfolk (Neb.) Daily News, Great Falls (Mont.) Tribune, Lancaster (Pa.) Intelligencer, Springfield (Mo.) Republican, Danbury (Conn.) News, Dayton (O.) Journal,

Fort Wayne (Ind.) Journal-Gazette, Elmira (N. Y.) Herald, Bridgeport (Conn.) Post-Telegram, York (Pa.) Gazette, Richmond (Va.) Evening Journal, Grand Rapids (Mich.) Herald, Camden (N. J.) Post-Telegram, and the North Adams (Mass) Transcript.

Resigned—Quebec, Canada, Le Soleil. New Associate members so far for 1917 are:

Gettysburg (Pa.) Times, Clinton (Ill.) Journal, Wichita Falls (Tex.) Times, Sterling (Ill.) Gazette, Alton (Ill.) Evening Telegraph, Meridian (Miss.) Star, Xenia (O.) Gazette, Spartanburg (S. C.) Herald, Sault Ste. Marie (Mich.) Evening News, Ann Arbor (Mich.) Times-News, Quincy (Ill.) Journal, Mansfield (O.) Daily Shield, Denison (Tex.) Herald, Owosso (Mich.) Argus-Press, Hutchinson (Kans.) News, Kokomo (Ind.) Daily Tribune, Portsmouth (O.) Times, Sioux Falls (S. D.) Argus-Leader, and the Washington (Pa.) Observer.

Associate membership terminated automatically—Dubuque (Ia.) Times-Journal.

Recognized—Advertising Service Co., Ltd., Montreal, Canada; Atlantic City Agency (Inc.), Atlantic City, N. J.; Bell-Nugent, Boston, Mass.; Berrien-Durstone, Inc., New York city; Brearley-Hamilton Co. (Inc.), Grand Rapids, Mich.; Burnet-Kuhn Adv. Co. (Inc.), Chicago, Ill.; Cecil Adv. Co., Richmond, Va.; Dooley-Brennan Co. (Inc.), Chicago, Ill.; Federal Adv. Agency (Inc.), New York city; Field Adv. Service, Indianapolis, Ind.; Fletcher Co. (Inc.), Philadelphia, Pa.; Goldsmith, L. S., New York city; Hawley Adv. Co. (Inc.), New York city; Lake, Henry, Adv. Co. (Inc.), Memphis, Tenn.; Law, Russell, New York city; Lee-Jones (Inc.), Chicago, Ill.; MacManus, Theodore F., Incorporated, Detroit, Mich.; Mahin, John Lee, New York city; Mix, J. Rowland, New York city; Schermerhorn Adv. Co., San Antonio, Tex.; Snow, Walter B., and Staff, Boston, Mass.; Turner Adv. Co. (Inc.), Chicago, Ill.; Vanderhoof, Condict & Eckstrom (Inc.), Chicago, Ill.; Van Patten Incorporated, New York city; von Poettgen, Carl S., Detroit, Mich.; Woodward Incorporated, Chicago, Ill.

Twenty-one were refused recognition, and seventeen were cancelled.

Changes in name and agencies that have incorporated:

Amsterdam Agency, Inc., from Amsterdam Adv. Agency (Inc.), New York city.

Barker, Duff & Co. (Inc.) from Simpson, Showalter & Barker (Inc.), Pittsburgh, Pa.

Gray, F. A., Adv. Co. (Inc.), from F. A. Gray Adv. Co., Kansas City, Mo.

Heegstra, H. Walton, Inc., from H. Walton Heegstra Adv. Service, Chicago, Ill.

Henri, Hurst & McDonald (Inc.), from Young, Henri & Hurst (Inc.), Chicago, Ill.

Joerns, Arnold, Co. (Inc.) from Cooke & Joerns Adv. Agency, Chicago, Ill.

Kirtland, B. F., Adv. Agency (Inc.), from B. F. Kirtland Adv. Agency, Chicago, Ill.

Levin, Chas. D. (Inc.), from Levin & Bradt Adv. Agency, New York city.

Maclay & Mullally (Inc.), from Maclay & Mullally, New York city.

Matos Adv. Co. (Inc.), from Matos-Menz Adv. Co. (Inc.), Philadelphia, Pa.

Singleton-Hunting Co. (Inc.), from Singleton-Tripp Co. (Inc.), Cleveland, O.

Vanderhoof, Condict & Comrie (Inc.), from Vanderhoof, Condict & Eckstrom (Inc.), Chicago, Ill.

Since January 1, 1917, twenty-one applications have been received. Action has been taken as follows: Nineteen agencies have been recognized and

recognition previously granted to three has been cancelled. Nineteen applications have been refused.

