

# THE EDITOR & PUBLISHER

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\$2.00 a Year

NEW YORK, SATURDAY, JUNE 3, 1916

10 Cents a Copy

## A Large Chicago Store Wrote This Letter

CHICAGO, April 28, 1916

THE CO-OPERATOR  
Care Chicago Tribune  
Chicago, Ill.  
Gentlemen:

Won't you please send us 100 copies of the May Co-Operator as we would like to have not only our various managers, but all the clerks, read this valuable instruction of salesmanship. A large number of items contained in the April number were of considerable value to us. Please follow delivery with invoice to cover.

Yours very truly,  
RANDOLPH MARKET & GROCERY  
(Signed) C. W. Hakes

The "CO-OPERATOR" is a small publication which the Chicago Tribune's Merchandising Service Department edits, prints and mails each month to the grocery and drug stores of Chicago. It is brimful of retail sales helps, hints on store management, suggestions for circulars and window displays and other matter of value to retailers. The above letter from one of the largest grocery stores in Chicago, is one of the evidences of how greatly it is appreciated by Chicago dealers.

The "CO-OPERATOR" is one of the links in the chain which binds the Chicago Tribune and Chicago Tribune Advertisers so closely to the Chicago retail trade.

The new book "WINNING A GREAT MARKET ON FACTS" will be sent free on request.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

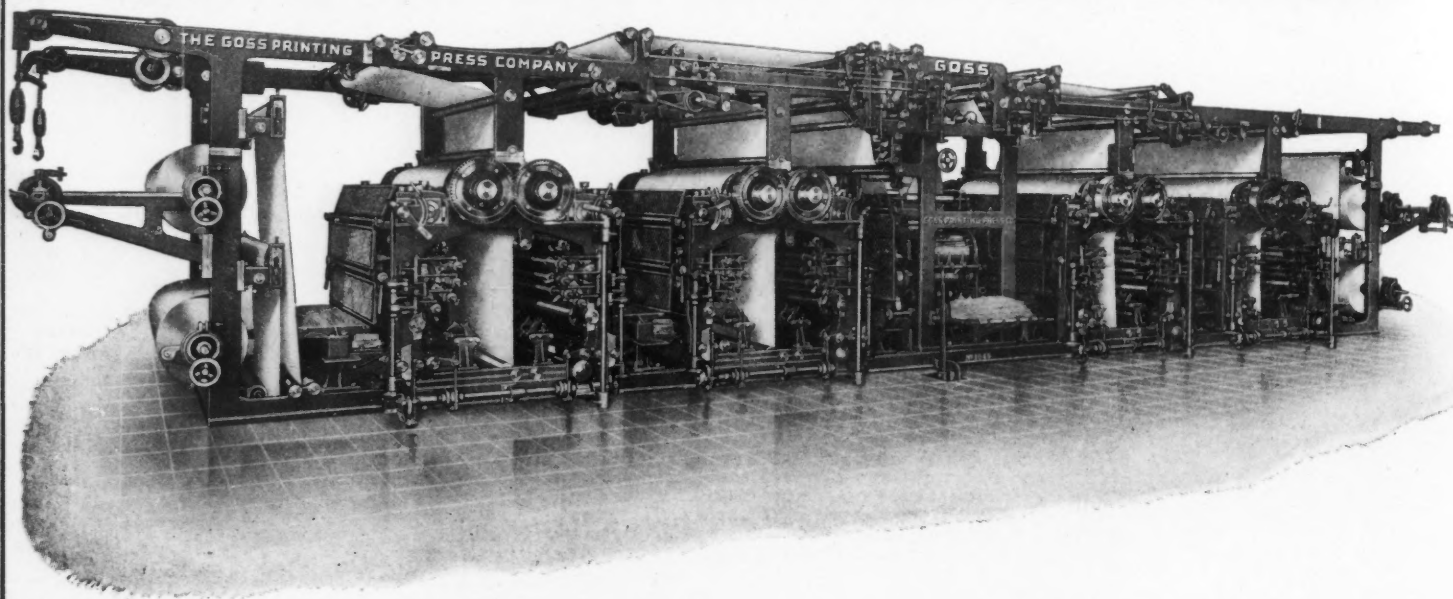
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# GOSS

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### **“THE BUFFALO EVENING NEWS” BUFFALO, NEW YORK**

Goss High Speed Low Construction Unit Presses Are Now Being Built In Our Factory For

**“News”—Minneapolis, Minn.**

One “High Speed” Low Construction Sextuple Press.

**“News”—Minneapolis, Minn.**

One “High Speed” Low Construction Octuple Press With Colors.

**“Post”—Worcester, Mass.**

One “High Speed” Low Construction Sextuple Press.

*Let us Tell You More About Them.*

### **THE GOSS PRINTING PRESS CO.**

CHICAGO, Main Office and Factory, 16th St. and Ashland Ave.

NEW YORK, 220 West 42nd St.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

# THE EDITOR & PUBLISHER

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No. 52

## PAPER WILL NOT BE CHEAPER, SAYS P. T. DODGE

President of the International Paper Company Points Out That the Increased Cost of Making News Print Averages Five Dollars a Ton, and the Demand Is Greater Than Ever Before.

By G. W. HARRIS

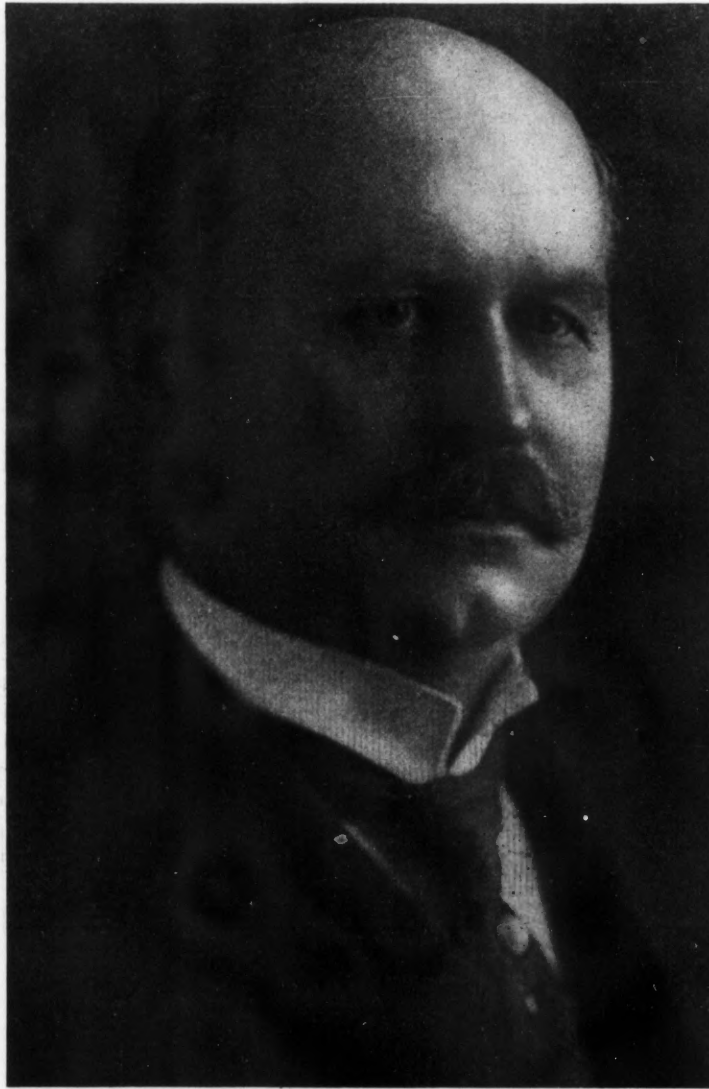
PHILIP T. DODGE, president of the International Paper Company, says that in his opinion the cost of news print paper "is going up slowly and going up to stay." He believes that the present higher prices are entirely justified by the increased cost of manufacture. He thinks it most improbable that there will ever be a return to the exceptionally low prices of the last two years. Instead of any material reduction from present prices, he believes that the advance will continue, slowly but steadily; and that, therefore, those publishers whose paper contracts are about to run out are not likely to reap any substantial gain by delaying the making of new contracts for their supply.

The International Paper Company is far and away the largest paper-making concern in the world. It operates sixteen paper mills, situated in New York and New England. It has manufacturing plants of various kinds, water powers, and woodlands in the States of Maine, New Hampshire, Vermont, Massachusetts, New York, and Michigan, and also in Canada. Its capitalization is \$90,000,000. Any pronouncement on conditions in the industry or on the situation of the paper market coming from the head of this great company carries the weight of the highest authority. And what he has to say at this time particularly is not only of surpassing interest, but also of real importance to every newspaper publisher in the land.

In answer to my question: "From the manufacturer's point of view, just what is the present situation and what is the immediate outlook in the news print market?" Mr. Dodge said:

"We are facing the greatest demand for news print in the history of the industry. In the last few days there has been a little slackening in the demand, but it has been slight. Speaking for ourselves, all the mills are running full time and to full capacity, and they are not accumulating paper. We have the smallest stock of news print on hand that we have had for a long time. We ordinarily plan to carry a reserve stock of about 37,000 tons. Today our stock on hand is down to 23,000 tons. Here are some figures on this point: In October, 1914, our stock on hand was 36,700 tons; in December it was 36,600; in March, 1915, we had 40,000 tons; on May 25, this year, we were down to 23,700 tons.

"This greatly increased demand is due to the fact that the newspapers of the country are requiring more paper. The enormous sums of money poured into this country from Europe for war supplies of all kinds have gradually found their way into general circulation, and have percolated into practically all of our industries. The laboring people and other classes also are buying more of the things they want, and are want-



PHILIP T. DODGE.

ing more kinds of things. The growing demand for products of all kinds has stimulated advertising. The newspapers have had and are getting more advertising, and increasing the size of the papers. All this has caused a greatly increased demand for news print because larger quantities were actually needed and used.

"There will probably be some recession in the demand in the summer time, just as there always is. But I doubt if the summer demand this year will be as small as usual. I do not look for

any great decrease in the consumption of paper this summer. The indications are now that the demand will continue above what would be considered the ordinary summer normal.

"Prices are materially higher than last year. But current sales at these higher prices are mainly small quantities of spot paper to cover shortages. The manufacturers have not as yet been much affected.

"I think, however, that the cost of news print is going up slowly and going up to stay. Personally, I do not

believe in exorbitant prices. I do not favor rapid or large advances. All I want for my company is a fair return on the capital actually invested in the business—not on watered stock, or inflated values, but on the capital actually put into the concern."

Asked the basic reasons for his belief that the price of paper would not return to the low level of the last two years, Mr. Dodge continued:

"The fundamental reason for advancing prices is that it costs more to make paper. The increased cost of manufacture to-day averages nearly five dollars a ton—and at the low prices of the last two years profits on news print certainly have not averaged five dollars a ton. Everything entering into the manufacture of paper has increased in cost.

"The cost of labor is higher. Our new labor contracts recently entered into amount to a dollar a ton more than we formerly paid. And this condition has come to stay. Labor is not going to get any cheaper in this country. When wages go up they go up to stay up.

"The cost of coal is higher. The coal I used this year cost me \$43,000 more than the same quantity formerly cost. Wires for gauze cost more. Indeed the price of wire has not only advanced sharply but it is becoming almost impossible to get any wire, the manufacturers finding that they can make more money by turning out sheet brass.

"Many American manufacturers of products have taken foreign contracts and ignored their old customers. This is one of the conditions the paper manufacturers have to meet.

"Among other things entering into the manufacture of paper, alum is up 120 per cent. Coal has advanced from 9 to 15 per cent.; felts have gone up 10 to 15 per cent.; lubricants, 25 per cent.; sulphur, 23 per cent.; soda ash, 30 per cent.; screen plates, 30 per cent. Every product we need in paper making has advanced in cost.

"And the cost of wood has doubled in eight or ten years. How it has climbed gradually may be seen from these figures: In 1898 the price at the mill averaged \$5.33; in 1899 it was \$5.26; in 1905 it had gone to \$7.79; in 1907 the average price was \$8.54; in 1909 it was \$10.59; and last year the price averaged \$10.35.

"In view of these facts of the steadily mounting cost of making paper, you see, there is small ground for believing that the price will ever again drop to the low figures of the last two years. Those prices were ruinous, and to-day two of the largest paper mills in America are in the hands of receivers. The 'Soo' mill (the big mill at Sault Ste. Marie) has not only failed to pay dividends but also has defaulted on the interest on its bonds.

(Continued on page 1662)

## JUMP IN CABLE TOLLS INCREASES NEWS COST

United Press Gives Figures Which Show How Hard the Newspapers Have Been Hit by Expense of Getting War Stories—From Twenty-five to Thirty-eight Cents a Word Is Paid for Messages.

Commenting on the high cost of news the Hell Box, of the United Press, says, in part:

"The increase in cable rates has forced an enormous additional expenditure from all press associations. But this isn't all. The warring nations have now adopted more stringent regulations as to passage of neutrals through their borders, and the indiscriminate switching of a flying squadron of reporters from one country to another as the news needs dictate, is no longer permitted. This means larger permanent staffs in each country. The United Press, for instance, has abroad at the present time the largest number of staff men it has had there since the start of the war. The scenes of action are constantly increasing, and more men are constantly required to cover developments properly.

"Here at home a Mexican 'war' has required the concentration of staff correspondents along the Texas, Arizona, and New Mexican borders—a tremendous stretch of country, every inch of which has been bristling with possibilities of trouble. The expenses for telegraph tolls have been reasonable, but the necessity for having so many staff men on the job has made expenditures mount up nearly to the record mark of the extraordinary expenses incident to covering the whole European war.

### JUMP IN CABLE TOLLS.

"The biggest single jump has been in cable tolls. A press rate on cable stuff from abroad is practically an unknown quantity just now. For some mysterious reason it seems impossible to get through messages filed 'press' under six to eighteen hours' transmission time. Up until the last few months such cables arrived in from two to six hours. Some of the cable companies dropped all pretence, and have withdrawn their press rates altogether. Others retain the 'press rate' on their rate cards, but see to it that it is valueless so far as afternoon press associations are concerned.

"This change in the cable situation means that, whereas, during the first year of the war all press matter was sent from London at the Western Union press rate of seven cents a word, or the Commercial Company's rate of ten cents a word, and where formerly news feature was generally sent via the Western Union 'deferred' rate of five cents a word, it is now necessary to 'full rate' every news dispatch with a time value—at a cost of 25 cents a word. These full-rate cables require from two to four hours' transmission—just about the same time formerly required by ordinary press cables.

### TWENTY-FIVE CENTS AND UP A WORD.

"Every bit of competitive news—news of an Admiralty statement, of a debate in Parliament, or news on which there is keen competition in getting it to New York ahead of the other fellow—must now be filed 'full rate'—twenty-five cents a word. This applies to London and London is the big clearing house of European news.

"The French Cable Company has simply abandoned entirely its former press rate of ten cents a word for transmission from Paris to New York. The minimum is now twenty-five cents a word, and on this type of cable almost any delay in transmission is to be expected. All 'competitive news' must be handled 'urgent'—thirty-one cents a word—to insure speedy delivery.

"All press associations handle the bulk of their Berlin news by telegraph to Holland, by cross-channel cable to Lon-

don, and then with a re-filing to New York. The German cable before it was cut at the outset of the war, transmitted stuff at a press rate of seven cents a word. The German wireless now handles a very few stories at twenty-five cents a word, plus a land charge of a cent and a half a word from Sayville to New York, but because of its own needs the German Government permits only the briefest dispatches, and the most important, to be filed in this manner.

"Therefore nearly all Berlin stuff arrives in New York at a cost of about thirty-four cents a word—four cents from Berlin to Holland, five cents from Holland to London, and twenty-five cents from London to New York.

"The Italian cables are notoriously slow, and full-rating, at thirty-eight cents a word, is necessary to insure any sort of delivery."

## STAMP INTERESTS TO TEST LAW

Companies to Bring Test Case Under Maryland's New Law.

BALTIMORE, Md., May 31.—The new law requiring dealers and firms in Maryland that sell or deliver trading stamps or coupons to pay a license fee of \$1,500, which law goes into effect to-morrow, will be attacked in a test case which William M. Ballou, attorney representing the trading stamp interests, plans to bring.

The law, as it now stands, Mr. Ballou claims, requires retailers who give trading stamps or who handle goods on which coupons are given, to pay the \$1,500 fee, while the wholesaler or packer pays only \$50.

According to Mr. Ballou, the men who promulgated the law evidently intended to impose the heavy tax on trading-stamp and coupon corporations promoting the trading-stamp or coupon business, and to charge the manufacturers and packers who use the stamps only \$50. The law, however, he asserts, fails to relieve from its operation the department stores and retailers of every description through whose hands trading stamps or coupons may pass.

## METAL MARKET UNCHANGED

Prices on Raw Materials Remain About Same as They Were Ten Days Ago.

The condition in the raw metal market remains about the same as it was a week or ten days ago. Since May 22, raw tin has fallen from 48.75 to 45.75. There also has been a slight decline in the antimony market, while lead still is selling at 7½ cents a pound.

The price of raw copper in the market is now the same as on May 22, but the price of raw zinc is off about 2 cents a pound, falling from 15.30 on May 22 to 13.55 on May 31. The prices of the finished products in these markets depend entirely upon the mills, and cannot be accurately quoted.

The quotations on the finished products in the linotype, newspaper stereotype, and monotype markets are: Linotype, 13½ cents; stereotype, 15 cents; monotype, 16¼ cents.

## Asks Receiver for Telegraph Co.

Alleging that the Evening Telegraph of Colorado, Col., is insolvent and unable to meet obligations of approximately \$27,000, the Colorado Title & Trust Company, of that city, has filed an application in the District Court, asking for a decree of foreclosure on its mortgaged property, and that a receiver be appointed for the Evening Telegraph, and that a first mortgage held by the Trust Company be declared a lien on all other property owned by the company. A writ of injunction also was asked for pending the action of the court to restrain the officers and employees of the Telegraph from selling or otherwise disposing of any of the property described in the mortgage held by the Trust Company.

## TURNING NEWSPAPERMEN INTO EXPERT SOLDIERS

The Task Was Not Easy, but the Natural Aptitude of the Journalists Helped Matters, and Now the Nation Has Fifty More Trained Defenders Ready to Spring at Oncoming Enemies.

By ARTHUR McKEOGH,  
Of the New York World.

This yarn of amateur warfare should be slugged "sweat"—a word that summarizes properly, if inelegantly, the gosh-all-hangdest week-end that ever fifty New York newspapermen have exuded in a body.

The occasion was an abbreviated course in field manoeuvres for the members of the Officers' Training Corps for Newspapermen, on Saturday and Sunday, May 27 and 28, under the direction, auspices, and patronage (especially the latter, we needed it) of the corps instructor, Lieut. Philip Mathews, United States Coast Artillery, at Fort Totten, L. I.

No group of scribes, with neither typewriter nor "morgue" to aid them, can rear a little tent town of their own, sleep therein under torrents of rain, hike ten miles with light (?) marching equipment, cook their own "chow," and engage in a sham-bang battle—yes, all that!—without scribbling about it. So here goes:

Carrying several rounds of powder (foot), and a sufficient number of blankets to evoke amused comment from observers, we embarked (get that military term!) at one o'clock Saturday on a Government boat at the foot of Wall Street.

During the hour's sail to the fort, Eddie Berkfield, of the American Press Association, a hardy believer in preparedness—gastronomic, particularly—nibbled daintily at a cake of what he called "poilu" chocolate, while Meredith Stiles, of the Associated Press, irrigated a belated luncheon (from some one's shoe box) with table water—table water vised and given the countersign.

### PITCHED TENTS, NOT QUILTS.

After a change of our uniforms in the wireless plant (secret stuff!), we learned about tent pitching from a couple of patient sergeants of the 135th Company. The conical wall tents, each accommodating five, resented the manhandling by rising in their wrath at angles not contemplated in the book of regulations—or is it minor tactics? Next, it surprised us to find out that the disentangling of field cots, which are the last expelive in the art of the collapsible, earns neither decoration nor promotion for the fingerless hero.

Supper in the barracks was as palatable as it was welcome. The card and billiard-rooms of the Officers' Club were kindly placed at our disposal; and so was another room—a cosy rendezvous where the chief diversion was signing checks.

### SOME HOURS OF RECREATION.

Because the poker game involved stakes, Grattan McCafferty, of the Evening Telegram; Jimmie Durkin, of the City News Association; Arundel Potter and George Lee, of the Wall Street Journal; John Phillips, of the Press; Frank Hughes, of the Times, and Tom Farrell, ex-Brooklyn Eagle—all these righteous recruits, because, as we say, there were stakes, might not wish it mentioned that they sat in at the vile pastime. Nor shall it be—in view of the size of the stakes! Five and ten—"centimes!"

(Please, Messrs. Managing Editors, don't be too hard on these calloused gamblers! Let their lamentable folly be offset by the comforting fact that outside, in the library, such men as Milton Snyder, a night editor of the Sun, and Clarence Hebb, city editor of the Brooklyn Eagle, were drinking in, up and down inside dope from Capt. Gear, one-time "A. P." man, who, they may have hoped, might let drop some

new angle for a story for poor, old, smooth-worn "preparedness.")

Kinder it is to pass over that long, arctic Saturday night as did the wind and rain—with a rush. Coy sleep came to the entire encampment not much before 2:30 A. M. The last thing I recollect shouting was: "Get-tell-out-there!" when an electric torchlight vied with the lightning in cleaving the sweet midnight of our tent (Berkfield had been using talcum). Next morning Lieut. Mathews told me that in trying to find a bunk for a late-comer, he had been the intruder (that's why you can't help liking the "Lute," he's so darn human).

### A RUN IN WITH THE SENTRY.

Returning to their tents rather late, one group of revellers ran afoul a sentry. . . . "Who goes there?" . . . While they couldn't see it, those scribblers knew that a trusty automatic was champing uneasily at its upholstery somewhere in the night. In fact, they couldn't see the sentry. So Eddie Morse, of the Evening Telegram, unanimously elected first line of defence, stooped to get the guard's outline against the sky. Stopped! Crouched! . . . Do you follow? Well, nobody else in the crowd did! They just waited for the "Shot" to "Ring Out." But somehow it tarried. . . .

"Advance one!" yelled the guard. "Advance one what?" asked Morse, innocent-like. "One dollar, or one foot?"

"Advance one—boob!" elucidated the "regular." And then he let them all by—in disgust.

Noontime of the following day found us halted for "chow" at the edge of a lake, five miles from the barracks. The perspiration had started merrily to flow three hours earlier with "Col." Lindsay Denison (of the Plattsburgh Talkward Squad) as flow-er penitentiary. (And he did look like a red, red rose!) Bob Peck, of the Tribune, who reached the barracks after we had travelled several parasangs, vows that he would never have overtaken the company had he not picked up and followed the Denison "sweat trail." But "Dennie" was as game as little Charlie Crane, of the A. P., or Wilson Burke, of the Evening World, who started out wearing a flannel shirt, covered by a sweater, covered by his uniform coat!

### NOT USED TO COFFEE.

Had there been any beans among the rations to spill, they would have been spilled. But coffee being more liquid, every man as his own cook succeeded in jolting some of it from his individual cup into the squad fires. For, unless you're on a vaudeville publication, you can't, with the right hand, juggle coffee on a fork, and with the left, fry bacon, potatoes, and onions, while seven others are trying to do the same thing over the same fire. You simply can't—take it from Tom Bosworth, Phil Hoyt, Tom Bracken, or Harry Brown. The four Times-ites who were awarded the distinction of veteran fire-queers.

Apart from attacking Old General Humidity on the hike back, we engaged as the advance guard of a supposititious main body in an encounter on a hillside with a squad sent out ahead under Winfield Dudley, of the Herald. From the excellence of the enemy's ambush I guess we were quite dead by the time we charged up the hill—but charge we did, that being the prerogative of any wideawake corps. (Yes, men have been court-martialled for less!)

Lieut. Mathews insists that since we hiked five miles out and traversed the same road back, the return trip must have been of equal length. It seems logical enough, "Lute." But Johnnie Eberhart, of the City News, Berman, of the Press, and Frank Nelson, of the Sun, were among those who sang "Tipperary" all the way back—to make the going easier. And it certainly wasn't five miles with that singing! It was—how many by your pedometer, "Dennie"? . . . Eighteen and three-quarters is right!

## AUDIT BUREAU OF CIRCULATIONS MEETS IN CHICAGO FOR ANNUAL CONVENTION

Three Hundred Members Attend Opening Session on Thursday  
The Reports of Its Officers Show a Membership of Nearly  
1,200—Gross Receipts for the Year \$197,000—Reductions  
in Rates for Magazines and Periodicals.

(By Telegraph to THE EDITOR AND PUBLISHER.)

CHICAGO, June 1.—The annual convention of the Audit Bureau of Circulations met at the Hotel La Salle to-day. The convention was attended by nearly 300 members, the largest number that has yet been present at an annual meeting.

The principal subject claiming the attention of the convention was an amendment made to the by-laws regarding the dues of publisher-members by the directors for the approval of the convention.

The agricultural publishers passed a resolution that while they approved of the constructive work which had been accomplished by the Audit Bureau, they believed that rates for farm papers should be readjusted.

The revision in the rates voted by the Board of Directors for the convention's action provides that magazines and periodicals, including trade, technical, and farm papers paying \$4 a week or more, published semi-monthly or bi-weekly, shall pay 10 per cent. less than the present weekly rate; and those published monthly to pay 15 per cent. less than the present weekly rate.