Those recognized are Banker-Martin Co. (Inc.), Detroit, Mich.; Baxter Adv. Co., Kansas City, Mo.; Brown Adv. Agency, N. Y. City; Commercial-Financial Printing Co. (Inc.), Boston, Mass.; Elliott Adv. Service, Inc., Rochester, N. Y.; Honig-Cooper Co. (Inc.), San Francisco, Cal.; Joseph, Jesse M., Adv. Agency, Cincinnati, Ohio; Kobbe, Phillip Co., Inc., N. Y. City; McLain-Hadden-Simpers Co. (Inc.), New York and Philadelphia; Meuser, Bernhard, Adv. Agency, Chicago, Ill.; Michaels, Harry C., N. Y. City; Mitchell Adv. Agency (Inc.), Minneapolis, Minn.; Morgan, John J., Adv. Agency, Inc., Boston, Mass.; Redfield Adv. Agency, Inc., New York city; Southwestern Adv. Co., Oklahoma City, Okla.; Thielecke Adv. Co., Chicago, Ill.; Triangle Adv. Co. (Inc.), N. Y. City; Warfield Adv. Co., Inc., Omaha, Neb.; Wertheim, J. L. N. Y. City.

Changes in name and agencies that have incorporated:

Arkenberg-Machen-Dowd Co. (Inc.), from Arkenberg-Machen Co. (Inc.), Toledo, O.

Bowers, Thos. M., Adv. Agency (Inc.) from Thos. M. Bowers Adv. Agency, Chicago, Ill.

Corman Cheltenham Co. (Inc.), from Cheltenham Adv. Agency (Inc.), N. Y. City.

Corning-Firestone Adv. Agency, Inc., from Corning Adv. Agency, St. Paul, Minn.

Finney, W. B., Adv. Co. (Inc.), from W. B. Finney Adv. Co., Kansas City, Mo.

Fuller & Smith (Inc.), from Fuller & Smith, Cleveland, Ohio.

Jones-Morton, Inc., from Jones-Morton, Johnstown, Pa.

Rankin, Wm. H., Co. (Inc.), from Mahin Adv. Co. (Inc.) Chicago, Ill.

Richards, Joseph, Co. (Inc.), from Joseph A. Richards & Staff (Inc.), N. Y. City.

Ruthrauff & Ryan (Inc.), from Ruthrauff & Ryan, N. Y. City.

Wetherald, Jas. T., Adv. Agency, Inc., from Jas. T. Wetherald, Boston, Mass.

American Correspondents To Leave

A London dispatch says that the German Foreign Office has notified the American correspondents who have remained in Berlin that their presence in Germany is no longer desirable, according to the Exchange Telegraph correspondent at the Hague.

The American newspaper men have decided to leave for Switzerland or Scandinavia.

Bancroft with Forest and Stream

Kenneth Bancroft has been appointed assistant advertising manager of Forest and Stream. He formerly represented Hugh McAtamney and A. M. Sweed Agencies. Previous to this, Mr. Bancroft was connected with the firms of George Newnes Ltd., and A. W. Shaw Co., of London, England.

A. B. C. Convention June 1

The Audit Bureau of Circulations convention will be held at the Hotel La Salle, Chicago, Friday, June 1. The date was selected because of the convention of the A. A. C. W., which will be held in St. Louis beginning Monday, June 4. The board of directors of the A. B. C. will present an amendment to the by-laws, providing for audits hereafter by auditors of the bureau exclusively.

NEWSPAPER MEN START DEFENCE PRESS LEAGUE

Pittsburgh Press Club Forms Parent Chapter of Organization to Aid Government—President Wilson Endorses Movement in Letter to J. Kingsley Burnett—Purposes of League.

PITTSBURGH, April 26.—The Pittsburgh Press Club, of which J. Kingsley Burnett is president, has taken the most advanced steps of any organization of writers in America to be of service to the country in this critical time.

"The Pittsburgh Press Club stands ready to close and keep closed its bar for the sale to members of alcoholic beverages and pledges itself to do so at once, when the emergency arises," was part of a resolution passed unanimously at its last regular meeting.

Furthermore, a second resolution was to the effect that all members of the Pittsburgh Press Club who enlist in any branch of the army or navy shall be exempt from dues during their term of service.

President Burnett is in receipt of a letter from President Wilson in which he thanks the Club for their splendid attainment in founding the parent chapter of the Federal Defence Press League, a volunteer auxiliary to the Department of Justice. The officers are as follows: Honorary president, Maj. E. Lowry Humes, United States Attorney; president, J. Kingsley Burnett, president Pittsburgh Press Club; vice-president, William H. French, Pittsburgh correspondent Associated Press; secretary, R. M. Chilton, secretary Pittsburgh Press Club; treasurer, W. T. Mossman, treasurer Pittsburgh Press Club.

The club was founded following a luncheon of members of the Pittsburgh Press Club and their guests, the newspaper men of western Pennsylvania, and military, municipal, State and Federal officers, in the club house, April 14, 1917, by authority of a resolution unanimously adopted in the meeting as follows:

Resolved, That we, the members of the Pittsburgh Press Club and our guests to-day, the newspaper men of western Pennsylvania, hereby pledge ourselves to sustain the Government of the Commonwealth of Pennsylvania and of the United States of America; to utter loyalty and urge patriotism in the columns of our newspapers; to lend our personal services to State and Federal officers when they ask us to procure intelligence; to abide within all restrictions, which, temporarily and for the protection of our just cause, may be put upon one of the birthrights of our people—the freedom of the press; to avoid on all occasions the publication of statements and to discourage the circulation of gossip which might injure the reputation, the business or employment, or put in jeopardy the life and person of any of our loyal population of Teutonic origin; to do our daily work in such a way that it shall help to promote the welfare of the people around us; help to preserve the integrity of our national freedom; and help to further the cause of Christianity in the world.

Newspaper Folk Asked to Serve

St. Louis Naval Recruiting officials have offered positions to newspaper men and women as publicity representatives of the Department. Applicants accepted can either enlist as ensign or yeomen, or accept in a civilian capacity. Uniforms are furnished.

JOURNALISTS "DO THEIR BIT"

St. Louis Newspaper Men Who Have Enlisted for War Service.

St. Louis newspaper men are actively enlisting to "do their bit" for Uncle Sam. Fred G. Condict, Sunday editor of the Globe-Democrat, has resigned his position and enlisted as a provisional ensign in the coast defence of the United States Naval Reserve Force, and has entered upon his duties. Ensign Condict had been on the staff of the Globe-Democrat five years. In the announcement of his retirement from the editorial staff, that paper states that his absence is only until the close of the war, and that his position will be held for him until he returns, it having been temporarily filled for the interim. He has been connected with the Rocky Mountain News, Denver; the Kansas City Journal, as telegraph editor; the St. Joseph (Mo.) Gazette, and Cleveland papers. Condict is the second member of the Globe-Democrat staff to answer the "call to the colors," John Schwartz, a reporter, departing just recently for his home in Virginia to join a regiment of the National Guard of that State.

Preston Lockwood, a former St. Louis newspaper man, has just been accepted for service in the artillery branch of the French army, being the first American citizen so accepted. Lockwood had been attending Oxford in England. Upon a former visit in Alsace he liked that country so much that he preferred to enlist, with his fighting spirit, with the French rather than with the English army. His application was made before his own country got into the war.

Joseph V. Walschauser, former St. Louis newspaper man, now a sergeant in the United States Aviation Corps, has just been released from confinement at the Government Aviation School, at Memphis, following orders from Washington. His arrest was due, it is said, to his pro-German sentiments. Satisfactory proofs of his loyalty, however, were forthcoming, and Walschauser has resumed his duties with the Aviation Corps.

TREATY PROTECTED CONSUL

Not Forced to Tell if Austrian Government Money Subsidized Paper.

Considerable interest has been aroused in Chicago over the hearings involving the alleged payment of subsidies to Frank Iska, editor of Vesmer, a local Bohemian paper, by the Austrian Government. Libel suits brought by Iska against those who made the charge form the basis of the hearing. Count Silvestri, Austrian Consul in Chicago, was one of the chief witnesses. While he denied that he had paid any money to Iska, he refused to produce his expense accounts.

"Are your expenses limited?" he was asked.

"They are limited by my own judgment," was his response.

The attorney for the defence insisted that the witness be compelled to answer as to the disposition of his secret contingent fund.

"I decline to answer this question," Silvestri said, "as I am not authorized by the Austrian Government to reply to such a question, and my rights are protected under the treaty with this Government."

Judge Olson sustained him in this position.

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HOW CANADIAN PAPERS HANDLE CASUALTY NEWS

Managing Editor Bone, of the Toronto Star, Who Has, Perhaps, Best Systematized the Work, Gives an Insight of Methods Employed and of the Satisfactory Results Obtained.

Toronto, Can., April 25.—Though it may be some time before the participation of the United States in the war reaches the point where the soldiers and sailors of the great republic will be called on to suffer death, or even wounds, for the cause, it may interest American publishers at this juncture to learn how the Canadian press is handling the casualty lists. Publication of these lists, with accompanying particulars and portraits of the local men concerned, has become one of the most important undertakings of Canadian newspapers since the actual engagement of troops from the Dominion in the fighting began.