### RATES ON NEWSPAPERS INCREASED.

While the proposed revision of rates thus makes a reduction in those paid by magazines and other periodicals, it increases rates on newspapers with Sunday issues.

It is proposed that the present schedules shall apply to six-day issues only, and twenty per cent. of these dues are to be added for each Sunday weekly, semi-weekly, or tri-weekly issue of a daily. A weekly, or semi-weekly newspaper, not published in connection with a daily, it is proposed, shall be charged sixty per cent. of the six-day rate, a tri-weekly 75 per cent. of the six-day rate, but no rate to be less than 50 cents a week.

Another provision to be voted on by the convention is one by which, whenever the regular working dues from the members are producing a surplus larger than is necessary for actual working capital, a discount may be made on the quarterly bill to apply to all members alike.

It is also proposed that all advertiser members, whether full, associate, or local members, shall be given the privilege of voting, full members having one vote, and associate and local advertiser members having a fractional vote of one-quarter for each service of the Bureau taken.

### GREAT PROGRESS MADE.

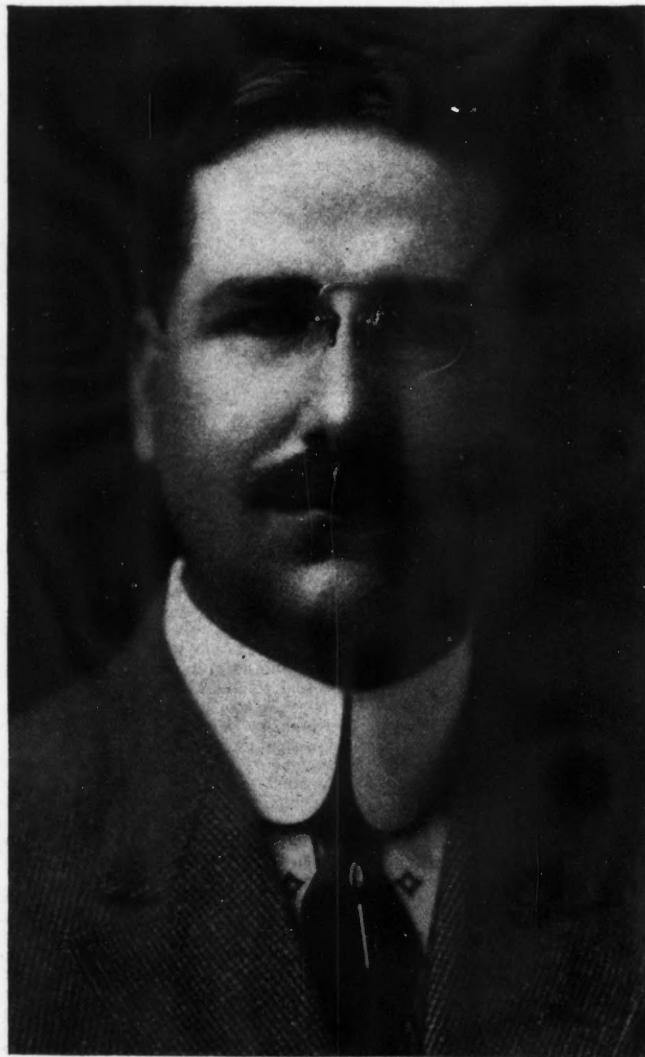
The report of the Board of Directors showed the Bureau to have made great progress in the last year. The membership is now nearly twelve hundred. It was stated in the directors' report that advertisers were waking up to the value of membership in the Bureau.

The financial report shows that the receipts of the Bureau for the year were over \$169,000, which, with \$27,000 balance left over from last year, gave the Bureau gross receipts of \$197,000. The disbursements were, in round figures, \$182,000, leaving a balance of \$14,672.

The convention will elect ten new directors, besides the officers for the ensuing year. Those whose terms expire are: F. C. Grandin, Postum Cereal Company, Battle Creek, Mich.; O. C. Harn, National Lead Company, New York; Emery Mapes, Cream of Wheat Company, Minneapolis; S. C. Dodge, Coca-Cola Company, Atlanta, Ga.; William Wrigley, jr., William Wrigley, Jr., Company, Chicago (advertisers); Stanley Clague, Taylor Critchfield Clague Company, Chicago (advertising agent members); Lafayette Young, jr. (news-

papers), Des Moines, Ia.; Curtis Brady (magazines and periodicals), Woman's World, Chicago; Burrige G. Butler, Farm Journal and Prairie Farmer, Chicago; M. C. Robbins (class, trade, and technical papers), the Iron Age, N. Y.

The directors who hold over for another year are Louis Bruch, American Radiator Company, Chicago; present president of the Bureau, F. F. Harris, Armour & Co., Chicago; F. R. Davis, General Electric Company, Schenectady, N. Y.; L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; F. H. Squier, Pabst Brewing Company, Milwaukee, advertisers; A. W. Erickson, the Erickson Company, Inc., New York,



RUSSELL R. WHITMAN,

GENERAL MANAGER OF THE AUDIT BUREAU OF CIRCULATIONS.

advertising agents; Hopewell L. Rogers, Chicago Daily News; Frank C. Perit, the Outlook, New York; Charles F. Jenkins, Farm Journal, Philadelphia, and E. R. Shaw, practical engineer, Chicago, representing publications.

At the directors meeting it was forecast that the same officers would be re-elected. These are Louis Bruch, president, American Radiator Company, Chicago; Hopewell L. Rogers, Chicago Daily News, treasurer, and M. F. Harris, Armour & Co., Chicago, secretary.

At least 400 members of the Chicago Advertising Association will attend the A. A. C. W. Convention in Philadelphia.

## TRADING STAMPS GET A KNOCK-OUT BLOW IN MASSACHUSETTS LEGISLATURE

Cavanaugh Bill Prohibiting the Issuing of Stamps Redeemable in Cash or Property Premiums Furnished by Someone Other Than the Merchants Themselves, Passed by Both Houses—Now Awaits Governor's Signature—Details of the Fight.

(By Telegraph to THE EDITOR AND PUBLISHER.)

BOSTON, Mass., June 1.—Late to-night a great fight is being waged to get Gov. McCall to veto the Senator Cavanaugh bill, which provides for the abolition of trading stamps, which passed both branches of the State Legislature to-day. The bill now awaits the Governor's signature.

As the bill went to the Senate, it provides, in substance:

(1.) That the issuance of trading stamps, redeemable in cash or credit by the merchant issuing the stamps, is permissible so long as no other than the merchant or purchaser has any interest

or are not attached to or form a part of the package or merchandise sold. This section shall apply to a device which entitles the holder thereof, when such device is presented alone or in connection with others, to a cash premium or property premium furnished directly or indirectly by any one other than the vender of the article or merchandise sold, but shall not apply to stamps, coupons, or similar devices issued by the vender directly to the purchaser in which no one other than vender and purchaser has any interest, and which are redeemable directly by the vender in this commonwealth, either in cash or as a credit or rebate upon the price of articles or merchandise purchased or to be purchased by the same vendee from the same vender within this commonwealth."

### MIL. ABBOTT'S AMENDMENT.

The last sentence of the above section was added to the bill on motion of Representative Abbott, of Haverhill, who is in charge of the bill, and in offering it he admitted he had done the best he could to bring the measure within the constitution of the State, the Abbott amendment was the only one adopted at yesterday's house session, Representatives Kennard, of Scamerville, House Republican leader Sullivan, of Boston, Democratic House leader, and Burr, of Boston, all of whom are members of the Judiciary Committee which heard the bill, opposed the measure.

Sullivan scored the supporters of the bill who last week contended that the bill was constitutional, and now had to admit its unconstitutionality. "Who knows what the bill means with these new amendments?" he asked. "Why should this House make itself the laughing stock of the community by passing this useless bill?" "Why is this measure being rushed through in the dying hours of the session?" "Must they get something through to get their money?"

This last question caused a ripple through the House chamber, but when Sullivan was asked to specify to whom he referred when he asked the question, he declined to offer any explanation. He moved to refer the whole bill to the next General Court. Kennard, of Scamerville, supported the motion to refer to the next General Court, saying that the bill was so badly muddled that no one knew what it means. The motion to refer was cut off, however, by the adoption of the previous question.

### FAVORS ABBOTT AMENDMENT.

Weeks, of Everett, joined with Abbott, of Haverhill, in support of the bill, saying that there is plenty of evidence that the issuance of trading stamps is in restraint of trade. He was interrupted by Lincoln, of Worcester, who asked if Weeks favored the Abbott amendment, and, if so, to tell the House what the amendment means.

"I certainly favor the Abbott amendment," Weeks replied, "and I will readily explain what it means. It means just what it says." He was prevented from further explanation by the expiration of the time for debate.

An amendment offered by Belcher, of Randolph, which would eliminate the trading stamps, but permit a continuance of the manufacturers' coupon system, was defeated by an overwhelming voice vote, as was a similar amendment offered by Lincoln, of Worcester.

An amendment offered by Kelly, of East Boston, to have the act take effect upon its acceptance by a majority of the voters at the next State election was lost, by a vote of 30 to 85.

The Abbott amendment was adopted without division, and the bill was ordered to a third reading by a rising vote of 95 to 38.

ROY ATKINSON.

in the providing of the stamps.

(2.) That the issuance of these devices, redeemable in cash or property premiums furnished by some one other than the merchant who issues the stamps is prohibited.

The bill, as amended to meet the opinion of the Attorney-General that it was originally unconstitutional, now says:

### HOW THE LAW READS.

"No person, firm, or corporation shall, in connection with the sale of any article or merchandise whatever, sell, give or deliver any trading stamps, coupons, or similar devices, whether such trading stamps, coupons, or similar devices are

## ARMOUR & COMPANY PLAN TO ADVERTISE IN NEARLY FOUR HUNDRED BRANCH LOCATIONS

**Appropriations Have Already Been Made for Seventy Places, Thus Beginning Big Campaign—Paul E. Faust, Who Handles This Publicity Tells Why Packers Have Chosen Newspapers—He Also Explains the Purpose of the Firm's Pure Food Pages.**

CHICAGO, May 31.—In seventy cities of the United States, where there are branch houses of Armour & Co., packers, the advertising of this company is running between 30,000 and 35,000 lines, the insertions appearing once a week. Back of this extensive advertising, there is a completely organized campaign for a year to come, which aims to make the advertising of food products one of the big items of newspaper display publicity.

This campaign is being handled by Paul E. Faust, secretary of Mallory, Mitchell & Faust, advertising agents. He has been working on it five years and it is only since the first of the year that the results of his labors have begun to show in the newspapers. Armour & Co., in the past, have been patrons of the magazines. When Mr. Faust took their account, he saw where they should be patrons of the newspapers, and it has been only a short time over a year since he received an appropriation for any newspaper advertising to speak of.

This company has 385 branch houses in the United States, and it is the ultimate desire of Mr. Faust to do newspaper advertising on a big scale in every one of these cities. At present, he has an appropriation for only seventy of them. The proportion appears small, but this is a big campaign.

Recently, THE EDITOR AND PUBLISHER has had some controversy in its editorial columns with Mr. Faust on one angle of his campaign. This was in regard to the household-page service sent out by him, with recipes bearing the name of Mrs. Adams, Armour's domestic-science advisor, and compiled by her to advertise particularly Armour products. Mr. Faust claims to have been misunderstood about this food page, and for THE EDITOR AND PUBLISHER he has consented not only to explain about it, but to tell about the campaign in general. Here is his story:

### CALLED AD MEN TOGETHER.

"When we started out, we realized that we would have to come to a thorough understanding with the newspapers with which we would advertise. We realized that for this big campaign there should be cooperation on both sides, and accordingly we arranged meetings in New York, Boston, Chicago, and Kansas City between newspaper representatives and ourselves.

"At each of these meetings, the representatives were shown over the Armour plant in that city, they were given a chance to study just what Armour & Company were doing in the food market, with the result that when we came to tell them about our advertising, they were right there with ideas and suggestions to help us out.

"My idea from the beginning has been the establishing of this food page to create an interest in food. Newspapers, in general, have neglected to give their readers much interesting reading matter about food. The idea of the page was not to boost Armour & Company products especially. It was to boost no particular food specifically, but it was to create an interest in all foods. It was to bring about the highest degree of team work, cooperation, and support between advertiser and publisher.

"Let me give an illustration:

"Oleomargarine is a pure, healthful, nutritious food. It has all the nutritive qualities of butter.

"Yet the American public has more or less prejudice against it. The American consumer knows little of the favorable side of oleomargarine.

"If the newspapers publish in news columns each day recipes showing the use of oleomargarine, or articles dis-

cussing the food value of oleomargarine, the consumer would be educated so that advertising could be done by different oleomargarine manufacturers with every certainty of success. If the advertiser has to do all this educational work on oleomargarine by display advertising, the process of educating the market is so slow that the chances for success are

atmosphere or frame of mind to be appreciative of the advertisement in the display columns.

"We feel, therefore, that the chances of the advertiser to succeed depend largely upon what is done to educate the market.

"And since statistics prove that perhaps 50 per cent. of the average family income goes for food for the table, the subject of diet, recipes, cookery, and the like, is of live interest to women and to men. The subject is entitled to newspaper space, and it was at our meetings that we brought this idea of newspaper cooperation to the attention of publishers.

### WHY SERVICE WAS BEGUN.

"To start the ball rolling, we began



BOSTON NEWSBOYS IN THE BIG PREPAREDNESS PARADE.

very much less than if the newspaper simplified matters by getting the consumer in the frame of mind to respond to the manufacturers' display advertising.

"These oleomargarine news items, recipes, suggestions, and endorsements would be believed by the consumer because they would be published by a newspaper that has an authoritative standing with the reading public.

"These do not need to name any single manufacturer. That is not the character of cooperation that is in our mind. But it is obvious that if the market were made ready—if the people were educated—it would be a simple matter to show this fact to oleomargarine manufacturers and quickly interest them in taking space in the newspaper that had paved the way for them to do successful advertising to the consumer and successful distribution work with the dealer.

### HOW NEWSPAPERS CO-OPERATE.

"Consciously or unconsciously, the newspapers are already giving the highest possible type of cooperation to a group of advertisers who are the backbone of newspaper advertising revenue. I refer to the department stores. The newspapers publish fashion articles; comments on new styles; they have fashion editions. It is the same in the matter of automobiles. Frequently newspapers publish automobile columns, or automobile departments, and whole pages are given to the subject of new models, price tendencies, developments in the industry, etc.

"In the matter of magazines, the character of text gives cooperation the advertiser requires. Thus, if an advertiser of wearing apparel takes space in a woman's publication, he is fairly certain to have his advertisement in a magazine which is educating the market for him in its text pages. The result is that when a woman reads these women's publications, or class periodicals, she is likely to be in the proper

this service of food pages. The service was \$1.50 a week, which was to cover the cost of mailing, mats, cuts, and getting up of the recipes. Half the page is for reading matter and the other half is left vacant for local advertising.

"All publishers have told us that the grocery store has been a difficult dealer to interest in regular advertising. I believe the reason for this is that the newspaper has not been able to offer him something special as to the reason for him to advertise.

"Our service is sent out several weeks in advance of publication, so that the publisher may show the retail dealer what he will use each week on the household page, and how the dealer's advertisement will be placed on the same page with news matter and attractive reading matter which insures the best of attention for his display space.

"The requests for our service have been numerous. The publishers are eager to cooperate with us, and when THE EDITOR AND PUBLISHER did not approve of it, we immediately sent out word to our customers that we were going to discontinue it. But letters came back so quickly from various publishers, begging that we continue the service, we did not feel that we had the right to stop it."

### Many Newspapermen Paraded

BOSTON, June 1.—Boston newspaper men made a fine showing in the great preparedness parade. The Press Club delegation headed the parade. The Press Club delegation headed the press division, of which Walton A. Green, of the Journal, was marshal. President Roy Atkinson, of the Press Club, and John G. Walsh were at the head of the line. The Journal had 125 men in line, and the Transcript had a large delegation, headed by Col. Rupert J. Chute. The Boston Newsboys' Welfare Association turned out strong.

## NEW YORK'S DELEGATION

**List of Those Who Have Made Arrangements With the Committee.**

The On-to-Philadelphia Committee of the New York Advertising Club, of which David D. Lee is chairman, reports that the following have made arrangements to attend the Philadelphia A. A. C. W. and have paid for accommodations at the Adelphia Hotel, the Club's headquarters. Others who intend to go had better hurry up or they will not be able to secure accommodations.

Samuel Hopkins Adams, G. L. Alpers, Collin Armstrong, P. L. Atkinson, R. W. Barnwell, Mr. and Mrs. A. H. Bartsch, Geo. Batten Co., reservation for eleven per-

sons; Mr. and Mrs. Fred'k D. Bell; Mr. and Mrs. O. H. Blackman; Mr. and Mrs. F. L. Blanchard, Geo. H. Blanchard, Mr. and Mrs. H. K. Boice; Raymond B. Bowen, Wallace E. Brainard, Harold McD. Brown, L. G. Bruggemann, H. C. Bursley.

Travers D. Carman, O. H. Carrington, Thos. H. Child, Mr. and Mrs. Chas. E. Churchill; Mr. and Mrs. R. P. Clayberger; L. J. Conger, C. M. Connolly.

J. W. Davidson, Herman Daych, Mr. and Mrs. Fred A. Dibble; Mr. and Mrs. H. B. Daughy.

Preston B. Edmonston, Mr. and Mrs. Morris M. Elson; Erickson Co., reservation for two persons.

Luther D. Fernald, Frank Fleming, R. T. French.

K. H. Gerlach, J. P. Gillroy, Mr. and Mrs. M. P. Gould; E. H. Gray-Crane, O. J. Gude.

Henry Hale, W. T. Hamilton, Jr., Mr. and Mrs. J. A. Hanft; Mr. and Mrs. O. C. Haro; G. Ellworth Harris, Jr., Wm. H. Hogg, Mr. and Mrs. Geo. W. Hopkins; Mr. and Mrs. L. A. Hornstein; W. R. Hotchkiss, Frank C. Hoyt, Roger C. Hoyt, A. E. Hurst.

Walter R. Jenkins, Jr., David S. Jillson, Mr. and Mrs. Henry Jones.

Mr. and Mrs. G. R. Katz; Otto Koentig.

Mr. and Mrs. David D. Lee; Bernard Lichtenberg, Carl B. Lichtenstein, Mr. and Mrs. Frank H. Little; J. O. Little, Everett M. Link, Wm. H. Long, F. G. Low, T. R. Lyle.

McClure Publications, reservation made for three persons; B. C. McCullough, T. K. McHroy, Harold Mahin, Hal Marchbanks, Miss J. J. Martin, Mr. and Mrs. J. R. Mayers; Miss E. Mendel, Mr. and Mrs. O. M. Miller; W. L. Miller, Francis S. Mygatt.

Cyril Nast, Mr. and Mrs. Wm. J. Neal.

John J. O'Keeffe, A. P. Odyke, Felix Orman.

Mr. and Mrs. Don M. Parker, A. W. Pease, Grafton B. Perkins, A. Lawrence Phillips, A. M. Piper, C. F. Plummer, E. G. Pratt.

Scott F. Redfield, F. St. John Richards, Mr. and Mrs. Harry D. Robbins; L. L. Robbins, Bernard Rowntree.

Carl J. Schumann, Mr. and Mrs. Geo. B. Sharpe; Mr. and Mrs. Geo. L. Sullivan.

E. C. Tattall, Harry Tipper.

Wm. H. Ukers.

Mr. and Mrs. W. Van Gytenbeek.

Richard H. Waldo, Geo. Welp, Percy H. Whitling, Mr. and Mrs. Victor Whitlock; Wm. A. Whitney, Mr. and Mrs. P. E. Williamson; F. A. Wilson-Lawrenson, Harvey Wood, J. H. Worden.



—just the touch of a key

brings the magazine desired *instantly* into service on the new Model 16 and Model 17 Linotypes.

*Easier to Operate than the Shift Key on a Typewriter.*

Merely touching a key (follow the arrow) on the new Model 16 and Model 17 Linotypes brings either magazine into *instant* operative connection with the keyboard. This means that the operator can mix at will in the same line matrices from all magazines without removing his hands from the keyboard—absolutely insuring *continuous composition* while the copy lasts.

We have a Linotype for every office at a price and upon terms within reach of every printer.

*Send for the Facts*

**M.ergenthaler Linotype Company**

Tribune Building - - New York

CHICAGO.....1100 S. Wabash Avenue

SAN FRANCISCO.....646 Sacramento Street

NEW ORLEANS.....549 Baronne Street

TORONTO.....Canadian Linotype, Ltd.

*Especially Adapted for Newspaper Work*

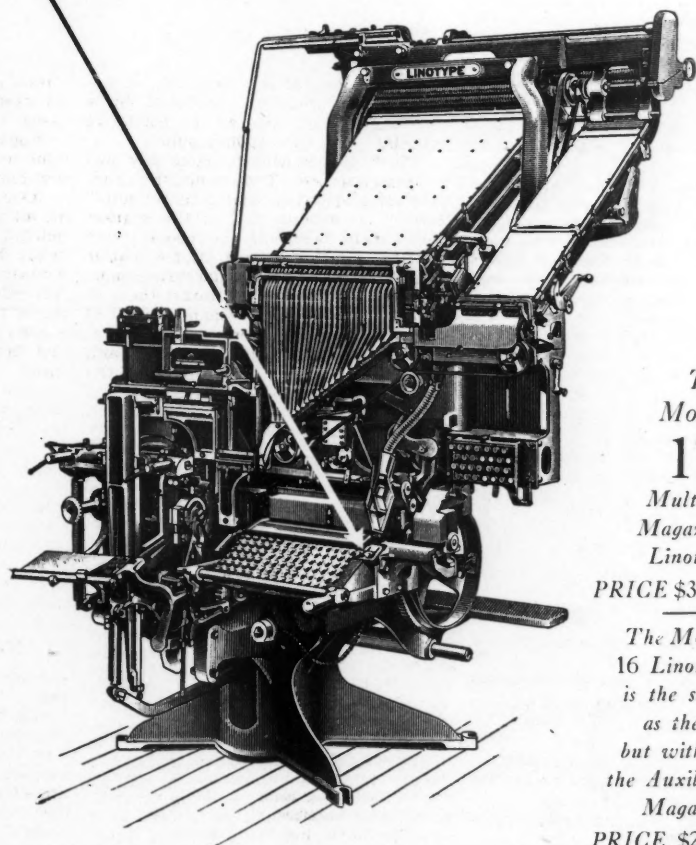
# The New Model 17 Linotype

Multiple Magazine

Continuous Composition

**S**PEED is the rule by which the modern newspaper is measured and made. Every *second* counts—especially when the *forms are being closed*. And it is right here that the new Models 16 and 17 Linotypes fit. The time usually required for magazine changing can *now* be devoted to *extra composition*—which is equivalent to keeping your forms open a little longer

*For News, Heads and Ads*



The Model 17 Multiple Magazine Linotype  
PRICE \$3000

The Model 16 Linotype is the same as the 17 but without the Auxiliary Magazine  
PRICE \$2900

## CANADIAN PRESS ASSOCIATION HOLDS ITS ANNUAL CONVENTION IN TORONTO

Reports Submitted at Thursday's Session Show That the Organization Had a Good Year—Result of the Newspaper Conference in New York—Eighty Thousand Dollars Spent in Advertising by the Canadian Government.

The fifty-eighth annual meeting of the Canadian Press Association, Inc., was convened in the Central Technical School at Toronto, on Thursday, and continued through yesterday. An unusually large number of members was present.

The session on Thursday morning was devoted to reports of the officers and committees. Editorial night was celebrated in the evening with addresses by C. A. C. Jennings, of the Toronto Mail and Empire; Stewart Lyon, of the Toronto Globe; Edward Beck, of the Winnipeg Telegram, and C. H. Hale, of the Orillia Packet.

At the meeting yesterday, an address on "Technical Education" was delivered by Dr. A. C. McKay, principal of the Central Technical School. Officers were then elected.

The reports of the officers will be found below:

### ADVERTISING COMMITTEE ACTIVE

#### Gains Support of Recognized Agencies—Campaigns Against Free Publicity.

W. J. Taylor, chairman of the advertising committee of the Canadian Press Association, Inc., in his annual report says that, in response to the committee's request that the members "place on record their coöperation in the work of the committee," 85 per cent. of the "first" members of the Association have signed an agreement to allow commission only to such Canadian advertising agencies as are recognized by the committee. He continues:

Your committee is gratified with this response but would like to see the agreement signed by every member of the Association. The membership has delegated to your committee the work of investigating the bona fides and financial condition of so-called advertising agencies, and the power to grant, withhold, or cancel recognition as official solicitors of general advertising for the members of Canadian Press Association, Inc. The delegation of that work and power implies the coöperation of every member of the Association. Your committee has facilities for judging the qualifications and financial condition of concerns doing business as an advertising agency that are not possessed by any individual member. Your committee's judgment is based upon the most searching investigations, and reports from the members generally. Therefore, and as the coöperation of the entire membership is essential to the successful performance of its work, your committee feels it is not asking too much in requesting members to signify their willingness to coöperate by agreeing to allow commission only to such Canadian advertising agencies as are recognized by your committee on behalf of the Association.

#### AGENCIES NOW RECOGNIZED.

Nineteen advertising agencies are at present recognized as official solicitors of general advertising for the members of Canadian Press Association, Inc. There agencies are as follows:

Baker Advertising Agency, Limited, Toronto.  
Canadian Advertising Agency, Limited, Montreal.  
Dean E. Sterling, Advertising Agency, Toronto.  
Desbarats Advertising Agency, Limited, Montreal.  
Financial Advertising Co. of Canada, Limited, Montreal.  
Gagnier Advertising Service, Toronto.  
Gibbons, J. J., Limited, Toronto.  
Hamilton Advertisers' Agency, Limited, Hamilton.  
Imperial Publishing Co., Limited, Halifax.  
McConnell & Fergusson, London.  
McKim, A., Limited, Montreal.  
MacPherson-McCurdy, Limited, Winnipeg.  
Norris-Patterson, Limited, Toronto.  
Press Agency Bureau, Limited, Toronto.  
Robertson, J. S. Co., Limited, Toronto.  
Rowlatt, F. Albany, Toronto.  
Smith, R. C. & Son, Limited, Toronto.  
Thompson, J. Walter Co., Limited, Toronto.  
Advertising Service Co., Limited, The, Montreal.

The committee submitted at this meeting drafts of proposed standard

forms of foreign rate cards. After reviewing recent developments in regard to circulation statements and audits, the report says:

Canadian publishers who desired the advantages of an independent audit in addition to those resultant from the use of a standardized circula-

seminating information regarding the financial position and manner of payment of advertising agencies and direct advertisers.

The campaign against free publicity has been continued vigorously. There has been a marked falling off in the number of requests for free publicity from commercial houses, showing that the more general refusal of these requests of late, prompted in part by the campaign of the committee, is gradually making the work of the press agent unprofitable. Many publishers have adopted the policy of charging a given rate per word or line for announcements of meetings, sporting events, engagements, and similar

was a continuance and natural extension of the Patriotism and Production campaign of last year. Daily and weekly newspapers and many class publications were used in this campaign which represented an expenditure of approximately \$50,000.

The "Domestic War Loan" and the "Production and Thrift" campaigns were placed direct through the King's Printer instead of through an advertising agency, as in previous Government advertising campaigns, and the committee notified the Government that the Canadian Press Association would approve of the policy of placing future campaigns through the King's Printer.

### WOULD DEFER PAPER CONTRACTS

#### Higher Prices Not Justified, Says Canadian Press Association Committee.

The Association's paper committee took up first the subject of freight rates. Early in the year the Canadian Freight Association made application to the Board of Railway Commissioners for a general increase in rates that included an increase in carload rates on news print in the territory east of Port Arthur of 15 cents a ton, and a slightly greater increase on other grades of paper. In the case of the Maritime provinces it was proposed to make an "arbitrary" increase over the rate to Montreal averaging about 60 cents a ton—a total threatened increase to newspapers in the Maritime provinces purchasing their paper from mills west of Montreal of about 75 cents a ton. These proposed increases, when calculated on the yearly consumption, were found to attain very considerable proportions—ranging up to \$1,000 or more annually for each newspaper.

The committee secured a hearing before the Board of Railway Commissioners. Of the result the report says:

One of the principal arguments used in opposing the application was that the financial difficulties of the railways were not chiefly due, as the railways claimed, to a "steady and constant increase in operating expenses," but more particularly to a temporary falling off in tonnage due to depressed business conditions from which practically all industries were suffering in 1913 and 1914. The contention of your Committee in this connection has since been well established as will be seen by reference to the gross earnings of the railways during recent months as compared with those of corresponding months of previous years.

Your Committee is therefore of the opinion that the postponement of its decision by the Board of Railway Commissioners has already resulted very favorably to the Association's case and there is good reason to believe that the ground upon which the Railways based their application has already entirely disappeared.

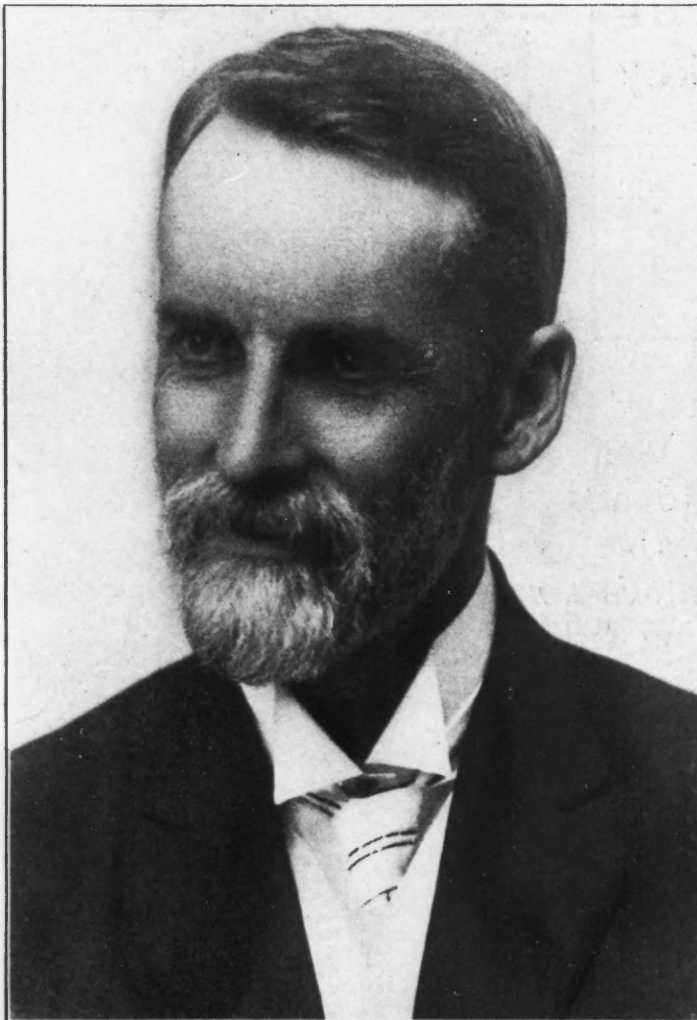
#### HIGHER PRICES NOT JUSTIFIED.

After referring to a conference between representative newspaper publishers of the United States and Canada with representatives of news print manufacturers, held in New York, in April, the report has this to say of the present situation in the paper market:

In the opinion of your Committee the present shortage of news print is due to (1) the abnormal volume of advertising and consequent increased size of papers, particularly in the United States, during the first four months of 1916, and (2) the failure of the mills to anticipate this unusually heavy demand and hence their failure to provide for it by building up reserves during the comparatively dull months of 1915. Thus the mills have themselves created the shortage by producing during 1915 less than they should have produced or doubtless would have produced had they foreseen the heavy demands of the early months of 1916.

Your Committee believes that there is every probability of the present situation completely adjusting itself before the close of the present year. As is the case every summer, there is certain to be a very considerable falling off in advertising, and hence in consumption of news print during the summer months. The demands upon the mills, instead of depleting their reserve stocks, will be so greatly reduced as to enable them to gradually replace those reserves, and by the fall of this year your Committee believes that any apparent cause for anxiety that exists at present will have greatly diminished.

Therefore your Committee believes that no  
(Concluded on page 1661)



W. E. SMALLFIELD,  
PRESIDENT OF THE CANADIAN PRESS ASSOCIATION.

tion statement and were willing to pay for membership in the Audit Bureau of Circulations joined that body with the assurance that its statements and audits would be accepted without question by both Canadian and American advertisers. Those who were not prepared to take out membership in the Audit Bureau of Circulations had the assurance that statements on the forms of the Association of Canadian Advertisers would be, generally speaking, acceptable to the majority of the national advertisers of Canada and to those advertisers of United States who compose the Association of National Advertisers of that country.

Under these circumstances your committee felt that the purpose Canadian Press Association, Inc. had in view from the beginning, viz.: to standardize circulation information in Canada along lines that would be completely satisfactory to advertisers in Canadian publications, was being met, for the present at least, by the Audit Bureau of Circulations and the Association of Canadian Advertisers, both directly representing advertisers, and that it was neither necessary nor advisable to advocate further at this time the use of the forms of Canadian Press Association, Inc.

#### PROTECTION IN CREDITS.

Under the direction of the committee the Credit Information Department has continued to render valuable service to the membership by collecting and dis-

seminating information regarding the financial position and manner of payment of advertising agencies and direct advertisers. The campaign against free publicity has been continued vigorously. There has been a marked falling off in the number of requests for free publicity from commercial houses, showing that the more general refusal of these requests of late, prompted in part by the campaign of the committee, is gradually making the work of the press agent unprofitable. Many publishers have adopted the policy of charging a given rate per word or line for announcements of meetings, sporting events, engagements, and similar

items. In many cases these are inserted under special headings in which the rate per word or line is plainly stated. This policy has done away with requests for free publicity for such items, and has provided a new source of considerable revenue. The committee recommends this policy to those publishers who have not as yet adopted it.

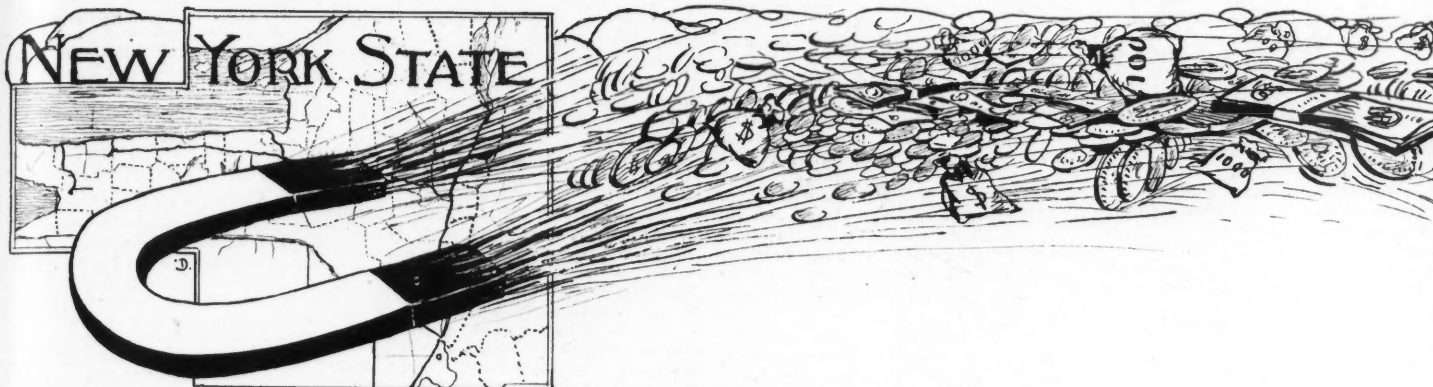
The work of the committee and manager in promoting Government advertising had further results during the past year in two extensive advertising campaigns, representing an expenditure in the advertising columns of the Canadian press of approximately \$80,000.

The first of these campaigns was in connection with the \$50,000,000 domestic war loan of last fall. The loan was subscribed twice over, and this was accomplished at a mere fraction of the cost of having a \$50,000,000 loan underwritten. Advertising was again demonstrated to be the most economical as well as the most effective way of "selling" a proposition to the public.

The other campaign was for the purpose of encouraging and stimulating agricultural production and thrift and



# Almost Every Dollar in This Country Is Attracted to New York State



**C**APITAL and capitalists are drawn as by a magnet, from all parts of the country to New York State.

Consequently, New York State is one of the **BEST PAYING ADVERTISING FIELDS IN THE WHOLE WORLD.**

The Comptroller of the Currency, in June of last year, reported that the amount of deposits in the Savings Banks of New York State was \$1,774,221,482.67.

If you were to count this amount, and count continuously at the rate of one dollar a second, it would take you almost 60 years to finish your task.

The amount is in **EXCESS** of the deposits of **ALL** the Southern, the Middle Western, the Western and the Pacific States combined.

*You don't fish in brooks for tarpon.*

The same rule applies to business and the getting and the expansion of business by **ADVERTISING.**

If you would catch the big fish, you must cast your line on the big fellow's feeding ground, which comprises the 49,264 square miles of country bounded on the east by the majestic Hudson.

The accompanying list of Newspapers, totaling a circulation every day of 3,687,447, will tell you where and how.

They will co-operate with you; row your boat and carry your bait.

By all odds, this United List is the most powerful, influential and effective combination of Advertising Mediums that money can buy.

**THROW OUT YOUR BIG LINES!**

## NEWSPAPERS THAT PAY ADVERTISERS

### A Tremendous Publicity Force of Four Millions An Issue

	Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)...	38,514	.06	.06
Albany Knickerbocker Press (S)...	33,580	.06	.06
Brooklyn Eagle (E) 3c.....	44,776	.16	.16
Brooklyn Eagle (S) 3c.....	60,841	.15	.15
Brooklyn Standard Union (E).....	63,666	.15	.15
Brooklyn Standard Union (S).....	105,839	.14	.12
Buffalo Courier-Enquirer (M&E)...	8,023	.0179	.0129
Corning Evening Leader (E).....	20,432	.035	.03
Elmira Star-Gazette (E).....	5,667	.0143	.0108
Gloversville Leader-Republican (E).....	6,260	.02	.015
Gloversville Herald (M).....	6,512	.035	.015
Ithaca Journal (E).....	8,257	.0358	.0214
Newburg Daily News (E).....	6,304	.0214	.015
Mt. Vernon Daily Argus (E).....	276,635	.40	.38
New York American (M).....	690,499	.60	.57
New York American (S).....	175,267	.28	.27
New York Globe (E).....	92,853	.40	.40
New York Herald (M).....	92,853	.50	.50
New York Herald (S).....	18,654	.18	.15
N. Y. Journal of Commerce (M)...	144,381	.32	.29
New York Evening Mail (E).....	21,151	.18	.16
New York Evening Post (E).....	103,657	.27	.225
New York Press (M).....	103,657	.27	.225
New York Press (S).....	68,309	.40	.36
New York Sun (M&S).....	170,464	.30	.27
New York Sun (E).....	334,744	.50	.45
New York Times (M).....	93,848	.25	.21
New York Times (S).....	207,663	.285	.27
New York Tribune (M&S).....	207,663	.20	.18
New York Telegram (E).....	391,831	.40	.40
New York Telegram (S).....	391,831	.40	.40
New York World (M).....	398,727	.40	.40
New York World (S).....	6,242	.0136	.0107
New York World (E).....	6,318	.0215	.0115
Oneonta Star (M).....	38,452	.10	.06
Poughkeepsie Star (E).....	20,680	.06	.04
Rochester Union & Advertiser (E).....	18,401	.035	.035
Schenectady Gazette (M).....			
Troy Record (M&E).....			

3,687,447 6.9945 6.4623

Ratings Government Statements, April, 1916.

Rate per line per thousand—one and one half tenths of a cent.

Rate for Magazine page of 224 lines less than 34c per thousand.

**COMPARE THIS WITH THE AVERAGE MAGAZINE RATE**

## MEN WHO WILL REPORT CHICAGO CONVENTIONS

**Small Army of Trained Political Writers Will Tell the Country the Story of Republican and Progressive Gatherings—James D. Preston Has Charge of Press Arrangements—On to St. Louis Next.**

WASHINGTON, May 31.—The hub around which the newspapermen who attend the Republican, Democratic and Progressive National Conventions will revolve will be James D. Preston, the superintendent of the Senate press gallery, who has charge of the press arrangements for the three conventions. Mr. Preston will be in Chicago on Saturday, with headquarters at Congress Hotel, and any newspaperman who fails to get in touch with him will not be fully informed as to what is going on in the conventions. Mr. Preston will distribute the badges for the 600 press seats for the Chicago Convention from the office of J. B. Reynolds, secretary of the National Republican Committee, room 1814, Congress Hotel.

The badges will be distributed between the hours of ten and six on Sunday and Monday next. The tickets for the Progressive Convention will be distributed from room 144, Auditorium Hotel, on Sunday and Monday, June 4 and 5, between the hours of 10 A. M. and 6 P. M., by William J. Donaldson, superintendent of the House press gallery, who will be the sergeant-at-arms in charge of the press section of the Progressive Convention. Mr. Preston has full information as to every newspaperman representing a daily telegraphic newspaper who will attend the Conventions at Chicago.

### ST. LOUIS CONVENTION NEXT.

Immediately upon the close of the Chicago conventions, Mr. Preston will leave for St. Louis, where he will have headquarters at the Warwick Hotel, and will distribute the tickets for the Convention and will have general supervision of the press section. Admission to the press sections in the Republican and Democratic Conventions will be by badge only. The badge will have the name of the paper and seat assigned printed upon it. There will be no tickets issued with the badge. This will prevent duplication and crowding of the press section by those really not entitled to admission. A large number of the Washington correspondents will attend both Conventions, the majority of whom will be in Chicago by Saturday.

The standing committee of Washington correspondents composed of Richard V. Oulahan, New York Times, Chairman; Leroy T. Vernon, Chicago Daily News; H. E. C. Bryant, New York World; Earl Godwin, Washington Evening Star, and William E. Brigham, Boston Evening Transcript, secretary, will be present at both Conventions.

### PRESS ASSOCIATIONS' STAFFS.

Washington members of the Associated Press staff attending the conventions are Jackson S. Elliott, superintendent of the Eastern division; L. C. Probert, Grafton Wilcox, Bond P. Geddes, and Labert St. Clair.

From the Washington office of the United Press there will go Lowell Millett, chief of bureau; Carl Groat, Andrew J. Eldred, J. P. Yoder, and Harry P. Hunt.

From the International News, John E. Nevin, chief of bureau; E. R. Sartwell, and Barry Parris. From the Hearst News Service, Willis J. Abbott is already on the scene.

Two special cars will leave this week on Friday and Saturday. The newspapermen scheduled to leave to-day are: William E. Brigham, Boston Transcript; C. C. Brainerd, Brooklyn Daily Eagle; Arthur J. Sinnott, Newark News, and John E. Nevin, of the International News Service.

Thursday—Harry J. Brown, Portland Oregonian.

Friday—Carter Field, of the New York Tribune; Reginald Schroeder, of

the New York Staats-Zeitung; Martin W. Bethke and Mark L. Goodwin, of the Galveston and Dallas News; Earl Godwin, of the Washington Star, and James D. Preston, superintendent of Senate Press Gallery.

Saturday—Richard V. Oulahan, chief of the New York Times bureau, and W. Sinkler Manning, of the same newspaper; Theodore H. Tiller, Washington Times; Charles R. Michael, Philadelphia Public Ledger and Philadelphia Evening Ledger; Morton M. Milford, Louisville Courier-Journal and Evening Times; Aaron B. Rosenthal, Milwaukee Journal; Hugh Roberts, Birmingham Age-Herald; Parker R. Anderson, Greensboro News; H. E. C. Bryant, Pulitzer publications; W. G. McMurchy, St. Paul and Minneapolis News; Charles P. Keyser, St. Louis Globe-Democrat; Leroy T. Vernon, Chicago Daily News; Jesse S. Cottrell, Nashville Banner, Knoxville Sentinel; J. Fred Essary, Baltimore Sun; W. J. Cochran, St. Louis Republic; Ashmun N. Brown, Seattle Post-Intelligencer; Louis Garthe, Baltimore American; E. R. Sartwell and Barry Paris, International News Service.

### MANY WASHINGTON WRITERS THERE.

Other Washington correspondents that will attend the convention are: Louis Seibold, New York World; E. A. Fowler, New York Sun; Jerry Mathews, New York Sun; John E. Monk, St. Paul Dispatch; Raymond D. Morgan, Lincoln State Journal; G. A. Mosshart, Omaha World-Herald; David S. Barry, Providence Journal; Edward B. Clark, Chicago Evening Post; Arthur S. Henning, Chicago Tribune; James P. Hornaday, Indianapolis News; Gus J. Karger, Cincinnati Times-Star; Louis Ludlow, Indianapolis Star; Columbus Dispatch; Thomas F. Logan, Philadelphia Inquirer; Angus McSween, Philadelphia North American; Frank B. Lord, Buffalo Times; N. O. Messenger, Washington Evening Star; Louis W. Strayer, president Gridiron Club, Pittsburgh Dispatch; Norman Robinson, Buffalo Evening News; John C. Laughlin, Chicago Herald; George T. O'dell, New York Evening Mail; George E. Miller, Detroit News; William A. Van Benschoten, Detroit Journal; K. Foster Murray, Norfolk (Va.) Pilot; Donald Craig, New York Herald, and others.

### CONVENTION REPORTERS.

**New York Representatives for Republican and Democratic Meetings.**

The New York city newspapers and press associations will be represented at the Republican Convention in Chicago next week and the Democratic Convention in St. Louis by the following:

Morning World—Charles M. Lincoln, managing editor; Louis Seibold, Frank Perley, Charles S. Hand, H. A. Vivian, W. F. Beazell.

Press—T. T. Rellihan, James V. Guin, J. M. Minar, C. E. B. Moir, Lucien C. Hubbard.

Morning Sun—E. A. Fowler, Laurence Hills, Edward Hill, Frank O'Malley, Thoreau Cronyn, Thomas Ross, Walter Miller, Jeremiah Mathews.

Tribune—C. W. Gilbert, Stanley Frost, W. F. Keohan, Haywood Brown, John J. Leary, jr., Frederick Crone.

American—James Montague, C. N. Van Hann, Louis Lang.

Herald—Don Martin, George W. Daley, G. M. Van Slyke, J. A. Hagerty, Donald Craig, Donald MacGregor, F. E. Ackerman, J. H. Todd, W. A. Willis, A. F. Howe.

Evening World—Martin Green, Samuel Williams.

Evening Journal—Arthur Brisbane and International News Service.

Evening Mail—Frank Parker Stockbridge, George T. Odell, Samuel Blythe, Douglas Greisner, Zoe Beckley, Reta Child Dorr.

Evening Post—Oswald Garrison Villard, Harold P. Stokes, David Lawrence, Malcolm Davis.

Evening Telegram—George D. Morris, George T. Lynch.

Evening Globe—John Shure.

Evening Sun—Washington Bureau of the Sun.

Sun News Service—Elting A. Fowler, Edwin C. Hill, Frank Ward O'Malley, Jerry A. Mathews, Walter Miller, Thomas J. Ross, Hickman Price, Laurence Hills, Thoreau Cronyn, Charles Divine.

International News Service—R. A. Farrelly, John L. Eddy, E. L. Pratt, John E. Nevin, E. Barry Faris, C. Snyder, jr., F. B. Atwood, George Fry, W. S. Brons.

Central News of America—W. A. Crawford, Edward Rascovar, George Hurst, W. N. Record.

Associated Press—Melville E. Stone, general manager, in charge; Charles E. Kjoeder, chief of the news department; Jackson S. Elliott, chief of the Washington bureau; C. S. Wilcox, Bert St. Clair, Bond P. Geddes, Robert Dougan, and L. C. Probert of the Washington bureau; John H. Reitiager, of the Philadelphia office; Carl S. Brandebury, of the New York office. This staff will be supplemented by Paul Cowles, superintendent of the central division, and the Chicago local staff. Kent Cooper, chief of the traffic department, will be in charge of traffic matters, assisted by Milton Garges, central division traffic manager. The Associated Press will set up the usual supplementary wires to render service to its 927 papers.

The United Press staff as at present selected to cover the national political conventions at Chicago and St. Louis will be headed by President Roy W. Howard, and will include Fred S. Ferguson, N. C. Parke, Robert J. Bender, Lowell Mellett, Carl D. Groat, J. Paul Yoder, Andrew Eldred, Perry Arnold, H. L. Rennick, W. H. Thom, Karl A. Bickel, George Martin, and several others. W. R. Lynch, telegraph superintendent will personally direct the squad of operators.

### BIG OUTPUT OF NEWS PRINT

**Secretary Steele Thinks Apex of Demand Has Been Reached, However.**

The April report of Secretary G. F. Steele, of the News Print Manufacturers' Association, to that body, as to production and shipments, issued on May 15, shows that counting all mills producing news print and hanging paper, the production for the month of April averaged 6,481 tons daily, as compared with production of March of 6,482 tons daily. This gives practically 95.20 per cent. of maximum productive capacity, which is well above normal production. The production and shipments were as large as have ever been experienced in the whole history of the news print paper manufacturing industry.

Secretary Steele's report concludes: "It hardly seems possible that we can keep on at this high rate of consumption, and it must be that we are at the apex of the demand at present, and that we shall soon begin to accumulate storage stocks against the high demand which is sure to occur in the fall."

### Protest Against Costly Paper

WASHINGTON, May 31.—That the editors and publishers of the country are very much interested in legislation that will bring about a lower cost of print paper is shown by a letter to Senator William A. Thompson, of Kansas, which was printed in the Congressional Record. The letter is from Ewing Herbert, publisher of the St. Joseph (Mo.) Daily Journal and Stockyards Daily Journal. He protests against the hardship imposed by high prices upon the small publishers of the country and declares it to be an outrage which demands Congressional action. In asking leave to print the letter in the Congressional Record, Senator Thompson said: "It seems to me that some decisive action should be taken to remedy the evil complained of."

The American Medical Editors' Association will hold its annual convention in New York city, October 25 and 26.

## FIGHT IS ON AGAINST THE "BLUE TAG" LAW

**Publishers Protest to President Wilson and to Senators Against Proposal to Confer on Postmaster-General Power to Muzzle the Press—Amendment Likely to Be Killed.**

WASHINGTON, May 30.—Protests continue to be filed with Senators regarding section 7 of the Post Office Appropriation bill, which some publishers believe confers upon the Postmaster-General the power to "muzzle the press."

Section 7 was in the Post Office bill as passed by the House and as reported to the Senate, and provides that the present lawful stipulations with regard to the shipment of magazines, periodicals, and newspapers be removed, and their manner of future shipment by freight or regular mail be placed at the discretion of the Postmaster-General, and that the Postmaster-General's order with regard to the handling of such magazines, periodicals, and newspapers shall be final, as well as discretionary, in regard to the routes laid out.