Through the courtesy of J. R. Bone, managing editor of the Toronto Star, a paper which has perhaps got the work better systematized than any other publication in Canada, a representative of THE EDITOR AND PUBLISHER was given an insight into the methods employed.

"To start at the beginning," explained Mr. Bone, "we secure access daily to the attestation papers of the men enlisting in Toronto. From these papers our reporters procure such particulars about each recruit as his name in full, age, address, previous military record, if any, and the name and address of the next of kin. This material is always put into type, and, if space permits, we publish it in one or more of our editions. This is done partly on account of its news value and partly as an encouragement to recruiting. However, when the casualty lists are heavy, as they have been lately, we have to leave out this matter,

THIRTY THOUSAND CARD RECORDS.

All of the data referred to above is next pasted on a standard card, which is filed in its proper place in our big card-index system. We have now well over 30,000 of these cards on file—all Toronto enlistments. And, by the way, this doesn't represent nearly all of the men who have gone from this city. There are actually over 40,000 soldiers insured by the city. Many of these went elsewhere to enlist, so that we have been unable to trace them up.

"As further information comes to hand about Toronto soldiers, either through the casualty lists, through correspondence, or through the medium of relatives, it is promptly entered up on the cards. Anything that is printed about them is clipped and pasted up in the same way. A record is thus preserved of everything that has happened affecting members of the overseas forces from Toronto. We even keep the cards of men who have paid the supreme sacrifice, for it is possible that we may find it necessary some time to refer again to them.

"As for photographs, we have tried several systems, but about a year and a half ago, we adopted a plan which has worked out exceedingly well. Our photographer gets photographs of every platoon in every battalion that leaves the city. A platoon contains about sixty men. By using a panoramic camera, it is possible to get a very clear portrait of each individual. Two reporters work with the photographer and they get the names of each man and his location in the picture. So far, only one or two of the first Toronto bat-

talions got away without our securing photographs in this way, and accordingly we have photographs on hand of the great majority of the Toronto soldiers.

MANY GROUP PICTURES MADE.

"At first we cut the individual portraits from the group, but this proved to be burdensome and without special advantage. Now we simply number the group and number the individual. These numbers are inserted in a loose-leaf record book. It is a simple matter in this way to locate a particular soldier's picture. When a cut is required, the group picture is sent to the engraving department with instructions to make half-tone of such and such a number.

"When a casualty list comes in, reporters are at once detailed to visit the homes of the Toronto soldiers whose names appear. This is done in order to get all possible human interest material about them. There may be recent letters to wife or mother from the front, often containing useful items, and there is nearly always something worth while to get, for, as a rule, the soldiers have wide circles of relatives and friends, who are keen to talk about them and pleased to see a little story about them in the paper. It all helps to boost circulation.

FIND MOTORCYCLE USEFUL.

"We have found the motorcycle very useful in covering the ground, especially when the lists are heavy. On Monday, April 23, there were over two hundred Toronto names in the list. We had to turn practically our entire local staff on the job. As it was, it was physically impossible to cover them all, but we will keep at it, and catch up sooner or later. Every man in the casualty list will have his tribute in the Star."

Mr. Bone showed the writer the filing system employed, which is kept in a special room, under the care of an expert. Everything was in perfect order and it was easy to see how rapidly information about any desired name could be procured. The efficiency of the system was well demonstrated on the 23d of April, when the first big casualty list from the Vimy Ridge engagement was received. The Star was able, within a very few hours, to publish more than a solid page of short sketches, with photographs of Toronto men mentioned in the list. At least fifty individual cuts were used.

The Toronto Telegram also handles the casualty lists very efficiently, and uses two autos exclusively in the work of visiting soldiers' homes.

Students Hold Smokers

Student interest in journalism at the University of Michigan has been furthered by two "get-together" smokers, at which men engaged in active newspaper work spoke concerning the importance of college training for that profession. The first smoker was held in Lane Hall, the University Y. M. C. A., on Thursday evening, March 29. Lee Smits, of the Detroit News, was the chief speaker. The second was held Tuesday evening, April 24, when W. K. Towers, managing editor of The American Boy, discussed his work.

May Be Suppressed

The suppression of papers printed in foreign languages is one of the possibilities of the continuance of our war with Germany. While no definite statement has been made to this effect, such rumor has been in circulation in Washington for the last few days.

ASSOCIATED PRESS ELECTION

Officers Elected by the Board of Directors for the Ensuing Year.