It is feared by some that with this power a Postmaster-General could kill the business of publications unfavorable to the Administration. He could, it is said, order a publication unfavorable to the Administration sent by freight while a rival publication could be given the faster distribution by the regular mail.

### PUBLISHERS PROTEST TO PRESIDENT.

A committee from the Periodical Publishers' Association of America, headed by Cyrus H. K. Curtis, of the Saturday Evening Post, has waited upon the President to protest against the enactment of this "blue tag" law.

Members of the Post Office Committee of the Senate said to-day that they believed this fear of putting too much power in the hands of the Postmaster-General to be groundless; that it was inconceivable that a Cabinet officer should make use of his office in such a way. "I would vote for the impeachment of any Postmaster-General who adopted such a course," said Senator Vardaman, of Mississippi, a Democratic member of the Committee. "I cannot conceive of his doing such a thing."

In 1911, Postmaster-General Hitchcock is alleged, by the Review of Reviews Company, to have discriminated against its publication by putting into effect the arbitrary power which the present Post Office bill confers upon the Postmaster-General. The Review of Reviews at that time was unfriendly to the Taft Administration. It was ordered to forward its publication to subscribers by freight, while rival magazines were allowed distribution through the regular mails.

### A FORMER FIGHT RECALLED.

Suit was filed in the United States Supreme Court by the Review of Reviews for relief against this discrimination.

The agitation that followed resulted in enacting into law in the Post Office Appropriation act of 1913 a clause that forbade extension of the existing freight routes for magazines, and took from the Post Office Department its power to discriminate in the matter of shipment. It is the clause which the Post Office Appropriation bill now before the United States Senate seeks to repeal.

The Post Office Appropriation bill is now before the Senate for consideration, and it is believed, before its final passage, a motion will be made to strike out the "blue tag" provision, as carried in section 7. The Post Office Department requested the insertion of section 7 in the bill in the interest of economy.

The Toledo (O.) Ad Club has endorsed the invitation of Cincinnati for the 1917 convention of the A. A. C. W.

Since January 1, 1,255 newspapers and other periodicals have gone out of business in Germany.

# The Balance-Sheet of Leadership

(January 1 to May 31, 1916)

<i>In the Advertising of</i>	<i>The New York Evening Post carried in lines</i>
<b>Art</b> _____	More than ALL New York evening papers
<b>Charity and Churches</b> _____	More than any other New York evening paper
<b>Finance</b> _____	More than any other New York evening paper
<b>Jewelry</b> _____	More than any other New York evening paper
<b>Publishers</b> _____	More than any other New York evening paper
<b>Railroads</b> _____	More than any other New York evening paper
<b>Real Estate</b> _____	More than any other New York evening paper published six days a week
<b>Resorts</b> _____	More than any other New York evening paper
<b>Beverages (Non-Intoxicating)</b> _____	More than any other New York evening paper



Put the O. K. on what you have to sell by advertising in the medium approved by discriminating readers and advertisers—New York Evening Post.

*Emil M. Scholz, Publisher*

PROGRAMME FOR A. A. C. OF W. CONVENTION IS BROADEST AND BEST EVER ARRANGED

Some of the Inter-Departmental Meetings Will Almost Equal General Sessions in Their Size and Importance—Notable Features of Great Gathering—Provision Made for Discussion of Every Phase of Advertising Problems—Conferences on Many Subjects.

THE programme for the general sessions Philadelphia convention of the Associated Advertising Clubs of the World, June 25 to 30, has been practically completed and is the best in the history of the Association.

The outstanding features of the general sessions appear to be: Sunday afternoon—Address by Franklin K. Lane.

Monday afternoon—Addresses by Cyrus H. K. Curtis, Adolph S. Ochs, R. Goodwin Rhett, and N. C. Kingsbury.

Tuesday morning—Addresses by Frank Stockdale, on retail educational work, and Lewellyn E. Pratt, on the educational work of the A. A. C. of W.

Wednesday morning—An open forum for the discussion of local advertising club problems and an address by Merle Sidener on the national-truth-in-advertising movement.

Thursday morning—Brief, inspirational reports from the sixteen departmentals of the National Advertising Commission.

Thursday afternoon—Great patriotic gathering (closing the convention) at Independence Hall, at which it is hoped to have President Wilson.

The programmes as now arranged are as follows:

GENERAL SESSIONS.

Sunday, June 25.

Sunday morning, sermons by prominent clergy-men, and possibly by a few particularly well-fitted laymen, will be delivered at downtown Philadelphia churches. So far, the following have been arranged:

Holy Trinity Church, Rittenhouse Square, the Rev. Floyd W. Tomkins. Arch Street Presbyterian Church, 18th and Arch Streets, the Rev. Clarence E. McCartney.

Second Presbyterian Church, 21st and Walnut Streets, the Rev. Alexander MacColl. Keneseth Israel, North Broad Street, near Columbia Avenue, Rabl Joseph Krauskopf.

St. Stephen's Church, 10th, above Chestnut Street, the Rev. C. E. Grammer. First Presbyterian Church, Seventh and Washington Square, the Rev. Edward Yates Hill, D.D.

First Baptist Church, 17th, above Walnut Street, the Rev. George Hooper Ferris, D.D. St. Luke and the Epiphany, 13th, below Spruce Street, the Rev. David M. Steele.

Baptist Temple, Broad and Berks Streets, Dr. Russell H. Conwell. Messial Lutheran Church, 16th and Oxford Streets, the Rev. Daniel E. Weigh.

Sunday Afternoon.

At three o'clock Sunday afternoon, at the Metropolitan Opera House, President Herbert S. Houston presiding, Secretary of the Interior Franklin K. Lane will deliver one of the great inspirational addresses of the convention.

The music, Sunday afternoon, will be furnished by the Strawbridge & Clothier Chorus.

Monday, June 26.

Assembly Hall, Commercial Museum General Session—President Houston presiding. 9:30 A. M.—Concert. 10:00 A. M.—Invocation.

10:10 A. M.—Address of welcome, Gov. Martin G. Brumbaugh. 10:30 A. M.—Address of welcome, Mayor Thomas B. Smith.

10:45 A. M.—Address of welcome, Robert H. Durbin, president Poor Richard Club. 11:00 A. M.—Response for Associated Advertising Clubs, William Woodhead, San Francisco.

11:15 A. M.—Report, President Herbert S. Houston. 11:30 A. M.—Report, Secretary P. S. Floren. 11:45 A. M.—Report, William C. D'Arcy, chairman Advertising Committee.

12:00 A. M.—Report, Irvin F. Paschall, chairman National Exhibit Committee. 12:15 A. M.—Report, E. T. Meredith, chairman National Programme Committee.

12:30 noon—Adjournment to Houston Hall, for annual photograph. 12:30 noon to 1:30 P. M. (Monday and every other noon)—Band concert; luncheon served in University of Pennsylvania Gymnasium.

Afternoon Session.

1:30 P. M.—Address (by a retailer). 2:00 P. M.—Address, N. C. Kingsbury, vice-president American Telephone & Telegraph Co., New York.

4:30 P. M.—Adjournment. 7:30 P. M.—The Night Pageant on Broad Street.

Tuesday, June 27.

Assembly Hall, Commercial Museum General Session—Provost Edgar F. Smith, University of Pennsylvania, presiding.

9:00 A. M.—Concert. 9:20 A. M.—Invocation. 9:30 A. M.—Address, "The Retail Merchant Wants to Know," Frank Stockdale, secretary and lecturer, National Educational Committee, Chicago.

9:40 A. M.—Address, "The Foundation of Better Business," Lewellyn E. Pratt, chairman National Educational Committee, New York. (Note.—The fact that Provost Smith will preside at this session will afford an opportunity for every delegate to show, by his presence and the welcome we accord our host, how much we appreciate the hospitality that has been extended to us by the University of Pennsylvania.)

10:00 A. M.—Departmental sessions. 12:30 Noon—Adjournment. 1:30 P. M.—Departmental sessions. 4:30 P. M.—Adjournment.

4:30 P. M.—Trip to navy yard, to witness military and naval manoeuvres, inspect battleships, etc. 8:00 P. M.—Military and naval carnival, Franklin Field.

Wednesday, June 28.

Assembly Hall, Commercial Museum General Session—Vice-President Lafayette Young, jr., presiding.

9 A. M.—Concert. 9:20 A. M.—Invocation. OPEN FORUM ON CLUB WORK.

9:30 A. M.—Address, "The Well-Balanced Advertising Club," William Ganson Rose, Cleveland. 9:40 A. M.—Address, "Laying Out a Year's Club Programme in Advance," M. S. Kimball, Plymouth, Mass.

9:50 A. M.—General discussion. 10:05 A. M.—Address, "Departmental Plan of Organization," George W. Nelson, Minneapolis. 10:15 A. M.—General discussion.

10:30 A. M.—Address, "How We Get, Interest and Hold the New Member," M. W. Lloyd, Richmond, Va. 10:40 A. M.—General discussion.

10:55 A. M.—Address, "What Our Club Does for the Business Community," T. W. Leqnatte, Des Moines. 11:05 A. M.—General discussion. (Note.—All discussions will be limited to three minutes.)

11:30 A. M.—Address, Merle Sidener, chairman National Vigilance Committee. 12:30 noon—Adjournment. 12:30 noon—Nomination; board meets to nominate members of executive committee and select the next convention city.

1:30 P. M.—Departmental sessions. 4:30 P. M.—Adjournment. 8:00 P. M.—Special Victor Herbert Band Concert, William Grove Park.

Thursday, June 29.

Assembly Hall, Commercial Museum General Session—William H. Ingersoll, chairman National Commission, presiding.

9:00 A. M.—Concert. 9:20 A. M.—Invocation. 9:30 A. M.—Inspirational messages from departmentals (sixteen departmentals, five to eight minutes each).

12:30 noon—Adjournment. Afternoon Session. President Houston presiding.

1:30 P. M.—Awarding of trophies, Confirming selection of convention city. Election of officers. 4:30 P. M.—Adjournment. 4:30 P. M.—Patriotic meeting in Independence Square.

8:00 P. M.—Marine Pageant, Girard Avenue Bridge. DEPARTMENTAL SESSIONS. National Association of Employing Lithographers.

TUESDAY, JUNE 27.

Chairman, Joseph S. Pottsfamer, Ketterlinus Litho. Mfg. Co., Philadelphia. 10:00 A. M.—Organization. 10:15 A. M.—Address, "What Can Be Accomplished at the Convention," W. F. Powers, W. F. Powers Co., New York.

10:30 A. M.—Address, "Calendar Advertising," G. B. Sharpe, DeLaval Separator Co., New York. 11:00 A. M.—Address, "Window Display," Samuel C. Dobbis, Atlanta.

1:30 P. M.—Afternoon will be devoted to a study of the advertising exhibit at Honston Hall. WEDNESDAY, JUNE 28.

2:00 P. M.—Address, "What Some Retailers Think of Interior Store Lithography," Walter B. Cherry, Merrell-Soule Co., Syracuse. 2:30 P. M.—Address, "Packages and Their Advertising Value," R. S. Boyd, Beechum Packing Co., Canajoharie, N. Y.

3:00 P. M.—Address, "Posters," W. Laughlin, Armour & Co., Chicago. 3:30 P. M.—Address, "The Poster—From the Lithograph and Poster Selling Point of View," A. de Monthuzin, A. de Monthuzin Co., Cincinnati. THURSDAY, JUNE 29.

10:00 A. M.—Eight-minute address, "The Work of the Lithographic Departmental," P. D.

Ovatt, secretary National Association of Employing Lithographers, Rochester, before the General Session in Assembly Hall, Commercial Museum.

Financial Advertisers.

Chairman, John Ring, jr., Mercantile Trust Co., St. Louis. TUESDAY, JUNE 27.

10:00 A. M.—Introductory address, John Ring, jr. 10:15 A. M.—Address, "Making Bank Advertising Pay," Fred W. Ellsworth, Guaranty Trust Co., New York.

11:15 A. M.—Address, "Some Experiences in Bank Advertising," E. St. Elmo Lewis, Campbell-Ewald Co., Detroit. 2:15 P. M.—Address, "The Art of Printing Applied to Financial Advertising," Benjamin Sherbow, expert designer of printing, New York.

WEDNESDAY, JUNE 28.

2:15 P. M.—General discussion and departmental business discussion. THURSDAY, JUNE 29.

9:30 A. M.—Harry D. Robbins, New York representative of the departmental on the national commission, will talk eight minutes before the General Session in Assembly Hall, Commercial Museum.

(Note.—Following each address before Financial Advertisers departmental, a few minutes will be devoted to open discussion; and at a time and place to be announced, there will be a series of motion pictures on bank advertising, through the courtesy of M. R. Morhouse, of the German-American Trust & Savings Bank, Los Angeles, the pictures having originally been prepared for the California Bankers' Association.)

Business Press.

Chairman, A. A. Gray, Electrical Review & Western Electrician, Chicago. TUESDAY, JUNE 27.

10:00 A. M.—Progress Report, "The Associated Business Papers, Inc.," by President A. A. Gray. 10:15 A. M.—Report of the committee to cooperate with the Federal Trade Commission.

10:45 A. M.—Report of the committee to cooperate with the Bureau of Foreign and Domestic Commerce. 11:00 A. M.—Address, "Welcome to the Business Press Departmental," David Ezekiel, publisher Modern Merchant and Grocery World, Philadelphia.

11:15 A. M.—Address, "The Place of the Business Paper in the Advertising Plan," J. J. Rockwell, McGraw Publishing Co., New York. 11:45 A. M.—Address, "Advertising Trade-marked Goods in Business Papers," A. C. Pearson, Drygoods Economist, New York.

WEDNESDAY, JUNE 28.

2:00 P. M.—Address, "The Opportunity of the Business Paper to Participate in the Creation of Foreign Trade," C. A. Tupper, Mining and Engineering World, Chicago. 2:30 P. M.—Address, "Training the Advertising Representative," J. H. Lytle, Shoe & Leather Reporter, Boston.

3:00 P. M.—Address, "Community Development Through Business Papers," E. C. Hole, American Lumberman, Chicago. 3:30 P. M.—Address, "Advertising Agency-Business Press Relationships," E. R. Shaw, Practical Engineer, Chicago.

4:00 P. M.—Address, "The Business Paper from the Viewpoint of the Advertiser and Reader," C. H. Clark, Robbins & Myers Co., Springfield, O. THURSDAY, JUNE 29.

9:30 A. M.—William H. Ukers, Tea and Coffee Trade Journal, New York, will present the departmental's inspirational message, "The Business Press Departmental," to the General Session in Assembly Hall, Commercial Museum.

Daily Newspapers.

Chairman, Lafayette Young, jr., Des Moines Capitol, Des Moines. TUESDAY, JUNE 27.

10:00 A. M.—Address, "Truth in Advertising," Samuel Hopkins Adams, New York Tribune, New York. Address, "A Defence of Proprietary Medical Interests with Respect to Advertising," H. B. Thompson, attorney for the Proprietary Medical Association, Washington, D. C.

General debate, open to all in attendance. Election of officers. 1:30 P. M.—Address, "The Sort of Cooperation Newspapers Should Extend to Advertisers and Advertising Agencies," Paul K. Faust, Mulloy Mitchell & Faust, advertising agency, Chicago.

Address, "A Study of Newspaper Cooperation: What It Is and What It Should Be," G. Edward Huxton, jr., business manager, Providence Journal and Bulletin, Providence, R. I. Address, "What Newspaper Cooperation Should Be as Indicated by the Investigations of the Bureau of Advertising," W. A. Thomson, director of the Bureau of Advertising of the A. N. P. A., New York. General debate.

WEDNESDAY, JUNE 28.

1:30 P. M.—Address, "How Newspapers Can Improve Their Solicitations with Advertising Agencies," Richard A. Foley, Richard A. Foley Agency, Philadelphia. Address, "A History of the Press Agent Abuse and the Remedy," E. B. Palmer, general manager of the A. N. P. A., New York. Address, "The Vigilance Work of the Associated Clubs as Relating to Newspapers," H. J. Kenner, secretary National Vigilance Committee, Indianapolis. General debate.

Directory Publishers.

Chairman, Wilson H. Lee, Price & Lee, New Haven. TUESDAY, JUNE 27.

10:00 A. M.—Opening remarks, Chairman Wilson H. Lee. 10:15 A. M.—Address, "Directories and Their National Circulation Through Reference Libraries," John Cotton Dana, librarian, Free Public Library, Newark, N. J.

10:40 A. M.—Address, "The Value of Directories from a Legal Standpoint," James L. Garabrant, lawyer, Newark, N. J. 11:05 A. M.—Address, "What We May Accomplish Through Education," Hubert A. Farham, the Price & Lee Co., Newark, N. J.

11:30 A. M.—Address, "The Development and Future of Trade Directories," Harold M. Davison, Davison Publishing Co., New York.

11:55 A. M.—Address, "Classified Telephone Directory Advertising and Its Problems," Harvey Wood, with R. H. Donnelley, New York. 1:30 P. M.—President's address, William G. Torchiana, Philadelphia.

2:00 P. M.—Secretary-treasurer's report, Theo. F. Smith, St. Paul. 2:30 P. M.—Address, "Our Relation to the Associated Advertising Clubs of the World," Willson H. Lee, New Haven.

3:00 P. M.—Address, "The Path of the Directory Maker," Reuben H. Donnelley, Chicago. WEDNESDAY, JUNE 28.

1:30 P. M.—Address, "The Possibilities of a National Advertising Campaign," R. L. Polk, jr., Detroit. 2:00 P. M.—Address, "Practical Lessons Derived from Publishing a Directory of the World's Business Centre," E. L. Loranger, New York.

2:30 P. M.—Address, J. Hill, Atlanta. (Note.—There will also be an evening meeting of the Association of American Directory Publishers, the time and place of which will be announced by President Torchiana.)

Associated Retail Advertisers.

Chairman, Frank A. Black, Wm. Fibre's Sons Co., Boston. TUESDAY, JUNE 27.

10:00 A. M.—Announcements. Subject: "How Much Should a Store Spend for Advertising?" 10:15 A. M.—How Much Should a Department Store Spend?

10:25 A. M.—Discussion. 10:40 A. M.—How Much Should a Specialty Store Spend? 11:00 A. M.—Discussion. Subject: "When and Where Should a Retail Store Advertise?"

11:15 A. M.—A Department Store. 11:35 A. M.—Discussion. 11:50 A. M.—A Specialty Store. 12:10 A. M.—Discussion. 12:25 A. M.—Nomination (from the floor) of nominating committee. Subject: "What Shall the Appeal Be, or How Should a Retail Store Advertise?"

1:30 P. M.—For a Department Store. 1:50 P. M.—Discussion. 2:05 P. M.—For a Specialty Store. 2:25 P. M.—Discussion. Subject: "Window Decoration." 2:40 P. M.—For a Department Store.

3:00 P. M.—For a Specialty Store. 3:20 P. M.—Discussion. Subject: "Mail-order Publicity." 3:35 P. M.—Speaker. 3:55 P. M.—Discussion. 4:10 P. M.—Question Box.

WEDNESDAY, JUNE 28.

Subject: "Price Maintenance and the Stevens Bill." 1:30 P. M.—Affirmative. 1:50 P. M.—Negative. 2:10 P. M.—Discussion. Subject: "Cooperative Retail Advertising—Display Week, 'Dollar Days,' etc."

2:25 P. M.—Spencer. 2:45 P. M.—Discussion. Subject: "Trading Stamps and Coupons." 3:00 P. M.—Affirmative. 3:15 P. M.—Negative. 3:30 P. M.—Discussion. 3:45 P. M.—Business meeting; reports of committees on raising standards of practice and on nominations; election of officers; new business.

4:30 P. M.—Adjournment. Graphic Arts Association.

Chairman, H. H. Cooke, New York. The following are the subjects to be taken up at this departmental conference:

How to Induce Printers to Live Up to Cost Systems and Sell at Cost Plus a Profit. How to Make Adged Sales in Old Markets—How to Reach New Markets. Competition Between the Small Town and the City for the Trade of the City Buyer.

Dull Papers vs. Coated Papers in Advertising Literature. How to Live Up to the Slogan "Truth" So You Could Notice It. Quality Value in Drawings and Photo-Engravings.

Class Distinction in Photo-Engraving. Value of Quality in Electrotype Plates. The Relation of the Advertising Man to the Printer from a Printer's Point of View. What Is a Legitimate Selling Cost for Printing?

What is Art in Printing? Qualifications for Service Printing. Direct-by-Mail Advertising—The New Idea in Printed Salesmanship. What a Printer Should Know About Advertising.

Printer and the Advertising Agency: (1.) As the Agent Sees It. (2.) As the Printer Sees It. Advertising Specialty Manufacturers

Chairman, Theo. R. Gerlach, Gerlach-Barklow Co., Joliet, Ill. This department will discuss the following subjects: "The Value of an Advertising Specialty."

"After the War—What?" "How to Interest the Advertising Agencies and Advertising Managers in the Benefits of Specialty Advertising; What Would Be the Best Policy to Pursue in Developing Business with Agencies?"

"The Application of Practical Sales Plans in the Use of Advertising Specialties." "The Object of This Association and How It Can Benefit from Its Affiliation with the A. A. C. of W."

"The Wonderful Growth of the Advertising Specialty Industry." "What Specialty Manufacturers Should Do to Induce Advertising Agents to Recommend Their Medium to Clients," by a speaker from the Affiliated Association of Advertising Agents.

"How Can Specialty Advertising Be Brought More Effectively Before the Retail Trade?" by a speaker from the Associated Retail Advertisers. "The National Advertiser and the Advertising Specialty," by a speaker from the Association of National Advertisers.

Religious Press Association. Chairman, John D. Eulich, the Standard, Chicago. TUESDAY, JUNE 27.

10:15 A. M.—Report of chairman. Report of secretary and treasurer. Report of committee.

"Opportunities Neglected," (a) Denominational: mission boards; schools; colleges; theological seminaries. (b) Trade: equipment of churches; schools, colleges, boards; supplies, etc. (c) Household: necessities, food, clothing; luxuries, and those things which contribute to the comfort of the family. "Personal Experiences," (a) Opportunity grasped; (b) trade; (c) household. "Requirements," (a) on the part of the agent; (b) by the advertiser; (c) ideal publisher.

WEDNESDAY, JUNE 28.

1:30 P. M.—Executive session, for members of the departmental only; election of officers; re-organization committee; publishers' committee. "Dishwashing," "Me-too" solicitation; denominational influence or pull, rather than business reasons. (We cannot work together efficiently as class publications unless all conform to certain business standards).

THURSDAY, JUNE 29.

9:30 A. M.—A representative will convey the departmental message at the General Session in Assembly Hall, Commercial Museum.

Poster Advertising Association.

- Chairman, Kerwin H. Fulton, Van Beuren & N. Y. Billposting Co., New York.
- Address, "The Evolution of Poster Art," A. de Montigny, A. de Montigny Co., Cincinnati.
- Address, "Building Up a Poster Design," S. J. Hamilton, American Poster Co., New York.
- Address, "Printing a Poster," Le Roy Latham.
- Address, "Construction, Operation, and Maintenance of a Poster Plant," George W. Kleiser, Foster & Kleiser, San Francisco.
- Address, "Fraternal and Co-operation in Poster Advertising," Barney Luk, Van Beuren & N. Y. Billposting Co., New York.
- Address, "Poster Departments in Schools and Exhibitions," C. R. Atchinson, Atlanta.
- Address, "The Poster as a Part in a General Campaign of National Advertising," M. F. Redington, Poster Selling Co., St. Louis.
- Address, "Service to the Advertiser," George Enos Throop, Chicago.
- Address, "The Poster With the Newspaper," Charles M. Norcross, Chicago.
- Address, "The Poster With the Magazine, Secular and Trade Press," Robert Frothingham, A. M. Briggs Co., New York City.
- Address, "Circulation in Poster Advertising," Frank H. Rowe, E. L. Ruddy Co., Toronto.
- Address, "Demonstration Value in Poster Advertising," Ivan B. Nordheim, Ivan B. Nordheim Co., Pittsburgh.
- Address, "Local Poster Advertising as a Neighborhood Retail Stimulant," George L. Chenell, Columbus Billposting Co., Columbus, O.
- Address, "Selling Poster Advertising," E. L. Ruddy, E. L. Ruddy Co., Toronto.
- Address, "Organization in Advertising," John H. Logeman, secretary, Poster Advertising Association, Inc., Chicago.
- Address, "The Poster, the Salesman, and the Retailer," M. F. Achenbach, Pittsburgh.
- Nomination and election of officers and representatives on the National Advertising Commission.

CONFERENCES.

Church Advertising.

Chairman, Dr. Christian F. Reisner, Grace M. E. Church, New York.

Dr. Reisner states that he has the promise of William E. Barton, D.D., Chicago; Bishop J. F. Berry; the Rev. Daniel E. Weigle, Philadelphia; Roy B. Guild, D.D.; J. Whitcomb Brougher, D.D., Los Angeles; George C. Shane, Philadelphia; S. Earle Taylor; James Keeley, editor of the Chicago Herald, and others of equal note, as participants.

(Note.—It is owing to the lateness of the arrangement for this conference, and not to any lack of effort on the part of Dr. Reisner, that the subjects and the programme arrangement cannot be announced at this time.)

Teachers of Advertising.

Chairman, Walter Hill Scott, Professor of Psychology, Northwestern University.

TUESDAY, JUNE 27.