At the meeting of the directors of the Associated Press at the Chambers Street office, the following officers were elected for the ensuing year:

President: Frank B. Noyes, Washington Star, reelected.

First vice-president: Ralph H. Booth, of the Muskegon (Mich.) Chronicle, succeeding Joseph Pulitzer, Jr., of the St. Louis Post-Dispatch.

Second vice-president: E. P. Adler, Davenport (Ia.) Times, succeeding William H. Dow, of the Portland (Me.) Express and Advertiser.

Secretary: Melville E. Stone, New York city, reelected.

Assistant secretary: Frederick Roy Martin, New York city, reelected.

Treasurer: J. R. Youatt, New York city, reelected.

The directors reelected the executive committee, consisting of: Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times; W. L. McLean, Philadelphia Bulletin; Victor F. Lawson, Chicago Daily News; Charles A. Rook, Pittsburgh Dispatch; Charles Hopkins Clark, Hartford Courant, and Oswald Garrison Villard, New York Evening Post.

MR. PERKINS ON ADVERTISING

Bureau Guest Says What is Wanted is Fact.

Mr. Perkins said: "What is wanted in advertising, I take it, is fact, fact, fact. There is something thrilling in the direct and forceful statements made in advertising space. Gentlemen, it is my firm conviction that a publicity law

on the statute books of the city, State, and nation would be of tremendous advantage to us, not only in the present war emergency, but in times of peace. We need to have our Government take notice of the value, the indispensable service, that newspaper advertising may render to the public. I believe, for instance, that such use of advertising could be made to settle great public questions, such as the problems relating to capital and labor.

"I am constantly being reminded of the changes of the times in regard to publicity. The other day there was a meeting of the board of directors of the United States Steel Corporation, and \$5,000,000 was appropriated for the purchase of war bonds, and also \$100,000 to aid the Y. M. C. A. Gentlemen, what about that? Were the board of directors of that great corporation justified in making that use of the money of the company? What do you think about it? We believe that it was the patriotism that stirs in the heart of a corporation, which is something like that of an individual, as you may know. Years ago, I am confident, that, if such an action were to be taken, the average director would have said: 'Yes, we may do that, but let us not make it public.' Times have changed, and the action is no sooner taken than it is published over the nation. There cannot be too much publicity of these matters.

"I want to see city, State, and Federal governments appropriating sums of money for the payment of proper publicity campaigns in the newspapers on public problems.

"Success doesn't happen; neither does failure," says E. St. Elmo Lewis. "Both are the result of laws as rigid as those of the Medes and Persians."

"The Public Would'nt Stand For Losing IT!"

Three weeks ago the Evansville Courier sent us a discontinuance order on "Bringing Up Father."

Under date of April 23, the following emphatic order was received by mail.

"Please send 'Bringing Up Father' beginning next week. Public wouldn't stand for losing it."—Evansville (Ind.) Courier.

The International Feature Service closed the biggest month of its history in March, despite the prediction that white paper conditions would play havoc with the feature market.

The reason is set forth in the card of the Evansville Courier. The public will not stand for the discontinuance of any great, live feature of the character sold by the International Service.

A daily exclusive feature from the *International* is a daily news scoop. This applies to "Bringing Up Father" and the other features produced by this service.

International Feature Service,
729 Seventh Avenue, New York

Why is the New York Evening Post so much discussed these days?

BECAUSE it is the most conspicuous of the few American Newspapers that are trying in the midst of the clamor of War, to keep their heads, their tempers, their sense of proportion and fair play.

Because it is trying to do what it can to preserve from destruction, under the pretext of "Military Necessity," those precious traditions of Democracy, Free Speech and Tolerance of minority opinion which our fathers established and which with so much difficulty have been preserved.

Because it is fervently opposed to Prussianism in all its forms, and is trying to stand guard against the adoption of Prussianism under any guise by America. Its owners and editors are all Americans who deeply desire their country to render the highest service to the world, not only now in War, but in the time of reconstruction that is near at hand.

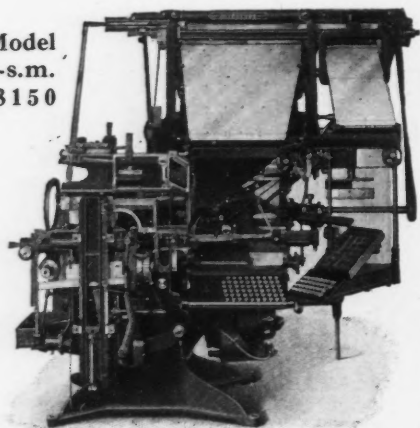
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