10:30 A. M.—Secretary's report, G. B. Hotchkiss, New York University. Treasurer's report, Martin L. Pierce, Y. M. C. A., Canton, O. Address, "What the Business Man Wants from the Student of Advertising," S. Roland Hall, Alpha Portland Cement Co., Easton, Pa. Address, "What Should Be Taught in a College Course in Advertising?" John E. Treleven, University of Texas. Address, "The Student's Point of View," 1:30 P. M.—Report of Publicity Committee, Hazel E. Agnew, University of Washington. Address, "Function of the Y. M. C. A. in the Teaching of Advertising," Frank Leroy Blanchard, editor of THE EDITOR AND PUBLISHER, New York. Address, "Advertising in the Secondary Schools," Address, "Relation of Advertising, Salesmanship, and Commercial Correspondence," Address, "Teaching Advertising by Correspondence," C. W. Chant, the Shaw Schools, Toronto. Round table discussion of laboratory methods, led by B. O. Bliven, University of Southern California.

WEDNESDAY, JUNE 28.

1:30 P. M.—Report of Committee on Research, Paul T. Chelington, Harvard University. Address, "Opportunities for Advertising Research," Harry L. Hollingworth, Columbia University. Address, "Some Research Methods," Daniel Starch, University of Wisconsin. Address, "Relation of the Teacher of Advertising to Business," Walter Hill Scott, Northwestern University. Address, "Teaching of Art in Advertising," Frank Alvah Parsons, New York University. Report of nominating committee and election of directors.

Club Secretaries and Club Organs.

Chairman, N. M. Parrott, Baltimore; sub-chairman for Club Organ Session, Ben C. Pittsford, Chicago.

The programme for the Conference of Club Secretaries, with which the Conference of Club Organs has been combined, this year, provides for an open forum for of meeting. The two sessions Tuesday will be devoted to a general

discussion of the various problems confronting the club secretary, and club treasurers have been asked to participate. It is the plan to throw the meeting open toward the end of the Tuesday afternoon session, for the introduction of any new subject a secretary or treasurer may desire to have discussed. Mr. Parrott will preside at the two sessions Tuesday and Mr. Pittsford at the Wednesday session, which will be devoted especially to the discussion of club organ problems. The programmes are:

TUESDAY, JUNE 27.

New Members—a. How secured. b. Through Standing Membership Committee. c. Through special campaigns. d. Through organized trade teams. e. Application blanks. f. How elected.

Holding Members (making the club worth while)—a. Keeping members informed of activities. b. Making inactive members active. c. Should members be appointed to serve on committees or make their own selection? Standardization—a. Club names. b. Club Constitutions. 1. Purposes; 2. Activities; 3. Standard of practice (moral code). c. Club insignia. d. Application blanks. e. Membership cards.

Committee Activities—a. Public enterprises: 1. Cooperative or initiative; 2. Commercial; 3. Civic. b. Vigilance (better business); 1. Educational; 2. Militant. c. Educational; 1. Study class; 2. Round table; 3. Educating the public to advertising.

Programmes for Club Meetings—a. Organization of committees: 1. Standing committees; 2. Committee to handle special subjects; 3. Separate committee or a chairman for each meeting. b. Time of meeting: 1. Weekly; 2. Monthly; 3. Noon-day—with or without luncheon; 4. Night—with or without dinner. c. Educational: 1. Speakers; 2. General discussion. d. Inspirational: 1. Character of addresses; 2. At what intervals for best results. e. Entertainments: 1. Character of entertainments; 2. At what intervals for best results; 3. Should the ladies be invited? 4. Should each entertainment pay for itself?

Routine of Secretary's Office: a. Dues; b. Co-operation of secretary with other officers and committees. c. Records and accounting methods.

WEDNESDAY, JUNE 28.

1:30 P. M.—Purposes of this Conference, Ben C. Pittsford, Chicago.

1:45 P. M.—Address, "News for the Club Organ," Maurice Elgutter, Toledo.

2:00 P. M.—General discussion.

2:15 P. M.—Address, "The Club Organ and the Membership," Thomas W. Garvin, Cleveland.

2:30 P. M.—General discussion.

2:45 P. M.—Address, "The Club Organ and Advertising," Paul Hatchinson, St. Louis.

3:00 P. M.—General discussion.

3:30 P. M.—Open Forum, at which new subjects may be presented and at which the problems of individuals present may be presented for discussion.

4:30 P. M.—Adjournment.

Community Advertising.

Chairman, A. W. McKeand, McKeand Service, Indianapolis.

TUESDAY, JUNE 27.

10:00 A. M.—Statement of Purpose of Conference, O. C. Haru, New York. Address, R. Goodwin Rheit, Charleston, S. C., President Chamber of Commerce of the United States. "General Outline of Community Advertising," "Community Advertising Results—from the Secretarial Standpoint," N. Backner, secretary Board of Trade, Asheville, N. C. (The speaker will be prepared to answer questions, and will have an exhibit of copy, booklets, and statistics showing actual results.) "Why the Grove Estate Invested in Asheville," Fred J. Seely, manager, Grove Park Inn and Grove Estate Properties, Asheville. (The speaker will be prepared to answer questions.) General discussion.

AFTERNOON SESSION.

1:30 P. M.—"The Preparation of Copy for Nashville," "What Nashville Received in Return for her Advertising Appropriation," Robert L. Burch, chairman executive committee, or John M. Gray, president Nashville Industrial Bureau. (The speaker will be prepared to answer questions.) "An Advertising Experience," "The Railroad's Part in Community Advertising," General summary. "Small Community Advertisers Form a Departmental of the A. A. C. of W.?"

(Note.—It will be determined, by those attending, whether there shall be a third session, Wednesday afternoon.)

GOLFERS NOT FORGOTTEN

Many Links Open and Big Handicap Tournament for Convention Visitors.

Visiting golfers during and following the A. A. C. of W. Convention in Philadelphia will find they have not been overlooked.

A big handicap tournament has been arranged at the Seaview links, one of the best courses in the country, for June 30. Club handicaps will govern. There will be three flights—handicap from 1 to 15, inclusive; 16 to 20 inclusive; 21 to 27, inclusive—and any one over 27 going into third class. The prizes will include gold, silver and bronze medals, also cups. The Franklin Cup, a beautiful trophy given by Poor Richards Warner and Bowden will be given as a first flight prize.

On Monday, Tuesday, Wednesday, and Thursday golfers may play at clubs near Philadelphia, about twenty in all. Twenty visitors' cards will be issued for each club each day.

THE INTERTYPE  
FAIR PLAY - FAIR PRICES - FAIR PROFITS

- Model A  
Single Magazine  
\$2100
- Model B  
Two Magazines  
\$2600
- Model C  
Three Magazines  
\$3000

Standardized and Interchangeable Models.



Our Aim Is that one Intertype shall sell another.

To this end we build to satisfy the buyer, please the foreman, earn the respect of the machinist and the good will of the operator. Intertypes, therefore, must run well and wear well.

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WORLD BLDG.

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316 CARONDELET ST.

SAN FRANCISCO  
86 THIRD STREET

# THE EDITOR & PUBLISHER

Entered as second-class mail matter  
in the New York Post Office.

Saturday, June 3, 1916.

**"T**HOSE who have finished by making all others think with them, have only been those who began by trying to think with themselves."  
—Colton.

**I**F newspapers cut out returns, and the makers of news print speed up production, these two factors will stabilize the pulp-paper market, and sidetrack the predicted famine.

**T**HE S of the merchants who give trading stamps do so because some competitor does. They would stop if he would stop. They should not wait for him to stop. If they will tell, in their advertising, why they have dropped the stamp lure they will force the competitor to follow suit.

**"A**CCUMULATING a competency." Does this phrase, if used in connection with an advertisement of stocks or bonds, impress you as undignified, or unethical? The Board of Governors of the New York Stock Exchange rules that it is objectionable—and that members of the Exchange shall not use catch-words or phrases in their advertising. On the lines laid down by this Board, for the guidance of Exchange members, physicians could advertise with entire propriety.

**S.** S. CONRAD, a Boston merchant, does not believe that it is proper for a retail merchant to help make a trading stamp company rich at the expense of his customers. The spirit of the Boston Tea Party survives in the Hub.

**T**HE New York photo-engravers, having abandoned the "Standard Scale of Prices," under the potent persuasion of the District Attorney, will issue individual price scales varying but little from the rates fixed in that document. It is predicted that little relief from semi-prohibitive prices for cuts will be found until the metals markets have become stabilized. Competition, however, has worked wonders in these matters many times in the past. In spite of disturbed conditions in this trade, the general conviction among consumers is that prices are inflated—that they are based in part on present costs of production, and in part on fears of suddenly rising costs.

**F**ROM all quarters come reports of new wage scales in the newspaper offices—always showing increased pay for the employees. All supplies are going up. A news print famine, with its inevitable rice rocketing, seems less menacing than a month ago, thanks to the rigid economies going into effect with all newspapers—but the danger has not wholly passed. Yet we hear little or nothing of higher rates for advertising—some papers still struggle under the needless losses due to the return privilege—and hundreds of papers which should sell for two cents per copy are still sold for one cent. If the business of publishing newspapers is, as these things would indicate, not subject to the economic laws governing other businesses, then, indeed, "all's right with the world."

## BAY STATE SHOWING THE WAY

**M**ASSACHUSETTS is taking prompt advantage of the Supreme Court decision on the trading stamp and coupon cases. The Cavanaugh bill, which has been passed by both Houses, was, in its original form, rather drastic. It provided for absolute elimination, for flat prohibition, of the trading stamp and coupon business in the State.

The Attorney-General, appealed to by the House Committee for an opinion as to the constitutionality of the bill in that form, advises that such a law would be constitutional in so far as it prohibited the traffic in these devices as now generally conducted, where redemptions of stamps and coupons are made by the companies engaged in the stamp and coupon business; but that the individual merchant has a right to issue and redeem stamps or tokens, where the redemption is made in cash or merchandise in his own store. In this opinion the Attorney-General is following the rule laid down by Justice McKenna in the Florida and Washington cases.

He reminds the House Committee of the Supreme Court ruling that a State has absolute power to abolish, within its borders, any form of traffic which has the nature of a public evil or menace; and that the law-makers of a State are assumed to be competent judges as to what sort of traffic comes under this head.

The right of a merchant to give to his customers a cash rebate, or a rebate in merchandise, seems to have been recognized in Justice McKenna's decision; but the transaction must be one between the merchant and his customer, and not one in which a third party enters, imposing a tax on one or both of the parties to the transaction. It was, of course, the part of wisdom for the adherents of the Cavanaugh bill to see to it that, as finally enacted, it should include a provision of this sort.

In framing State legislation tending either to license and regulate, or to abolish the trading stamp and coupon system, the lines laid down by the Supreme Court rulings should be strictly followed. If that is done, such laws will stand every court test and they will also accomplish the purposes for which they are made.

## ON TO PHILADELPHIA!

**A**T Philadelphia, in the last week of June, the advertising men of the continent will assemble for mutual counsel.

This year's convention of the Associated Advertising Clubs of the World will be bigger than ever before—bigger in attendance, in significance.

The convention will bring together the top-notch men in every line of advertising effort. These will offer counsel to the others who aspire to top-notch status. In the city of brotherly love there will be the spirit of brotherly cooperation.

The various units of the great organization will retain their identities, this being well provided for through the feature of "Departmentals," by means of which the man interested in a special phase of advertising work, or engaged in it, may meet and know and counsel with his conferees and competitors in that line.

Every man engaged in the advertising business will want to attend this convention—partly for pleasure, chiefly for profit. But the attendance should not be confined strictly to advertising men. Newspaper men, men interested in any phase of newspaper making, should be there. It is not essential that one be a member of any advertising club. For a nominal charge any one may secure a registration card, admitting him to any or all sessions of the departmentals, giving to him all of the privileges

of club members except that of voting.

This will be a new sort of Continental Congress which the live-wire city of Poor Richard will entertain—a Congress vast in numbers, surcharged with the American spirit of useful and worthy accomplishment. You will have, during that week, an opportunity to come in touch with the doers of things, the apostles of ideals, the men who keep the wheels of business life turning.

Read the programme of this convention, published in this issue, and then decide that your most important business for that week is in Philadelphia.

## HOW THE NEWSPAPER SERVES

**D**ON C. SEITZ, in his address to the students of journalism at the Maine University last week, said that, in the smaller communities, the newspapers may stop all abuses by simply printing them. "The small editor can clean up anything by simply printing the facts over and over again."

True to his habit, Mr. Seitz has condensed a sermon into a sentence. It has long been a puzzle to newspaper men that this master of the incisive phrase should devote his chief energies to business management. The answer lies, perhaps, in the fact that, while he would make one of the greatest of editors, he has already attained to the highest distinction as a publisher, and finds, in the conduct of the New York World a task appealing to his taste and stimulating to his genius.

If any flaw may be found in the doctrine urged by Mr. Seitz in this speech it is that he appears to limit it to the small newspaper. The great newspaper may "clean up anything by simply printing the facts over and over again," illuminating these facts through editorial comment. The World, and all other great newspapers, prove this over and over again in the course of every year.

In fact, every day is "clean-up day" with a newspaper. For every day brings to the fore some question, some problem involving civic betterment, for the clarification, for the solution of which, the light—and nothing but the light—will serve. Who suffers, what interest is hurt, must always be disregarded—if the public welfare demands the light?

"Simply printing the facts over and over again" is a constructive performance—not merely a destructive one. The advertiser realizes the value of the policy. The newspaper serves him by affording him the opportunity to print the facts about his business, about his commodity, over and over again. Thus the law of the light operates to build up that which is worthy of public confidence and favor. For the light does more than to cure abuses. It gives life and vitality to every good thing, whether that thing happens to be a public policy or a business enterprise.

**T**HE month of June should bring a decided improvement in the news print situation. Normally, consumption will be lessened, for advertising falls off somewhat during the summer months, and the papers reduce in size accordingly. Systematic economies, the growing movement to cut off returns, and the curtailing of exchange lists and of free copies to advertisers will also have the effect of reducing demand for news print to rock bottom requirements—so that the manufacturers may, before many weeks, find themselves in a mood to seek markets.

**A**RE you still selling a newspaper for one cent which costs more than that to produce? Are you buying any supplies at a price less than the cost of producing them?

## JAMES J. HILL'S NEWSPAPER VENTURE

**T**HE Empire Builder once ventured into the newspaper field. For a few years he owned the St. Paul Globe.

What may have been his purpose in controlling a daily newspaper, that purpose failed. Mr. Hill killed the Globe. He did not seek to realize a penny on the sale of even its machinery and fixtures. As we recall the matter, he ordered these to be scrapped. He did not wish apparently, to have the paper survive his ownership. He sought to erase it, even the memory of it, and he succeeded.

The Globe had attained to influence and prestige in the Northwest. When Mr. Hill became its owner its readers and supporters became suspicious. They inferred things. They imputed motives. If the Globe expressed an opinion upon a matter of public import that opinion was supposed to coincide with some interest of Mr. Hill's. The paper, under his ownership, was conducted on broader lines than before. It was more progressive, more money was spent in making it a representative newspaper. But this did not avail. The paper was doomed.

It was doomed because it had been acquired by a man of vast power, supposedly to serve merely that man's interests and to help further his plans. The strange spectacle was presented of a newspaper, backed by limitless resources, declining steadily and rapidly in those things which make a newspaper a force in a community—the confidence of its readers and the influence it exerted upon their thought and opinion.

Realizing this, and disgusted with his adventure into the field of newspaper-making, Mr. Hill killed the Globe. Thereafter he sought public understanding, so far as he cared to have it, through interviews and public addresses—always widely quoted and commented upon by the press of the whole country.

The case of the St. Paul Globe afforded final proof, if any proof at all were necessary, that a newspaper cannot exist, cannot grow, cannot earn profits, unless it exists for public service. There must never be any doubts, any misgivings, on the part of its readers, as to the motives back of such service. And therein lies the security of a democracy—for an uncontrolled press is, indeed, a democracy's greatest asset.

**I**N Waco, Texas, "shirting madras" was advertised at 2c. per yard. The price should have been 29c. per yard, but the types went wrong, and the nine dropped out. The store was besieged by people attracted by the sensational price. It is said that, when the error was explained to them, nine out of ten purchased madras at the regular price. Usually it happens that a merchant, in such instances, will sell out his stock at the price inadvertently quoted, and the newspaper responsible for the mistake will stand the loss. This Waco instance seems to show that such an extreme course is not necessary. Most people realize that typographical errors are inevitable, and they are amenable to reason. If the course of the Waco merchant, in explaining the error with such evident tact and courtesy that disappointed patrons remained to buy, were to be generally adopted by merchants, one of the perils of newspaper publishing would be lessened.

**T**HE existence of the trading-stamp lure in a community weakens the force and appeal of all legitimate advertising. For a publisher to permit some merchants to boost this device through their advertising in his columns is unfair to other merchants who confine their advertising to approved lines of appeal.

## PERSONALS

**"FORTUNE, success, position are never gained but piously, determinedly, bravely striking, growing, living to a thing."—Townsend.**

**NEW YORK.**—Coi Henry Watter-son, editor of the Louisville-Courier Journal, spent a few days last week at the Waldorf-Astoria Hotel.

Clarence W. Barron, editor of the Wall Street Journal, made an address last Friday at the Kenwood Swedenborgian Church, in Chicago, on the topic, "Human Liberty and the War."

W. G. Conley, general manager for John Fairfax & Sons, proprietors of the Sydney (Aus.) Morning Herald and the Sydney Mail, is visiting this city.

Ben H. Grimm, of the Evening Journal, has joined the publicity staff of the Metro Pictures Corporation. He will travel with one of the companies to California.

Prof. Merle Thorpe, head of the School of Journalism of the University of Kansas, was in New York last week, and was a welcome visitor at the office of THE EDITOR AND PUBLISHER. Prof. Thorpe will shortly leave for California, where he is to conduct a course in journalism at the State University.

S. S. McClure, editor of the New York Evening Mail, lectured at Carnegie Hall Thursday evening, before a large audience, on his experiences and observations during his recent five months' stay in Germany, Austria-Hungary, Turkey, and Bulgaria.

R. L. Goldberg, cartoonist for the Evening Mail, has designed a book-plate for Frank M. O'Brien, of the Frank A. Munsey Company. It is quite in line with his "kill gloom" pictures, and represents a bibliophile hanging from the chandelier, and absolutely immured in the book he is reading. It bears the slogan, "I Must Return This Book to Frank M. O'Brien in Ten or Twenty Years."

Clare A. Briggs, the Tribune cartoonist, has in press a new book entitled "Golf" that deals pictorially with the scoffers, the duffers, and the golfers. The volume will contain about sixty cartoons, and will be issued through P. F. Volland & Company, of Chicago, about the middle of June.

Robert Bissell, formerly of the Baltimore News, has joined the advertising staff of the Tribune, and will devote his time to the graphic section of that paper.

T. N. Pockman has succeeded Walter Wilgus as telegraph editor of the Tribune. Mr. Wilgus has returned to the telegraph copy desk.

Jack Barrett, formerly rewrite man with the Evening Journal, has joined the general news staff of the Tribune.

Hugo Herman Elsasser, of Chicago, is handling the automobile section of the Tribune.

Lindsay Denison, James Loughboro, and Joseph A. Brady, of the New York Evening World staff, will leave tomorrow for the Plattsburgh military camp, where they will spend the month of June.

Charles Johnson Post, recently feature writer on the Globe, has gone to California to organize the Pacific Coast branch of the publicity department of the Triangle Film Corporation.

**OTHER CITIES.**—R. M. Johnston, editor of the Houston (Tex.) Post, will run for the State Senate, to succeed Louis H. Bailey.

Carl Deldrick, who was until recently connected with the Chicago Abend Post, has been made editor of the Mayville (Wis.) Banner.

Hal N. Denny, formerly night police reporter of the Minneapolis Tribune, is now reading copy on the St. Paul Pioneer Press desk.

Harrison Atwood, manager of the branch of McKann & Co. in San Fran-

cisco, has returned to that city from an extensive business tour of the Northwest.

Laurence C. Hodgson, better known as "Larry Ho," secretary of Mayor Powers of St. Paul, gave the Memorial Day address at Northfield, Minn. Mr. Hodgson, who has acquired distinction as a poet and public speaker, was for many years connected with St. Paul and Minnesota newspapers, and now contributes a daily column of humorous verse and prose to the St. Paul Pioneer-Press. He has been chosen secretary by V. R. Irvin, the new Mayor of St. Paul.

W. G. Naylor, editor of the Olean (N. Y.) Times, spoke before the Newark Board of Trade last week on "Civic Pride."

W. Dwight Burroughs, for some years city editor of the Baltimore News, has resigned, and the city editor's chair is now occupied by Richard D. Steuart, formerly Mr. Burroughs's assistant.

George J. Knoll, jr., for over six years in the business department of the Springfield (Mass.) Republican, has become actively associated with E. S. Funald in conducting Funald's Exchange, Inc., in that city.

Cole E. Morgan, for several years Southern news editor of the Atlanta Georgian and American, has resigned to become city editor of the Charlotte (N. C.) Observer. Mr. Morgan was for a number of years associated with Mr. Johnson on the Knoxville Sentinel.

W. G. Conley, of Sydney, Australia, representative of the Australian Cable Association, is in New York to perfect the news service between this country and the Antipodes. Included in the Association which Conley represents are the Morning Herald, the Evening News, and the Daily Telegraph, of Sydney; the Argus and the Age, of Melbourne, and the Register and Advertiser, of Adelaide.

**PITTSBURGH, Pa.**—Mrs. Mary Roberts Rinehart, novelist, will cover the National Progressive and Republican Conventions for the Pittsburgh Dispatch. L. R. Goshorn, president of the Pennsylvania Legislative Correspondents' Association at Harrisburg, and Louis W. Strayer, president of the Grid-iron Club, Washington, will also write for the Dispatch.

A. P. Moore, editor-in-chief of the Pittsburgh Leader, will be accompanied to the National Republican Convention by his wife, Lillian Russell, who has been engaged by a syndicate to write about the gathering as she sees it.

Charles M. Bregg, dramatic editor of the Pittsburgh Gazette-Times, will deliver the commencement address at the Scottdale (Pa.) High School.

**CLEVELAND.**—J. W. McGuire is now manager of the Cleveland office of the Associated Press, succeeding J. W. Marksbury, who becomes managing editor of a newspaper in Columbus, Ind. Mr. McGuire was instrumental in forcing out of town an alleged impostor who posed as a correspondent for the A. P. in trying to get inside information from the School Board on proposed changes in textbooks.

B. H. Canfield, president and general manager of the Newspaper Enterprise Association, is in Los Angeles on business.

Charles Edward Russell and Art Young, cartoonist, are going to cover the Republican and Democratic Conventions for the Newspaper Enterprise Association.

Eleanor Franklin Egan, war correspondent and magazine writer, spoke here last week on the condition of the Armenians, in whose interest she is touring the country.

Jack Foster, special writer for the Press, is writing daily poems on daily happenings. Recently he covered a baseball game and wrote the story in rhyme, sending it over the wire play by play.

W. R. Rose, editorial writer for the Plain Dealer, spoke before the Cleveland

Real Estate Board on "Real Estate Conditions in Early Cleveland."

Frank Goewey Jones, writer of business fiction and writer for the Saturday Evening Post, Collier's Weekly, and the American Magazine, spoke before the Cleveland Advertising Club last week on "Our Selves."

Robert Minor, cartoonist and war correspondent, who recently returned from the European war-front, spoke at Moose Hall last Sunday under the auspices of the Socialist party.

Victor Slayton, editorial writer for the News, wrote an editorial on "Successful Employees," which resulted in a compliment being paid to the News by the management of a hotel in Coiumbus, which reports it has had the editorial printed in pamphlet form and distributed among its employees.

**SAN FRANCISCO.**—W. G. Howard Gritten, an English barrister and political writer for the Fortnightly Review, has arrived in San Francisco, from Australia. He admits his ambition is to be elected to the House of Commons, and he expects to gain a seat in the next Parliament as a member of the Conservative party.

Among the visiting editors and publishers in San Francisco during the week were A. E. Falch, a newspaper publisher, of Los Gatos; Mrs. J. C. Bull, jr., owner of the Humboldt Times at Eureka, and V. S. McCarthy, of the Sacramento Bee.

Arthur L. Clark, managing editor of the Chicago Tribune, is here with Mrs. Clark on a vacation trip. Mr. Clark was formerly managing editor of the Los Angeles Examiner and with the Hearst News Service in various capacities. Mr. and Mrs. Clark have been doing the San Diego Exposition.

Alfred Murphy, E. H. Hamilton, Kenneth C. Beaton, and Winnifred Black, of the Examiner staff, are in Chicago to cover the Republican and Progressive Conventions, and go to the Democratic Convention in St. Louis.

James P. Donahue, City Hall reporter for the Chronicle, has been appointed managing superintendent of the Exposition Auditorium at the Civic Centre by the San Francisco Board of Supervisors at a salary of \$2,400.

Miss Jean Barron, of Adelaide, Australia, a newspaper correspondent who has been writing a series of articles on the development of the South Sea Islands, is here on her way to Cuba and the West Indies to do similar work.

N. A. Lowell, a newspaper man of Manila, and Mrs. Lowell are here en route to Oregon, where they will live. Lowell had been in the Philippines since American occupation. He published a daily paper at Iloilo.

**DALLAS, Tex.**—Among Texas newspapermen who attended the State Democratic Convention at San Antonio were: Thomas Goeh, managing editor, Dallas Times-Herald; Thomas Finty, jr., editor, Dallas Evening Journal; William M. Thornton, of Austin, staff correspondent of the Galveston-Dallas News; Louis J. Wortham, editor and publisher of the Fort Worth Star-Telegram, and Hugh Nugent Fitzgerald, editor of the Fort Worth Record.

Summer Lansdale, former private secretary to Congressman C. B. Randell, of Texas, and a well-known north Texas newspaperman, has been made stenographer to District Attorney Clarence Merritt, of the Eastern District of Texas, with headquarters at Paris.

Clarence B. Douglas, for years editor of the Muskogee (Okla.) Phoenix, one of the best-known newspapermen in Oklahoma, is now secretary of the Tulsa (Okla.) Chamber of Commerce.

W. M. Steele, managing editor of the New Orleans Times-Picayune, has been touring Texas as one of a party of New Orleans business men on a get-acquainted trip over adjoining States.

Lafayette Young, editor of the Des Moines Capital, is spending a vacation in Galveston, after a tour of the South.

**TEXAS.**—J. R. Montgomery, former editor of the Houston Telegram, has resigned as correspondent for the Galveston-Dallas News at Houston, and is now serving several papers as correspondent covering the border situation.

Pressley E. Bryant, former night editor of the Galveston News, and more recently semi-weekly editor, has resigned to return to the key as an operator in the A. P. service.

C. D. Waide, of the Galveston News staff, has been appointed correspondent of the Galveston-Dallas News in charge of the Houston bureau.

J. C. Oslin, telegraph editor of the Galveston News, has been made semi-weekly editor.

William Grady Kinsolving, sporting editor of the Galveston News, who is a member of Troop D, Texas Cavalry of Corsicana (Tex.) was called out with his troop, and is now in camp at Fort Sam Houston.

Thomas N. Stephens, former assistant editor of the Dallas Morning News, has become publicity director for the Southwestern Tractor Show, to be held at Grand Prairie in July.

Miss Ella Harrison, war correspondent representing the Cincinnati Enquirer and New York American, is now on the border at El Paso, where she expects to write feature stuff for her papers.

Louis J. Wortham, editor and publisher of the Fort Worth Star-Telegram, will be placed in nomination at the State Democratic convention in San Antonio for National Committeeman from Texas.

Aaron Griffing, reporter on the Fort Worth Record, enlisted in the Hospital Corps of Company B, Fourth Regiment, Texas National Guard, and is in camp at San Antonio. He will contribute feature stories to the Record while on duty with his regiment. Edmund Hillis, of the advertising staff of the Fort Worth Record, is also in the Texas militia at San Antonio.

Robert C. Lowry, an Austin correspondent, was elected grand national president of the Sigma Delta Chi, honorary journalistic fraternity, at the annual convention at Columbia, Mo. He was for two years connected with the San Antonio Express, was later publicity director for Purdue University, and has worked on the Indianapolis Star, Houston Post, Austin Statesman, Beaumont Enterprise, and other papers, and the Associated Press.

**CANADA.**—George C. Holland, the veteran official reporter of the Senate, after holding the office for forty-two years, has retired, and will spend his remaining years in California. Before taking the Government job he was associated at various times with the Chicago Times, St. Louis Republican, Washington Post, New York Sun, and Brooklyn Eagle. He was also for a few years editor of the Ottawa Citizen.

The Hon. John Morrissy, proprietor of the Newcastle (N. B.) Leader, who held the office of Minister of Public Works, has resigned, and is now attacking his former colleagues vigorously through the columns of his paper.

J. L. Stewart, M.P.P., editor of the Chatham (N. B.) World, one of the "characters" of Canadian newspaperdom, has been reelected an alderman and appointed chairman of the Finance Committee of his home town.

Clifford Webb, late of the Chicago News and recently on the Toronto Telegram, has been appointed representative of the Canadian Associated Press at London, Ont.

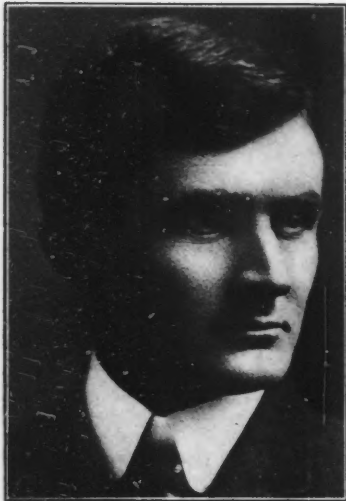
G. Harold Fowler, until recently on the advertising staff of the St. Thomas (Ont.) Journal, is now in charge of the advertising department of the Cobalt (Ont.) Nugget.

Fraud orders have been issued by the United States Post Office Department against the Light Watch Company, the Diamond Jewelry Company, and the Mutual Sales Company, of Chicago.

## EDITORIAL ASSOCIATIONS AND PRESS CLUBS

## Varied Activities of Journalistic Organizations in the United States and Canada That Are Worth Knowing.

Byron Norrell, editor and publisher of the Ada (Okla.) Evening and Weekly News, was elected president of the Oklahoma Press Association at the annual convention just held in Tulsa. Mr. Norrell is one of the leading younger news-



BYRON NORRELL.

paper men in Oklahoma. He is a native of Texas, having been born in Burnet County. He received his education in the Burnet High School and in Howard Payne College at Brownwood. He first entered the newspaper field at Italy (Tex.), being associated with Thomas B. Lusk, veteran newspaper man, in the publication of the Italy News-Herald. He moved from Italy to Ada in 1906, and has been editor and publisher of the Evening and Weekly News for the greater part of this time.

The Brooklyn Press Club held its annual meeting on Wednesday night, and elected the following officers for the ensuing year: President, Erich H. Palmer; vice-president, Richardson Webster; secretary, Treve Collins, jr.; treasurer, John F. Lane; governors, three years, James M. Heatherton, Joseph T. Gleason, Sig. Cederstrom; two years, Warwick L. Thompson, Gabriel Bloch, Clinton H. Hoard; one year, Fred S. Stone, John F. Crotty. The treasurer's report showed that the Club had \$806.17 on May 1, and no debts. Notice was given of two amendments to the by-laws to be voted upon at the next meeting. Mr. Heatherton gave an exhibition of pool.

The annual breakfast of the Pacific Coast Women's Press Association was held on May 20 at the Hotel St. Francis, in San Francisco. Mrs. Nellie Blessing Eyster, honorary president, opened and closed the anniversary event. Miss Ina Coolbrith, the retiring president, who is well known as a California poet, was the recipient of tributes and a gift from the Association, in appreciation of her work as a literary leader. Several of the speakers complimented her by the recital of some of her poems. Mrs. Marian Taylor was toastmistress.

The editors of the Associated Press papers in Ohio have formed an organization, to bring the members into closer cooperation and to promote increased efficiency in the gathering of news. Officers were elected as follows: John Kaiser, editor of the Register-Leader, Marietta, president; Joseph Garretson, managing editor of the Times-Star, Cincinnati, vice-president; R. J. Dustman, Columbus correspondent of the Associated Press, secretary; G. W. C. Perry, Scioto Valley Gazette, Chillicothe, treasurer. Melville E. Stone, who was

guest of honor of the Association, in speaking of the work of the Associated Press, said that its greatest aim always was truth, and that it "earnestly, honestly, and sincerely" always seeks the truth in reports on everything. Against false charges and lies, he said, the Associated Press has always been able to prove its statements, and acquit itself with credit. Other speakers were: Col. E. S. Wilson, of the Ohio State Journal; Arthur C. Johnson, of the Columbus Dispatch; Rand J. Dustman, of the Associated Press; Prof. Joseph S. Myers, of the department of journalism at the State University, and Paul Cowles, of Chicago, superintendent of the central division of the A. P. James W. Faulkner, Columbus correspondent of the Cincinnati Enquirer, acted as toastmaster.

The Omaha (Neb.) Press Club has elected the following officers for the ensuing year: President, Fred Carey, of the News; vice-president, F. A. Kennedy, of the Western Laborer; recording secretary, A. M. Easterling, of the Associated Press; treasurer, Fred Hunter, of the Bee. Executive board members, A. E. Long, Bee; Neal Jones, News; G. K. Murray, News.

The Kansas Editorial Association has elected these officers for the ensuing year: President, W. C. Markham, Baldwin Ledger; vice-president, Herbert Cavaness, Chanute Tribune; corresponding secretary, O. W. Little, Alma Enterprise-Recorder; financial secretary, J. Byron Cain, Belleplaine News; treasurer, Clark Conking, Lyons Republic.

The Dallas County (Tex.) Press Association held its regular monthly meeting in Dallas on May 29, and discussed plans for attending the convention of the Texas Press Association at El Paso. The editors will start for El Paso in a body next Monday.

The annual election of officers of the Pittsburgh (Pa.) Press Club, on May 27, resulted as follows: Honorary president, Col. O. S. Hershman; president, J. K. Burnett; first vice-president, H. M. Bitner; second vice-president, A. G. Burgoyne; governors, H. B. Laufman, W. T. Mossman, C. W. Armor, S. Sivitz, and J. E. McKirdy. The new officers assumed their duties at an organization meeting on May 31. This was the first election held in the new building owned by the Club. The Club's financial condition is the best in its history.

The San Francisco Newspaper Men's Club has elected the following officers and directors: Francis I. Franceur, secretary; Edward H. Hurlbut, treasurer; Hyland Baggerly, a long-term director, and Eugene Cohn, short-term director. The Club is now entirely free from debt and has a small surplus in the treasury. Walter Rivers has been appointed a member of the entertainment committee, to assist Chairman B. J. O'Donnell in putting over a series of "hum-dingers" already fomenting. Last Saturday night the Club entertained the "Passing Show" company, including a large representation of the chorus.

## VISITORS IN TOWN

Charles H. Allen, publisher of the Montgomery (Ala.) Advertiser.  
W. A. Campbell, manager, Helena (Mont.) Independent.  
N. A. Huse, general manager of the Norfolk and Nebraska News.  
W. B. Barringer, of the Barringer-Weaver Co., San Francisco.

## THE NEWSPAPER'S BUSINESS

BY ARTHUR BRISBANE.

THE business of the newspaper is: First, to protect the people. The newspaper takes the place of the public square at Athens, in which all the people met. All the people meet now in the newspaper columns and get all the news at once.

Second, to tell the people what has happened.

Third, to interest, entertain, and amuse the people. Our tired, overdriven nations needs relaxation.

Fourth, the business of the newspaper is to tell the people what they, the people, think. And that is the business of the man who writes the editorials.

The people want to know what they think, not what the editor thinks—just as a crying baby wants to know what is the matter with it, not what is the matter with somebody else.

To be a successful editorial writer is to have the reader read your work and say: "That is just what I have thought a thousand times."

To be a successful owner, editor, and director of a great newspaper is to have the people as a whole say:

"We trust that man. We believe that he represents us faithfully."

## Early Printer's Grave Decorated

For the first time in so many years that probably no living person knows how many, old William Bradford, who was a Government printer in colonial New York, was remembered this week by a wreath of magnolia leaves, which was placed on his grave in Trinity churchyard by a delegation of printers from the offices of the New York Evening Post and the New York Globe. A subscription for the purpose, limited to 10 cents from each contributor, was raised at the suggestion of Mrs. Laura Dunlap, a writer on the Globe, who was impressed and inspired to the idea by the following inscription on the quaint old tombstone:

"Here lies the body of Mr. William Bradford, Printer, who departed this life May 23, 1752, aged 92 years. He was born in Leicestershire, in Old England, in 1660 and came to America in 1682, before the City of Philadelphia was laid out. He was Printer to the Government for upwards of 50 years, and, being quite worn out with old Age and Labour, he left this Mortal State in the lively Hope of blessed Immortality. "Reader, reflect how soon you will quit this Stage, You'll find how few attain such an age. Life's full of pain. Lo! Here's a place of Rest. Prepare to meet your God. Then you are Blest."

"Here also lies the Body of Elizabeth, wife of the said William Bradford, who departed this Life July 8, 1731, aged 68 years."

## Special Delivery for Parcels

The Philadelphia Evening Telegraph backs with editorial support the suggestion of a correspondent that express companies should institute a special delivery service, which, at a slight additional cost to the sender, would insure the immediate transportation and prompt delivery of packages. The Telegraph says: "It would be entirely appropriate for the private companies to show the Post Office Department to what further development as a business getter the special delivery stamp is susceptible. Nearly every business organization feels, many times daily, the need of some agency for prompt package-delivery, something quicker than can be had by the process of piling hundreds of parcels into a truck and delivering them slowly by a roundabout course. Simplicity, convenience, speed, and good business are implied in the suggestion that express companies inaugurate a special delivery."

All of the newspapermen of northern Illinois, southern Wisconsin, and eastern Iowa will be invited to be guests of the Commercial Club of Sterling, Tenn., on July 3, as part of the programme for home-coming week, July 2-8.

## CANADIAN PERSONALS

Donald Campbell, who was wounded at Ypres, is now on the staff of the London (Ont.) Advertiser.

Among the prominent Western newspaper men who will be in Toronto next week for the meeting of the Canadian Press Association, are E. H. MacIn, business manager of the Winnipeg Free Press; Edward Beck, editor of the Winnipeg Telegram; H. A. Stein, city editor of the Vancouver Sun, and George M. Murray, editor of the Vancouver Chronicle.

Richard O'Brien, managing director of the St. John (N. B.) Globe, has returned home from a six weeks' visit to the Southern States.

Capt. R. F. Parkinson, business manager of the Ottawa Journal, who is with the Thirty-eighth Battalion in Bermuda, reports that his command will soon be sent to the front.

S. K. Smith, city editor of the St. John (N. B.) Telegraph, is taking the officers' training course, preliminary to enlisting.

F. R. Hansen, sporting editor, St. John (N. B.) Times, left home recently for a try-out with the Portland team in the Eastern League. Hansen is one of St. John's most promising pitchers.

Capt. Walter S. McInnis, city editor of the Regina (Sask.) Standard for ten years, has been made a major and appointed second in command of the new Two Hundred and Seventeenth Battalion.

C. F. Hamlin has recently succeeded T. F. Wagstaff as city editor of the Woodstock Sentinel-Review, Mr. Wagstaff having enlisted. Mr. Hamlin has been two years reporting for the Toronto Telegram and prior to that was on the staff of the Greenock (Scotland) Daily Telegraph.

E. Ross Mackay is one of the Toronto Globe's new men whose services have been secured to replace reporters who have enlisted. Mr. Mackay has had several years' experience on the Sault Ste. Marie (Ont.) Star.

G. Harold Fowler of the St. Thomas Journal's advertising staff, has been appointed advertising manager of the Cobalt Nugget. He will also have charge of the advertising for the Cochrane (Ont.) Northland Post, a sister paper.

Louis F. Keenle is a recent recruit at the Toronto Globe office. He is a Washington boy, who received his education at St. Michael's College, Toronto, and afterwards took up journalism in Philadelphia. He has recently been on the staff of the Philadelphia Press.

David Williams, editor of the Collingwood (Ont.) Bulletin and an ex-president of the Canadian Press Association, has just retired from the office of president of the Ontario Library Association. At the recent annual convention of that body he delivered a useful address on "The Press and the Public Library."



## WHAT LIVE ADVERTISING CLUBS ARE DOING

Brief Accounts of Their Important Activities Specially Reported by Correspondents in Many Cities.

The board of directors of the Buffalo (N. Y.) Advertising Club has elected the following officers for the ensuing year: President, William P. Goodspeed; vice-presidents, Edward B. Houseal and Alex F. Osborn; secretary, John Messersmith; treasurer, Melvin F. McFarland. The club will hold its annual better-advertising banquet next Monday evening.

At a special meeting of the Reading (Pa.) Ad Club officers were elected as follows: President, Marcus B. Eaches; vice-president, the Rev. C. A. Knickerbocker; treasurer, Jay G. Shumway; secretary, Theodore W. Davis; directors, A. D. Nelson, William Diener, R. L. Strohecker, Paul M. Wentzel, Henry Johnson, George M. Jones, and George S. Pomeroy, jr. It was decided to apply to the board of directors of the Chamber of Commerce to have the club affiliated with that organization.

Fred L. Hamilton was elected president of the Auburn (N. Y.) Ad Club for the ensuing year at the recent annual meeting of that organization. Mr. Hamilton won out by a narrow margin over E. L. Simons, the former president, who was up for reelection. S. Edgar George was chosen as vice-president after a hot contest between himself and Edward S. Barry, while W. S. Lyon had a clear field for the office of secretary. E. L. Rindge won out for treasurer over R. D. Louis. George Waight, Charles W. McClelland, Henry Traub, and S. G. Russell were chosen as directors.

The Fort Smith (Ark.) Ad Club has elected Herschel Hunt, president; Louis Cohen, vice-president; J. E. Patty, secretary and treasurer, and Park Walker, M. B. Becker, and President Hunt members of the executive committee. Mr. Hunt and Mr. Patty and M. P. Shipman were elected delegates to the international convention in Cincinnati.

Allen Ayres was elected president of the Norfolk (Va.) Ad Club at the annual meeting recently. The other officers chosen are: Z. A. Jones, first vice-president; M. Nusbaum, second vice-president; Robert W. Coates, treasurer; J. G. Thornbury, secretary. T. Gray Coburn, R. G. Smith, Ed Hutchins, George B. Todd, and C. C. Cheshire comprise the Board of Directors.

The Anderson (Ind.) Advertisers' Club held its annual meeting recently and elected the following officers: President, Frank C. Cline; vice-president, Russell R. Andrews; secretary-treasurer, Robert J. Wilson; executive committee, Lester K. Bing and Charles J. Weer.

At a recent meeting of the Ad-Craft Club, of Trenton, N. J., officers and a board of directors were chosen as follows: W. K. Hoyt, president; Theodore Jansen, advertising manager of the Goldberg Department Store, and Charles B. Miller, advertising manager of the Kaufman Department Store, vice-president and secretary, respectively. E. W. Davis, George C. Palmer, Harry Price, S. E. Kaufman, W. N. Stewart, W. K. Hoyt, and Theodore Jansen, comprise the board of governors. The members planned for a representation of Trenton in the A. A. C. W. pageant, to be held in Philadelphia, June 26.

The El Paso (Tex.) Ad Club has voted to send three delegates to the convention of the Associated Ad Clubs of the World in Philadelphia, and will have a float to advertise El Paso in the parade there. Officers of the Club have been elected, as follows: A. E. Rowlands, president; F. M. Beall, vice-president; Fabian Stojaroff, secretary; Paul Atkinson, treasurer.

The Scranton (Pa.) Advertising Club has been formed with the following officers: Charles C. Swisher, of the Swisher Advertising Agency, president; William J. McHale, of the Republican, vice-president; Hoadley Hagen, of the Daylight Store, recording secretary; Victor Burscheil, of the Scrantonian, treasurer, and Humphrey Bradley, of the Times, financial secretary.

James D. Le Cron, manager of the automobile advertising department of the Des Moines Register-Tribune, has been elected president of the Des Moines Ad Club. Other officers chosen were: Ben R. Vardman, associate editor of the Merchants' Trade Journal, and Ivan D. Coolidge, of the Coolidge Advertising Agency, secretary-treasurer.

The Great Falls (Mont.) Ad Club has been organized, with the following officers: B. E. Davis, president; A. F. Barkmeyer, vice-president; C. T. Johnson, secretary, and F. H. Sturm, treasurer. A committee will prepare articles of incorporation and cause them to be filed with the Secretary of State. Temporary quarters will be secured and steps taken to furnish the Club with standard advertising literature. It is the aim of the Club to admit to membership every business man in the city who may desire to affiliate.

Members of the Advertising Club, of Louisville, Ky., will go to Lexington in a body Wednesday, June 14, to be guests of the Lexington Advertising Club. Festivities lasting all the day have been planned for the Louisville men. A noon luncheon will be given, after which the visitors will be taken in automobiles to some of the stock farms. A smoker will be given at 6:15 o'clock, and the festivities will conclude with a theatre party at 8:15 o'clock.

### Ads to Stop "Rag-Chewing"

FORT WORTH, Tex., June 1.—The Citizens Coöperative Association, recently organized here, has as its object the stopping of the factional "rag-chewing" that has characterized efforts for the up-building of Fort Worth in the past, according to N. H. Lassiter, president of the organization. To bring about co-operation of all agencies, organizations, and individuals working for the up-building of Fort Worth, a campaign of advertising will be inaugurated, in which the Fort Worth newspapers will be extensively used.

### Women Organize Ad Forum

Women of Minneapolis, Minn., actually engaged in advertising work have organized the woman's department of

the Minneapolis Advertising Forum, to which they have been accredited giving them equal rights with the male members of that body. It is planned to have prominent men address the weekly meetings, which also will take on the nature of a clearing house for advertising ideas. A membership of twenty already has been obtained, and is expected to increase rapidly.

### N. Y. Ad Women to Have Picnic Dinner

Following its regular custom, the League of Advertising Women of New York City will close the season with a picnic dinner at the Shelburne, Brighton Beach, on Saturday, June 10, at 6:30 o'clock. All advertising men and women and their friends are invited. The price of the dinner is \$2.50. Reservations may be made through the president, Miss J. J. Martin, advertising manager of the Sperry & Hutchinson Company, 2 West 45th Street, or the secretary-treasurer, Miss Mabel Graswinckel, advertising manager of the American Steel Export Company. There will be several modes of entertainment.

### Ad Club Dinner in Cuba

The Advertising Club of Cuba gave a dinner in Havana on the night of May 17, at the Hotel Miramar, to George A. Simms, the publicity agent of the Bankers Loan & Securities Company of New Orleans. The members were addressed on the subject of advertising by Mr. Simms and by S. C. Dobbs, vice-president of the Coca-Cola Company of Atlanta. Many representative Spanish, Cuban, and American business men and representatives of the Havana newspapers attended the banquet.

### "Publicity Day" in Galveston

The Galveston (Tex.) Commercial Association, Galveston Merchants' Association, and other organizations designated June 1 as "Publicity Day." On that day newspaper advertising setting forth the advantages of Galveston were run in many newspapers, and all merchants and business men were provided with circulars and booklets advertising Galveston, which they were asked to inclose in all packages and letters sent out.

### Awarded One Dollar in Damage Suit

ST. PAUL, Minn., May 25.—The Crucible, a paper published at Crosby, one of the iron-range towns of this State, has been practically vindicated in perhaps the most sensational libel suit ever brought in that part of Minnesota. In a series of articles the Crucible accused Mr. McCoy, clerk of the School Board, of financial irregularities—grafting, in fact. McCoy sued the Crucible for \$7,500 damages, and the jury's verdict awarded him one dollar.

A wise old owl sat on an oak. The more he saw, the less he spoke. The less he spoke the more he heard. Let's emulate that wise old bird.

## WINIFRED WORTH EMBROIDERY PATTERN SERVICE

A Half or Full page feature, 20 or 21 inches, showing the latest designs in Embroidery. Gets the women folks, who are the real buyers of your paper.

### NEW METHOD OF TRANSFER

No carbon paper—no purchases of any kind.

Supplied in mat form for Saturday or Sunday release.

Ask us to send you proofs.  
WORLD COLOR PRINTING CO.,  
R. S. Grable, Mgr.  
ESTABLISHED 1900 ST. LOUIS, MO.

## Topeka Daily Capital

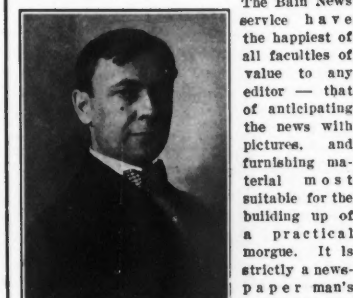
Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

32,551

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

Arthur Capper  
Publisher,  
TOPEKA, KANS.

### Editors Who Know



ARTHUR C. JOHNSON, Columbia Dispatch.

Bain Service Motto is "Illustrate To-day's News To-day." Try it.  
BAIN NEWS SERVICE  
32 Union Square, E., N. Y. City

**Last Call For Convention Reports**  
by  
**Samuel G. Blythe and Irvin S. Cobb**

The Republican national convention opens in a few days. Both correspondents are already at work at Chicago for us. If interested, wire our headquarters at Hotel La Salle.

**CENTRAL PRESS ASSOCIATION**  
Frederick Bldg. Cleveland World Bldg. New York

**MANHATTAN PHOTO-ENGRAVING CO.**  
ENGRAVERS AND DESIGNERS

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

## Times Building Times Square



Single room and small suites adapted for branch offices of out of town newspapers or for city publications, at moderate rentals. Building open day and night, elevators always running, and all modern equipment.

Renting Agent—Room 406  
Telephone 1000 Bryant.

## The Pittsburg Dispatch

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

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

**DETROIT SATURDAY NIGHT**  
guarantees and stands back of every advertisement it publishes.

G. LOGAN PAYNE CO.  
New York Chicago Boston Detroit

## Canned Goods

Meats, Soups, Fish, Fruits and Vegetables, will find a ready and responsive market if advertised in

## The New York Call

Daily and Sunday

700,000 organized, higher paid workers within 25 miles Municipal Building, through their representatives endorse and support The Call and pledge patronage to its Advertisers.

## 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

## Deutsches Journal

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

## The Evening Star

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

Member of the A. B. C.

## OLD COLUMBUS, GA., PAPER SOLD

Messrs. McKenney and Loyless Buy Enquirer-Sun and Make It a Morning Daily.

COLUMBUS, Ga., May 31.—Judge S. P. Gilbert and his associates have sold the Columbus Enquirer-Sun to R. L. McKenney, president and editor of the Macon News; Thomas W. Loyless, president and editor of the Augusta Chronicle; B. S. Miller, and John A. Betjeman. The new owners have turned the old paper, heretofore an evening sheet with a Sunday morning edition, into a morning daily published seven days a week; and have also restored the Associated Press service.

The Enquirer-Sun was established in 1828, one year after the city of Columbus was founded, and the history of the city and of the newspaper have been closely interwoven. In the announcement of the change of ownership, the new proprietors said:

"The Enquirer-Sun is on a firm financial footing, and we ask that measure of success in the future which its merits will command. We promise as few changes in the personnel of its employees as is possible.

"First of all, we recognize that the Enquirer-Sun must be an acceptable newspaper: one worthy of a city of forty thousand people. The public should understand that no publisher can ever hope to give a better newspaper for any length of time than the public is willing to support. Fully convinced that Columbus is able and willing to support two first-class daily newspapers, we enter this work confidently. Like other cities of her size and worthy aspirations, she must have a morning newspaper. It is this inspiring fact that has made us undertake, not only to invest our money and give what experience and talents we have for this purpose, but to enter whole-heartedly upon the publication of this splendid old Southern newspaper, and to give the public a morning newspaper seven days in the week."

Messrs. McKenney and Loyless were business partners in former years. Mr. McKenney was born in Butler, Ga., and Mr. Loyless was once a news reporter on the Enquirer-Sun before he became noted in the journalistic world. Both men are widely known throughout the State of Georgia, and outside of the State also.

## Delphos Herald to Have New Building

The Delphos (O.) Daily Herald has closed a contract for the erection of a new building. The company recently secured authority to increase its capital stock, and some of the money thus paid in will be employed for the purpose. The new building will be three stories high and fifty-five feet wide, and will be equipped with every convenience for carrying on the work of the company.

## Read This Advertisement

The following advertisement appeared recently in the Montclair (N. J.) Times. It is so well written it ought to accomplish its purpose.

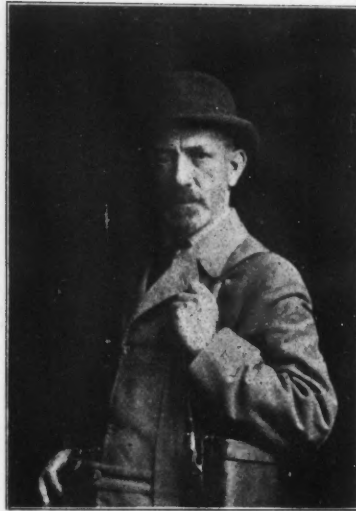
LOST—The old peacock plied away and died. He was so chagrined because my good friend Proudfit objected (with a hose) to his solos from the roof of his (Proudfit's) garage. The new peacock without waiting to learn the views of my friend's as to his vocal attainments has eloped with the best looking of my two pea hens. If you see him or her or them, please call on 350-J. Montclair, and eternally oblige C. E. Churchill.

## A List Worth Preserving

The April issue of Special Libraries, published by the Special Libraries Association at Indianapolis (Ind.) is devoted to advertising. It contains a valuable list, sixteen pages in length, of references on advertising, compiled under the direction of H. H. B. Meyer, chief bibliographer of the Library of Congress. This list covers the publications of many years and should be very helpful to students of advertising. The issue carries also the usual amount of information. The leading article is by Merle Sidener, of Indianapolis, on "Books and the Advertiser."

## "Jimmy" Hare Sails for Europe

James H. Hare, Leslie's war photographer, sailed for Europe on Saturday on the American liner St. Louis. He expects to be absent several months. He has been granted special concessions



JAMES H. HARE.

for making pictures in Belgium. Mr. Hare had, previous to his departure, visited Canada, where he made pictures of the new Canadian contingent of troops.

## WEDDING BELLS

Donald C. Dougherty, of the editorial department of the Cleveland (O.) Plain Dealer, and Miss Frances Possiter, were married May 29. The ceremony was performed at Trinity Cathedral by the Very Rev. H. P. Alman Abbott, dean of Ohio. They are said to be spending their honeymoon in New York city and the East. Mr. Dougherty is a graduate of Cornell University, has been with the Plain Dealer for four years, and has distinguished himself in handling "big stuff" when it breaks.

Announcement has been made of the approaching marriage, on June 13, at Belton, Texas, of Robert Read Penn, city editor of the Dallas News, and Miss Elizabeth Hudson, daughter of Mr. and Mrs. Taylor Hudson, of Belton.

## W. G. Newby's Estate

FORT WORTH, Texas.—The will of W. G. Newby, former president of the American National Bank, and a director and treasurer of the Wortham-Carter Publishing Company, publishers of the Fort Worth (Tex.) Star-Telegram, filed for probate, shows an estate valued at approximately \$150,000. Mr. Newby died from gun-shot wounds self-inflicted, according to the verdict of the Coroner.

## Cleveland's Lithuanian Paper

CLEVELAND, O., June 1.—Santalka (Equal Justice), a Lithuanian newspaper of Cleveland, has received new backing with the organization of the Ohio Lithuanian Publishing Company, just incorporated for \$10,000. A large staff will be employed here, and correspondents will be located in the principal cities of Europe. A. B. Bartoszewicz, prominent Lithuanian business man heads the new company, and P. A. Szukys is secretary. There are now ten different foreign language newspapers in Cleveland.

## Amateur Press Convention

CLEVELAND, O., June 1.—The United Amateur Press Association, made up of college students and other young people aspiring for journalistic honors, will meet in convention here June 20 to 22. William J. Dowell, of Cleveland, is in charge of the entertainment for visitors.

## CHANGES IN INTEREST

RIDGEWOOD, N. J.—Franklin Fisher of Montclair, has purchased the News from Frank A. Baxter. In point of age Mr. Baxter was probably the oldest newspaper man in Bergen County.

ASHLAND, Ohio.—W. T. Braithwaite, editor and publisher of the Lakeside Courier, has purchased the Peninsula Press, at Marblehead, and combined the papers under the name of Peninsula News.

GREEN BAY, Wis.—John A. Kuypers, one of the best-known newspaper editors in the northern part of Wisconsin, has disposed of his interest in the Brown County Democrat to Mrs. Barbara I. Heryman, widow of J. B. Heryman, who has been a copartner with Mr. Kuypers since her husband's death. The newspaper and printing business will be conducted by Mrs. Heryman's three sons—Peter, Henry, and Alexander.

PETOSKEY, Mich.—The Evening News has been sold by Mrs. C. E. Churchill, widow of the late owner of that paper, to a stock company composed of Representative D. H. Hinkley, H. Lee North, H. Burr Lee, and C. Edson Garvin. The company will be known as the Churchill Publishing Company.

PETOSKEY, Mich.—Trumbull White, formerly editor of Everybody's Magazine, has given up his work with that magazine and purchased the Bay View Magazine and Reading Circle from the John M. Hall estate, of Detroit.

## NEW INCORPORATIONS

ROCHESTER, N. Y.—McWade Merchandise Corporation; capital stock, \$500,000; advertising, merchandise, printing, publishing; incorporators, E. F. Beach, W. G. Stedman, and F. L. McWade.

NEW YORK CITY.—Beck Manufacturing Company; capital stock, \$10,000; advertising, merchandise, novelties; incorporators, W. S. Stryker, C. McC. Ford, and F. H. Beck.

NEW YORK CITY.—American Book Cover Advertising Company; capital stock, \$10,000; general advertising; incorporators, M. J. Sakowitz, M. L. Brown, and E. H. Movre.

NEW YORK CITY.—Timely Fashion Hints; capital stock, \$10,000; advertising, printing, publishing; incorporators, J. C. Becher, H. Kellner, and K. Wohlfahrt.

NEW YORK CITY.—Bromfield & Co.; capital stock, \$10,000; advertising; incorporators, D. Burpee, E. T. and P. H. Bromfield.

BALTIMORE, Md. — Advertisers' Service Company; incorporators, M. E. Landauer, Lloyd Harrison, Howard Pemberton, and E. H. Landauer.

SAND SPRINGS, Okla.—Times Publishing Company; capital stock, \$5,000; incorporators, E. M. Mousell, Mamie McFall, and F. M. McFall.

## NEW PUBLICATIONS

CANADIAN, Texas.—The Monday Morning News is the name of a new paper here, just established by Homer Knowles, editor and publisher. The new paper is a four-page, seven-column publication, and its first issue is well made up, newsy, and shows good advertising patronage.

BROWNWOOD, Texas.—The publication of the Morning Herald was begun on Thursday, by G. A. Lackey, W. R. Whitehead, and E. A. Robasol.

## New Officers of the N. Y. A. A.

At a special meeting of the executive committee of the Association of New York Advertising Agencies, held at the Aldine Club, on May 25, the following officers were elected to serve for the ensuing year: Chairman, Collin Armstrong, of Collin Armstrong, Inc.; vice-chairman, A. W. Erickson, of The Erickson Company; secretary-treasurer, J. W. Morgan, of J. W. Morgan Advertising Agency.

## NEWS OF THE SCHOOLS OF JOURNALISM

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

### SUMMER SCHOOLS OF JOURNALISM

#### Eleven Institutions Offer Courses of Instruction to Ambitious Students.

Eleven universities will offer instruction in journalism during the coming summer sessions which are held annually by the different institutions.

For the first time in the history of the school of journalism at Columbia University, instruction in journalism will be offered during the summer session. Professor Franklin Matthews will be in charge of a course in newspaper technique.

James Melvin Lee, head of the department of journalism at New York University, and Hugh Mercer Blain, professor of journalism at Louisiana State University, will be in charge of the classes in journalism at New York University this summer. Mr. Lee will have classes in the short-story and the newspaper advertising, and with Mr. Blain, will teach the history of journalism and high-school journalism. Mr. Blain will have entire charge of classes in news writing and newspaper practice.

Two courses will be offered at the University of Kansas. Prof. L. N. Flint will be in charge of a course entitled, "The Newspaper: Materials and Methods." Instruction in editorial practice will also be given. W. B. Brown will assist Mr. Flint.

The summer session at the University of Missouri will begin June 10, and will continue until August 6. The courses in journalism which are offered are: History and principles of journalism, news writing, reporting, copy reading, editorial writing and direction, the country newspaper, the writing of advertising, rural newspaper management, advertising management with special reference to rural journalism.

Courses in newspaper reporting, editorial writing, special feature and magazine writing, and one in teaching journalism in high school and college will be offered at the University of Wisconsin this summer. Willard G. Bleyer, director of the course in journalism, and Grant Milnor Hyde, Dr. Bleyer's associate, will be in charge of the courses.

Lee A. White, assistant professor of journalism at the University of Washington, will be in charge of the instruction in journalism at the University of Michigan this summer. He will offer two courses, one a general course in newspaper writing, the other a special course in editorial writing and the theory of the newspaper.

Indiana University will offer courses in theory, advertising, newspaper feature and magazine writing, and the students will be given practical training on the college daily newspaper. Joseph W. Piercy, head of the department of journalism, will have charge of the classes.

Courses announced as news writing, the newspaper, publicity, and current events, will be offered at the University of Montana this summer. A. L. Stone, dean of the School of Journalism, will be in charge.

Merle Thorpe, head of the department of journalism at the University of Kansas, assisted by Colvin V. Dymont, professor of journalism at the University of Oregon, will be in charge of instruction in journalism at the University of California. Eric W. Allen, dean of the School of Journalism at the University of Oregon, will offer one general course in journalism at Oregon this summer.

The University of Washington will offer four courses in journalism this summer. Two of them, reporting and editorial writing, will be in charge of Frank G. Kane, head of the

department of journalism. The other two, special writing and short story, will be given by Carl H. Getz, assistant professor of journalism at the University of Montana.

The University of West Virginia is considering offering two courses in journalism, one in news writing and editing, and the other in publicity and advertising. If the instruction is given, Leon R. Whipple, adjunct professor, will be in charge.

#### DePauw University

Members of the DePauw Chapter of Sigma Delta Chi, the national professional journalistic fraternity, entertained Prof. N. W. Barnes, head of the department of English and business correspondence, at a farewell banquet Thursday evening, June 1. Professor Barnes has resigned from the DePauw Faculty in order to accept a position with the University of Chicago.

Professor Barnes will be in charge of all the advertising connected with the University Press of the University of Chicago, and in addition will be responsible for the University Publicity Bureau. Besides these duties he will have courses in advertising technique and business correspondence. Professor Barnes' resignation is to take effect immediately upon the close of college in order that he may take up his new duties by June 15.

Together with Prof. R. W. Brown, of Wabash College, Professor Barnes is co-author of the university text "The Art of Writing English." At present he is preparing two books of the "How" series published by the A. W. Shaw Co. of Chicago, called "How to Teach Advertising Technique" and "How to Teach Business Correspondence."

It was largely through the efforts of Professor Barnes that the present courses of newspaper work at DePauw were introduced. He was predominantly instrumental in the launching of the University daily paper, the DePauw Daily.

Sigma Delta Chi was organized by a group of men in one of Professor Barnes' advanced classes in newspaper writing. He is the first honorary member of the fraternity.

The last issue of the DePauw Daily was published Friday, May 26, it being the custom of the paper to suspend publication before final examinations begin. The present staff, elected a month ago, will have charge of the paper next year.

#### University of Wisconsin

The May bulletin of the University of Wisconsin is devoted to the course in journalism for 1916-17. The summer session will open on June 26 and will close on August 4. The regular session will begin on September 21. The staff of instruction, headed by Dr. Charles R. Van Hise, president of the University, and Willard G. Bleyer, chairman, professor of journalism, numbers thirty-one members. The courses in the department of journalism have been arranged with a view to giving four years'

instruction and practice in all the important details of newspaper work.

#### University of Minnesota

Allen Stone has been awarded the silver loving cup offered by Herbert C. Parlin, of Los Angeles, Cal., an advertising copy writer, to the student of the University of Minnesota writing the best thesis on an advertising campaign. Stone took his cue from the fact that suspenders are becoming a rare article of wearing apparel for men, and based his idea on the building up of a business in leather belts. The slogan of his campaign was the name "Belton."

#### University of Southern California

For the benefit of the students who are taking up courses of journalism in the University of Southern California, arrangements are being made for the department of journalism to occupy an entire building with the opening of the fall term. Equipped with twenty typewriters, telephones, a copy desk, and other paraphernalia needed in the handling of the news of the world, one of the dormitories is being remodelled and prepared for the work. A telegraphic service of 20,000 words daily is to be handed by the students to help them in getting practical experience. The course in journalism covers four years, and takes in both editorial and advertising branches of newspaper work.

#### LIVE MAN IN A SMALL TOWN

One of the most interesting addresses given at the University of Kansas Newspaper Week was that of N. S. Huse, editor of the Norfolk (Neb.) News, a daily newspaper having a circulation of 8,000, although published in a city of 6,000 inhabitants.

Mr. Huse told in a most interesting way how he had built up his paper. On one occasion he had a "hunch" at 5:30 A. M. that something had happened—he didn't know what—that would furnish important news for his paper. He routed out the foreman of his composing-room and a telegraph operator and took them along to the News office. He called up several towns to the south of Norfolk, and soon learned that a cyclone had swept across the southern part of the State and destroyed several towns and killed a number of people.

The telegraph company said that there was not a wire working in the devastated section, but the operator in the News office heard a call from one of the towns, showing that there was an open wire. Mr. Huse found on inquiry that the company was holding it for the exclusive use of Armour & Co., of Chicago. He was able after considerable argument to persuade the manager that it was more important to let the News have the wire to get the story of the disaster to the people of Nebraska.

The News had an edition on the street by noon containing a full story of the cyclone's devastation, and sent bundles of papers to outlying towns. Those were distributed free, and did much to advertise the enterprise of his paper.

#### TO THE STUDENT OF JOURNALISM

His native knack made Horace Greeley great;  
He scaled the heights in spite of chances few;  
With skill and schooling both, easy for you  
To reach the goal he gained with limping gait!

Your story rich the reading hosts await—  
Something beyond his lesser light to do—  
And rote and rule your shining path may hew  
High up the ramparts of the Fourth Estate.

Faults of the head he had, but Greeley's heart  
Was Freedom's bulwark in your granddad's day;  
Remember, as you strive for dazzling art,  
His love of Right, his hate of Wrong alway,  
His scorn of Greed, his bold and biting pen  
When Justice was the butt of moneyed men!

JAMES C. McNALLY.

### The Pittsburgh Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



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

62,020

lines of national advertising carried in the Free Press during the week ending May 27, 1916—

6,174

lines more than were carried by any other Detroit newspaper.  
Advertisers know why.

**The Detroit Free Press**  
"Michigan's Greatest Newspaper"  
VERREE & CONKLIN Foreign Representatives New York Chicago

#### PLENTY OF MONEY AND GOOD CHEER

That's the situation in  
**PITTSBURGH, PA.**  
Everybody Busy.  
**GAZETTE TIMES**  
**CHRONICLE TELEGRAPH**  
Have the largest circulation.  
**Combination Rate, Daily 20c a line.**  
**Combination Rate, Daily and Sunday 23 1/2c a line**  
For further information write  
Urban E. Dice, F. A. Mgr., Fgh., Pa.  
J. C. Wilberding, J. M. Branham Co. R. J. Bidwell Co.  
225 Fifth Ave. Maller's Bldg., Chicago 742 Market St.  
New York Chemical Bldg., St. Louis San Francisco

#### In Philadelphia

In the first four months of 1916, compared with the same period last year,

#### The Evening Telegraph

gained more than half a million lines of paid advertising.

For over half a century Philadelphia's leading high class evening newspaper.

Net Paid 84,036

8 Cents Per Line Flat

### The Pittsburg Leader

This is the paper that carries your message into the homes of the people that create and enjoy the prosperity of this industrious and prosperous community. In the first four months of 1916 the Leader carried 4,179,848 lines of advertising, a gain of 351,500 lines over the same period of 1915.

W. E. MOFFETT,  
Advertising Manager.

Now More Than

70,000

### The Sunday Item

New Orleans, La.

## Women's Features

Ask for samples of the following:

Oliphant's daily fashion service. Rheta Childe Dorr's editorials. Zoe Beckley's "Her Side—and His." "Problems of Everygirl."

### The Evening Mail Syndicate

203 Broadway, New York

## CIRCULATION SERVICE

Secure our dependable organization when you desire to increase the circulation of your newspaper. For years we have pleased the leading newspapers. Just concluded our second "SUCCESSFUL" contest on the Los Angeles Times adding over 1,000 more new subscribers on the second campaign than on the first one.

Write us to-day for complete details.

North-Eastern Circulation Co.  
C. B. HOLLISTER, General Manager  
Davenport, Iowa, Box 160

## Mother Goose DOT PUZZLES

Already placed in Baltimore, Winnipeg, Cleveland, Providence, Knoxville; also many other points.

### The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

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

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

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
37 WEST 39TH ST., NEW YORK

### Ten Million a Week Says Government Report

A special service syndicated gratuitously to papers who desire live movie topics.

### The Vitagraph Company of America

East 15th St. & Locust Ave., Bklyn, N. Y.  
NEW YORK LONDON  
CHICAGO PARIS

## SUPPLIES

For the Press and Stereotype Rooms are increasing in price and becoming scarce and difficult to obtain. Our advice is to ORDER NOW while it is possible to secure supplies that later on will be entirely exhausted.

"Quality Goods Only"

New England Newspaper  
Supply Co.,  
Worcester, Mass.

# Circulation News, Views, and Observations

## WILL DISCUSS NEWSBOYS' WELFARE

Circulation Convention to Give the Subject Careful Consideration.

GRAND RAPIDS, Mich., May 29.—The 1916 convention of the International Circulation Managers' Association, to be held in Grand Rapids in June, is one of the marking stones of the history of the organization. From a mere handful of circulation managers, a few years ago, the Association has grown until to-day it has a membership of 400, which includes the leading circulation managers of the leading newspapers of the United States and Canada. The importance and influence it wields have also grown.

The convention of 1916, to be held in Grand Rapids, is really a movement of the Association to take steps to organize a department for the purpose of investigating the social and moral welfare of the newsboys by the different newspapers, and to throw the weight and influence of the Association to the betterment of the welfare of the boys.

The Grand Rapids Press has for several years been recognized as the leader among newspapers in the manner and success of welfare work for the newsboys. Therefore, the Association determined to hold the convention in Grand Rapids and study first hand the conditions as existing in this city and controlled by the Grand Rapids Press.

In a beautiful city of 130,000 people, the Press has over 900 newsboys and a circulation of 80,000 papers daily. The organization for the boys, in the Press building, has its own bandroom, auditorium, baths, swimming-pool, restaurant, indoor playroom, and also its own day school, where boys have the opportunity of securing their education and at the same time make their living.

To the people of Grand Rapids, the Press, their newspaper, is a city institution they look upon in the same friendly way as they do a municipal water works or other public institution, and they have placed their stamp of approval upon the Press and its methods, as practically every home in the city takes the Press.

The room in which the boys receive their newspapers is a large, magnificent office, with tile floors, beautifully lighted, well heated, and scrupulously clean. The indoor playroom is as clean and well heated as any Young Men's Christian Association gymnasium. The newsboys' toilet is a beautiful white tile room, furnished with the very finest fixtures. There is no room for obscene writing or dirt to accumulate, as this toilet is equipped and maintained equal to any of the best hotels in the United States. In every way the welfare and care of the boy is considered. For this reason, the members of the International Circulation Managers' Association are anxious to come to Grand Rapids and find out how the thing can be done practically.

J. R. Taylor, circulation manager of the Press, has held this position for the last eighteen years.

### Circulation Men Met Postmasters

FORT WORTH, Tex., May 29.—At the annual convention of Texas postmasters at Fort Worth, nearly all the larger dailies were represented by their circulation managers, who addressed the postmasters in regard to the problems of newspaper circulation. It is believed these discussions will have a salutary effect in meeting several difficulties. In line with the recommendation of President A. N. Justiss, of Corsicana, a former newspaperman, the Association adopted a resolution recommending that the law requiring semi-annual statements showing ownership, management, and circulation of newspapers should be changed so that such statements shall be required only once a year.

## AN OPEN LETTER TO THE CIRCULATORS OF DAILIES

By the high priced circulator of a Middle States Daily Newspaper

DEAR MR. CIRCULATOR:

Isn't it about time we Circulators should begin a little introspection? Haven't we, as a class, been prodigal—with our Publisher's money about long enough?

Surely the time has now arrived when we should, with one accord, "face about" and do something big in the way of conserving our Publisher's financial interests.

For years we have been engaged in a frantic effort to show big circulation figures, and in our zeal along this line we have forgotten the cost.

Almost all of us are guilty. Don't attempt to produce an alibi. You know you have been, and are now, guilty.

So keen has the strife for big circulation figures become that hundreds of us have aroused the sympathy and support of the very ones who are "paying the fiddler"—the Publishers themselves.

We have been cutting prices, even below the cost of white paper; granting unlimited returns of unsold copies, and peddling premiums to such an alarming extent that hundreds of newspapers which should show a good profit are either actually showing a balance on the wrong side of the ledger from year to year, or at least are not making a profit commensurate with the amount of money and effort invested.

While this awful drive for big figures has been fostered and encouraged by the Advertising department, it is we, the Circulators, who have carried on the warfare so ruthlessly and so extravagantly as to earn the designation of our department as the most expensive of a newspaper.

But for the wanton waste with which the average Circulator conducts his department, there would not now be the general feeling among Publishers that the Circulation department is the most expensive branch of his publication.

Our prodigality has resulted in many a Publisher regarding his Circulation department as one of the "necessary evils" incident to the conduct of his paper, when, as a matter of fact, this department should be regarded as one of the most important of the coordinated branches of the modern newspaper.

It is within our power to make our department so big and so important that every Publisher will, unless he is a bigot, recognize its supreme importance.

The way to bring this about is to propose and introduce changes in this department which will put money into the Publisher's cash drawer, instead of taking it out.

First of all let us, as a unit, not by any arrangement, but as of one accord, go to our Publishers and propose the withdrawal of the return privilege.

Such a spasm of economy, on the part of some Circulators, may have a tendency to produce heart failure on the part of the Publisher—but he will doubtless survive, and after he has recovered his surprise he will quickly realize that you have now proposed something of real merit. He will instinctively begin to have more respect for your judgment, and as the good effect of this innovation asserts itself, in distinct savings, his faith in your ability will become a fixed conviction.

In the adoption of the no-return policy the savings are so definite as to not warrant any further comment on that point. One newspaper in one of our larger cities, where the return privilege was withdrawn several years ago, has saved \$50,000 annually, by this move alone. Another paper estimates that \$60,000 has been saved annually.

Let us, without further hesitancy, and with one accord, go individually to our Publishers, and tell them we are willing to undertake the inconvenience and annoyance incident to this change, as we are convinced that this action is imperative in the solution of the print paper shortage problem—to say nothing about the financial saving.

Your real worth to your Publisher will date from the day you "about face," and adopt the plan of helping conserve your Publisher's cash drawer, instead of chasing the phantom of big circulation figures.

### Prizes for Newsboys

Much interest is manifested among the Lynn (Mass.) "newsies" as to which boy will carry off first and second prizes in studies of the ninth grade at school. This contest, which opened at the beginning of the school year, is being conducted by the Educational Department of the Lynn Newsboys' Association. First prize will be awarded to the boy receiving the highest marks in studies throughout the year, and second prize to the boy who is punctual in attendance. The aim of the Educational Board is to encourage the boys to do good work in their studies, so that when they complete their high-school course they may be aspirants for scholarships for college.

### Will Fine Noisy Newsies

The City Commission of El Paso, Tex., has passed an ordinance "to regulate selling and advertising on the streets and sidewalks of El Paso." The ordinance is directed primarily at the newsboys, who have been the subjects of numerous complaints because they have persisted in crying their wares with loud voices. The ordinance provides a fine of \$25.

### McMasters Talks to Newsboys

William McMasters, whose advertising story, "Putting Connolly's Across," was recently printed in these columns, gave an interesting talk to an enthusiastic gathering of newsboys at the Newsboys' Reading Room in Boston last week. The meeting was called for the benefit of the younger boys. Hyman Manevitch, the president of the Newsboys' Welfare Association, presided. The youngsters evidently enjoyed the address of Mr. McMasters, as they cheered him enthusiastically at the finish. Samuel Sklar, formerly a newsboy himself, also spoke a few words to the boys.

### Harrisburg Newsboys Elect

The Harrisburg (Pa.) Newsboys' Association has elected the following officers for 1916: Samuel Koplovitz, president; Park Weaver, vice-president; Bernard Koplovitz, secretary; David Rosenberg, financial secretary; Michael Klawansky, treasurer; Wagner Hoffman, Arthur Koplovitz, and Samuel Klompus, trustees.

The Kentucky Press Association will meet in Ashland on July 11 to 14.

**NEWSPAPER ACTIVITIES IN MANY CITIES**

**Various Plans and Schemes That Are Being Employed to Build Circulation and Increase Prestige.**

The Pittsburgh Leader is publishing a series of display "Talks About Advertising for the Man and Woman of the Home." In the Sunday issue of May 24 the article showed why it pays to read and heed advertisements. One paragraph that is worth copying by other newspapers is this:

"Advertising has given a newer and greater BUYING-POWER to your nickels, your dimes, your quarters, your dollars! Millions of packages SOLD THROUGH ADVERTISING have made it POSSIBLE and DESIRABLE for the manufacturer to be satisfied with a profit of a QUARTER-OF-A-CENT or an EIGHTH-OF-A-CENT PER PACKAGE where but a SMALL QUANTITY sold would have COMPELLED a profit of probably 3 CENTS or 5 CENTS PER PACKAGE! Advertising Is Your Helping-Hand to Your Fullest Money's Worth and Your Fullest Satisfaction Because It Is the Sure Guide to the Best Goods on the Market!"

The Newark News and the Newark Star-Eagle recently devoted considerable space to the promotion of "Buy It in Newark Week" which was observed by the merchants of that city from May 22-27. The Star-Eagle, in its Monday issue, printed a full-page illustrated display advertisement to emphasize the importance of buying goods at home instead of outside cities. Entire pages were used by Newark merchants to present the attractions of their stores.

The Baltimore Sun and the Evening Sun are polling their readers on the question of military preparedness, and what form that preparedness should take. All readers are invited to clip a coupon card, fill it out, sign, and mail it to the Sun. The paper also invites the sending of short letters stating the reasons for opinions given.

The big silk flag offered by the Baltimore News to the military company making the best showing in the "Preparedness" parade on the 17th was awarded to Company F, Fifth Maryland Regiment, and was presented at the armory on Tuesday night.

The El Paso (Tex.) Morning Times has inaugurated a "Times Milk Depot," through which it will supply milk for sick and underfed babies in El Paso. Contributions are being received for this fund, which is used by the Times, through the United Charities, for supplying those most needing milk.

The Cleveland (O.) Leader, cooperating with the Local Retail Shoe Dealers' Association of that city, is conducting an educational advertising campaign to explain the advancing prices in women's shoes. The Association is carrying half page display advertisements in the Sunday issue for three weeks, telling just why shoes cost more. The cost of the advertising is divided among the members.

A company for the sale of the Multi-color Press, in Northern Ohio, has been formed by W. G. Davies and H. B. Mallette, with offices in Cleveland. Mr. Davies recently resigned as advertising manager of the Stearns Company, and previously was in the editorial departments of the Plain Dealer and the Leader. He is also publicity director for the Cleveland Advertising Club. Mr. Mallette formerly was head of the Advertisers' Addressing Company. He sold his interest in this business to combine with Mr. Davies.

The San Francisco Daily News has cooperated with the management of a local theatre to give the newbies a chance to emulate Charlie Chaplin on the stage. A contest was opened, Wednesday night, for youthful impersonators

of Chaplin, only Daily News newbies being eligible. On the screen at the theatre the real Chaplin appeared nightly in his burlesque of "Carmen." The contest ran for four nights, and prizes amounting to \$25 were awarded to the successful boys.

A feature of the preparedness parade in Boston last week was the counting of the throng in line by Albert A. Gamble, a mathematical wonder, for the Boston American. Mr. Gamble was perched on a stone post at City Hall, near the Mayor's reviewing stand, where he counted every man, woman, and child going over the route. Later he wrote a signed story for the American in which he described the manner in which he made the count and how he arrived at the conclusion that 41,379 persons passed over the route. All the counting was accomplished without resort to the use of paper or pencil, the numbers being memorized.

The Omaha (Neh.) Bee is issuing a monthly publication called the Trade Builder for the purpose of promoting the interests of national advertisers using that newspaper. It acquaints retailers with ways and means for cashing in on the national advertising printed in the Bee. The scheme is a good one. Anything that can be done by a newspaper to promote the pulling power of the advertising it carries is worth while.

The Baltimore Sun is taking a poll of its readers on the question of military preparedness. The Sun advocates militarism, but promises a fair count of the votes. The indications are that the poll will be overwhelmingly in favor of a military force for "defence." According to the Sun's reports, about one vote in eight is sent in by women. About 15 per cent. of the women's votes are for "preparedness." The militarist coterie at Washington is much interested in the Sun's attempt, which has been commended in a letter to the paper from Lieut.-Col. Young.

Seven hundred orphan children, inmates of the eleven orphanage institutions of Baltimore, were on Monday guests of the Evening Sun at the Buffalo Bill and Wild West Show. The Evening Sun arranged with the management of the United Railways of Baltimore to provide special cars to carry the children from the different institutions to the show grounds and back again after the performance.

A handsome silver loving cup was given by the Baltimore News to the owner of the best pair of horses in the annual work-horse parade that took place Memorial Day in that city. It was won by the Monticello Distilling Company.

The Cleveland (O.) Leader-News has sent to every employee a personal letter, in which is emphasized the fact that a want ad to the advertising department is as important as a story to the editorial department. Wherever possible the 650 employees are requested to give the want ad department a tip that a possible customer can be found. Good results have been obtained.

A garden contest by the Cleveland (O.) Plain Dealer will be a bigger factor than ever this year in healthful outdoor recreation. More than \$1,500 in prizes has been contributed, \$800 of this being set aside by the Plain Dealer itself. Real-estate operators have donated several homesites, and vacant lots not being used by owners have been contributed to the contest. John W. Love, garden contest editor for the Plain Dealer, is in charge.

The St. Louis Republic's \$500 contest for the most popular St. Louis stenographer has closed. Of twelve prize winners, the first was Miss Margaret McTigue. The winners went to the Republic office after the contest and received their money. Appropriate speeches of congratulation were made by Manager E. B. Lilley and by the contest manager.

The Philadelphia Public Ledger is printing a series of twelve piano lessons, in the Sunday issues, which have been endorsed by such famous authorities as Paderewski and Josef Hofmann. The lessons are in chart form, and are said to so simplify the art of piano playing that any one can learn to render ordinary music and accompaniments to popular songs.

The Philadelphia Press circulation contest, giving valuable prizes for the most popular conductors on the Reading Railroad, has started a similar competition for the conductors who can pull the most ballots on the Pennsylvania lines east of Pittsburgh. As before, there will be two touring cars, worth \$650 each, given to the successful passenger and freight conductors who gain the greatest number of points, another car, of lesser value to the man who ranks second, and still another car to the conductor in any branch of the service who ranks third. There will also be four helpers' prizes ranging from a \$550 car to \$50 in gold.

The Cleveland (O.) Leader, taking advantage of the sensational performance of the Indians, Cleveland's baseball team, brought out a double-page rotogravure picture, showing the members in action, last Sunday. In the news section official score cards were printed for the Sunday game, the first the home team had played in Cleveland in a month.

**CANADIAN PRESS IN ANNUAL CONVENTION**

(Concluded from page 1648)

reasonable justification exists for any increase in news print prices that may be urged by the mills "in view of the present situation," and so far as your Committee is able to judge, members would be well advised to defer making new contracts at the present time, if higher prices are asked.

The committee recommends more general attention to the question of eliminating paper waste and reducing paper consumption by means of mechanical changes. It points out that many newspapers have effected a reduction in paper consumption by such methods as reducing margins, reducing the width of columns, keeping a careful record of and reducing press-room waste, eliminating wasteful methods in distributing free copies to advertisers, advertising agencies, and dead-heads, eliminating returns, or limiting same and using such returns for the mailing of marked or sample copies, or furnishing copies to advertisers on the day after publication.

The report is signed on behalf of the paper committee, by J. E. Atkinson, chairman.

**Swann Would Prosecute Engravers**

District Attorney Swann is having papers prepared for presentation to the grand jury seeking the indictment of the photo-engravers of New York city on the charge of violating the Donnelly Anti-Trust law. Some months ago the engravers formed a combination known as the Photo-Engravers Board of Trade and adopted a standard scale of prices. After several investigations of the matter at the instance of A. J. Powers, of the Powers Engraving Company, and the New York Trade Press Association the investigation by Judge Swann was dropped, on the promise of the engravers to abrogate the scale. Now it develops that while the standard scale was discontinued as an instrument of the Board of Trade, it was adopted by the various members of the Board individually.

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

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

**PROMOTION DEPT. SHAFFER GROUP**

12 S. Market Street, Chicago

**ATTRACTIVE OFFER FOR QUICK SALE**

Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.  
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co. Plainfield, N. J.

Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

Many special representatives who know through years of observation recommend

**AD ART SERVICE**

212 Press Bldg. Cleveland, O. to all papers on their lists.

**Keen Publishers Everywhere Are Buying Electric Bulletin Machines.**

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corp. New London, Conn.

**Wm. A. Woodbury's Book**



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Handy Premium.

ELIOT LORD, 110 W. 34 New York

## TIPS FOR THE AD MANAGER

The Philip Kobbe Co., Inc., of 212 Fifth Avenue, New York city, have mapped out a newspaper advertising campaign to be used next fall in New York city by the Little Falls Manufacturing Company, of Little Falls, N. Y., for their Li Falco underwear. This will be the first time that that company has used newspaper space for advertising its goods.

H. H. Levey, Marbridge Building, New York city, is placing trade deals with some Southern newspapers for the Mountain Park Hotel, Hot Springs, N. C., and again sending out 3-inch 4-time orders to some Southern newspapers for the Humania Hair Co., 120 West 29th Street, New York city.

Blosser & Bryce, Heyworth Building, Chicago, Ill., are making 2,000-line contracts with some Middle West newspapers for the Moshon Manufacturing Co.

Allen R. Cressman's Sons, "Counsellor Cigar," Philadelphia, Pa., have transferred their newspaper advertising to Matos Advertising Company, Bulletin Building, Philadelphia, Pa. The latter is also handling the advertising of the Moore Push Pin Co., "Moore Push Pin," Philadelphia, Pa., and placing orders with newspapers in selected sections for the Quaker City Rubber Co., "Quaker Tempered Tires," Philadelphia, Pa.

The Pratt Food Co., Veterinary Remedies, 128 Walnut Street, Philadelphia, Pa., is renewing its newspaper contracts and will start advertising in the fall through Matos Advertising Company.

Williams & Cunyningham, 59 East Madison Street, Chicago, Ill., are sending out orders to some Southern newspapers for the Western Cartridge Co., Chicago, Ill.

## 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

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

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

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

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

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

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

Wood, Putnam & Wood Co., 111 Devonshire Street, Boston, Mass., is placing orders with some large city newspapers for the Omo Mfg. Co., "Omo Dress Shield," 80 Walnut Street, Middletown, Conn.

Lord & Thomas, Mallers Building, Chicago, Ill., are sending out 600-line 5-time orders to some Southern newspapers, for the Illinois Central Railroad and South Side Hotels, Chicago, Ill.

H. K. McCann Co., 61 Broadway, New York city, is making contracts with some New England newspapers for the Standard Oil Co., Gasolene and Polarine, New York city.

Charles K. Abbitt, Atlantic City, N. J., is placing orders with a selected list of newspapers for the Mount Madison House, Gorham, N. H.

Heller-Barnham, 432 Fourth Avenue, New York city, is asking newspapers in large cities for information on Grocery and Drug trade.

Hanser Agency, Kenney Building, Newark, N. J., is sending out one-time orders to a selected list of newspapers for the Pompeian Olive Oil Co., "Pompeian Salad Dressing," Cocoa Building, Baltimore, Md.

L. S. Goldsmith Advertising Service, 25 East 26th Street, New York city, is placing orders with some Southern newspapers for the Goodall Worsted Co., "Palm Beach and Keep Kool" cloth, Sanford, Me.

American Hosiery Co., 8 West 40th Street, New York city, is transferring its advertising to Williams & Carroll, 1 Madison Avenue, New York city. The same agents are placing 600-line one-time orders with some New England Sunday newspapers for the Lexington Howard Co., Lexington Automobile, Connorsville, Ind.

Sales Service Co., Peoples Gas Building, Ill., will handle the advertising of the Federal Rubber Co., "Federal Tires," Cudahy, Wis.

Massengale Advertising Agency, Candler Building, Chicago, Ill., is placing two-inch three-time orders with some Southern newspapers for the Wigwam Hotel, Indian Springs, Ga.

Mallory, Mitchell & Faust, Security Building, Chicago, Ill., are sending out orders to a few newspapers in the Middle West for the Gordon Van Tine Co., Ready Made Houses, 803 Federal Street, Davenport, Iowa.

Sherman & Bryan, 79 Fifth Avenue, New York city, are making contracts with some Western newspapers for the A. S. Haight & Co., "Federal Tires," Cudahy, Wis.

Frank Presbrey Co., 456 Fourth Avenue, is sending out copy to a selected list of papers for White Rock Water.

Dauchy Co., New York city, is placing four-line 52-time orders with a few papers for the Madison Mills.

G. L. Dyer, New York city, is making 1,000 line one-year contracts with some Mississippi papers for the Kellogg Toasted Corn Flakes Co.

Hanser Agency, Newark, N. J., is sending out copy for the Pompeian Olive Oil Co.

H. H. Levey, New York city, is placing thirty-three lines six months with a few papers for New York city hotels. Also making trade deals for the Cape May Hotel.

Wales Advertising Co., 110 West 40th Street, New York city, is placing orders with a few Connecticut newspapers for the Skat Mfg. Co., "Skat Polisher," 791 Park Avenue, Hartford, Conn.

J. Walter Thompson Co., 44 East 23d Street, New York city, is sending out orders to Southern newspapers for Lamont, Corliss & Company, "Pina-pa," Summer Drink, 131 Hudson Street, New York.

Taylor-Critchfield-Clague Company, Brooks Building, Chicago (Ill.) is making 5,000-line one-year contracts with some Western newspapers for the Fitzpatrick Bros., "Kitchen Klenser," 32d Place and Benson Street, Chicago, and 6,000-line one-year contracts with some Southern papers for the Castro Cream Company, Cleveland (O.).

Hemple Mining Company will place orders with newspapers when they secure brokers through the Redfield Advertising Agency.

Proctor & Collier Company, Commercial Tribune Building, Cincinnati (O.) are placing orders with some Texas newspaper for the Philip Carey Company, Roofing, Lockland (O.).

Staples & Staples, Mutual Building, Richmond (Va.) are again sending out one-inch 9-time orders to some Southern newspapers for the Warm Sulphur Springs (Va.).

Ferry, Hanly, Schott Advertising Company, Commerce Building, Kansas City (Mo.) is placing 4 inches 11 times with some Western newspapers for the Radium Dye Company, Kansas City (Mo.).

Amsterdam Advertising Agency, 1180 Broadway, New York city, is sending out 28-line 10-time orders to some Southern newspapers for the Bretton Woods Hotel, Bretton Woods (N. H.).

Atlas Advertising Agency, 450 Fourth Avenue, New York city, is sending out orders to some New York newspapers for the Jas. B. Regan Importation Company, Old King Cole Cigar Company, "Old King Cole Cigar," 140 West 42d Street, New York city, and R. C. Williams, "Royal Scarlet Food Products," 56 Hudson Street, New York city, is placing orders with New York city newspapers through the above agency.

Touzalin, Chicago, is sending out 150-line nine-time orders to a few papers for the Chicago-Duluth and Georgia Railway.

## PAPER WILL NOT BE CHEAPER, SAYS DODGE

(Concluded from page 1643)

"In the dull times following the outbreak of the war paper makers were so hard pressed that some of them were willing to take almost any price, and to-day there are some contracts still in force which are being carried out at a loss to the manufacturers. If those prices were to prevail we should all be compelled to abandon the industry."

"Is it not true," I asked, "that the present shortage in news print is due in part at least to the fact that the manufacturers cut down their output materially during the period of depression?"

"Certainly that is true," answered Mr. Dodge. "Conditions compelled a very large curtailment of output. When the bottom drops out of a market there is neither wisdom nor economy in continuing to manufacture a product in such quantities as would be necessary to meet the maximum demand of prosperous times. Certainly smaller quantities of paper were made because there was a much smaller demand. Even with the smaller quantities manufactured, for a long time the outlook was ex-

tremely dubious. Many a mill was glad to sell its paper for any price it could get.

"To-day the greatly increased demand for news print extends not only throughout the United States, but as well practically all over the world. We could place enormous quantities of paper, other kinds as well as news print but also including news, abroad to-day, but there are no ships available for its transportation. The shortage of paper in England is so acute that last week some of the London dailies printed only four pages, and one came out with only two pages. Australia wants paper badly, but we cannot get any to her. A freight rate of \$35 to Australia before the war has now gone up to \$85, and it is practically impossible to get the shipping facilities needed at any price.

"Before the war we were exporting to Europe several thousand tons of paper a year. There is sure to be an enormous foreign demand as soon as the war is over. To-day we could sell more paper in Europe than ever before if we could move it.

"The danger in the whole situation is this: Paper has to be made where there is an abundant supply of wood, where there is power, where you can get cheap transportation, and labor. There are still some large timber holdings in the United States, but the greatest are in Canada. And many of these Canadian woodlands are in the hands of speculators.

"The Canadians, furthermore, have now prohibited the exportation to this country of any pulp wood at all. They say, in effect, 'if you want to use Canadian woods, you must come over here and build your mills in Canada.' And as a result eleven paper mills have already been built in Canada.

"Our own Government thought so much of the industry that it put paper on the free list.

"Between them the newspapers and the Government have done just about all they could to strangle the paper industry in the United States. If they had determined to kill the industry here they could hardly have gone about it in a better way. And the forest reserves of the country are depleted. There has been no intelligent attempt to conserve them."

This suggested the question as to what, to take a long look ahead, the prospects might be fifty years, or a hundred years, from now; and Mr. Dodge answered:

"Frankly, I do not know. In the matter of woodland reserves my company is more fortunate than most. We have sources of uncut timber that will supply our needs for many years to come. But most of the paper mills and paper companies are not so situated. From the way things have been handled in the past in this country, the way our forests have wasted and ruined, the outlook is not promising for even fifty years ahead or less. Yet I am optimistic enough to believe that the problem will work itself out, that men will arise with wisdom and foresight and insight enough to provide for the country's needs in this respect.

"Of one thing I am convinced, and that is that any scheme of reforestation to be successful will have to be undertaken by the Government. Reforestation should be carried on by the Government, just as it is done in Germany, on a scientific basis and on a large scale. My company has had enough experience in this line to know that, unless the land can be exempted from taxation up to the time the product is ready to market, private capital cannot undertake the work of reforestation. We have tried the experiment of planting saplings, and tried it on a scale extensive enough to prove results. The taxes on the land for the forty or fifty years that the trees must grow before they can be used simply make the venture prohibitive for private capital. So the problem of reforestation in the United States is one that must look to the Government for its solution."

AD FIELD PERSONALS

Asa E. Hunt, advertising manager for the Dallas Morning News, is now recuperating in a hospital in Baltimore following an operation. Reports indicate that his recovery following the operation at Baltimore is rapid. The Dallas Ad League sent its congratulations.

E. J. Treebell has been named secretary of club promotion and publicity for the Associated Advertising Clubs of the World, at headquarters in Indianapolis. He was taken from the staff of the Indianapolis Star. He was formerly a New York newspaper man. Stanley Smith, who resigned, will return to the Indianapolis News staff.

Michael Levy, former treasurer of the Advertising Club of St. Louis, has been selected manager of the Club's baseball team, which is to play the Advertising Association of Chicago in St. Louis July 22.

R. H. Spear has been appointed general sales and advertising director of the Gramm-Bernstein Company.

George L. Sullivan, formerly of the Bromfield & Field Advertising Agency, of New York city, has assumed the position of advertising manager of the Fisk Rubber Company, of Chicago.

William H. Rankin, who three months ago became president of the Mahin Advertising Company, of Chicago, has been elected president of the Western Advertisers' Association.

George A. Fredericks, who for the past six years had been employed with Bursley & Co., of Fort Wayne, Ind., as advertising manager, has gone to Chicago, where he will take charge of the sales department of the Western Milling Company.

C. H. Brown has been elected vice-president of the Trinidad (Col.) Advertising Club, an organization recently perfected in that city as an adjunct of the National Association of Advertisers.

Carl M. Green, of Detroit, has been elected a director of the Western Advertising Agents' Association.

Rudolph Spitzer, who for the past four years has been associated with the Miller-Strong Drug Company, of Niagara Falls, N. Y., in the capacity of window trimmer and sign writer, will hereafter handle the advertising of the five Miller-Strong drug stores.

LaVigne to Speak in Baltimore

BALTIMORE, Md., May 31.—C. E. LaVigne, director of the bureau of investigation of the New York Tribune, has accepted the invitation of the Baltimore City Club to discuss before it the Stevens-Ashurst bill "to protect the public against dishonest advertising and false pretences in merchandising," on the evening of June 6, in the Club's assembly hall.

Advertising a Big Territory

The Charleston (W. Va.) Daily Mail has begun the carrying of a series of paid advertisements, in reading form, the object of which is to set forth the advantages of the Kanawha Valley and Southern West Virginia from a manufacturing standpoint, and thus to increase the number and stimulate the growth of manufacturing establishments in that section. The Virginia Power Company furnishes the copy and pays for the advertising.

New Orleans States

Member Audit Bureau of Circulations. Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.

34,686 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

BROMFIELD & FIELD RETIRE

M. V. Kelley Co., of Toledo, Purchase New York Advertising Agency.

The Bromfield & Field Advertising Agency, of 171 Madison Avenue, New York city, passed, on Thursday, into the hands of the Martin V. Kelley Company, of Toledo, O.

The sale of the Bromfield Agency to



MARTIN V. KELLEY.

the Kelley Company took place several months ago, but the transfer of the concern to the new ownership was postponed until June 1.

No important changes in the personnel of the agency have been made by the Kelley Company, excepting that P. B. Bromfield, president of the agency, has withdrawn and started a new agency in the Printing Crafts Building, 34th Street and Eighth Avenue, under the name Bromfield & Company.

R. A. Field remains with Mr. Kelley as vice-president and Eastern representative of the new company, while P. R. Bromfield, the third member of the Bromfield & Field Agency, has been made office manager and space buyer for the Kelley company.

Falk Joins Paul Block's Staff

The soliciting staff of the Chicago office of Paul Block, Inc., which already numbers seven men, has been strengthened by the addition of Gilbert Falk, who has had eleven years' experience in the advertising business with the



GILBERT FALK.

W. F. Wendt Publishing Company, of Buffalo. For five years Mr. Falk was New York State and New England representative for the company's publications. Later he was advertising manager, with headquarters in Buffalo.

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 March, Daily 39,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.

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.

THE PROGRESS ..... Pomona

GEORGIA.

JOURNAL (Cir. 57,531) ..... Atlanta

CHRONICLE ..... Augusta

ILLINOIS.

HERALD-NEWS (Circulation 15,190) ..... Joliet

STAR (Circulation 21,589) ..... Peoria

IOWA

REGISTER & LEADER ..... Des Moines  
EVENING TRIBUNE ..... Des Moines  
Essential to covering Des Moines and vicinity.

SUCCESSFUL FARMING ..... Des Moines  
More than 700,000 circulation guaranteed and never a day 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 rate 2 cents line; full position 2½ cents line.

MINNESOTA.

TRIBUNE, Morning and Evening ..... Minneapolis

MISSOURI

POST-DISPATCH ..... St. Louis  
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916:  
Sunday average ..... 375,428  
Daily average ..... 217,228

MONTANA

MINER ..... Butte  
Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.

NORTH CAROLINA.

SENTINEL ..... Winston-Salem  
October Gov't report 5,843, net gain October, 1915, over October, 1914, 1,024 copies.

NEW JERSEY.

JOURNAL ..... Elizabeth

PRESS-CHRONICLE ..... Paterson

COURIER-NEWS ..... Plainfield

NEW YORK

COURIER & ENQUIRER ..... Buffalo

IL PROGRESSO ITALO-AMERICANO ..... New York

DAY ..... New York  
The National Jewish Daily that no general advertiser should overlook.

NEBRASKA.

TRIBUNE ..... Hastings  
Circulation A. B. C. report, 7,100. Full leased wire report United Press.

OHIO.

PLAIN DEALER ..... Cleveland  
Circulation for April, 1916, ..... 137,395  
Daily ..... 185,216  
Sunday ..... 185,216

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

CANADA

ONTARIO

FREE PRESS ..... London

ROLL OF HONOR

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

ILLINOIS.

SKANDINAVEN ..... Chicago

NEBRASKA.

FREE PRESS (Cir. 128,384) ..... Lincoln

NEW YORK.

DOMINICANO DELLA SERA ..... New York

USE  
**UNITED  
PRESS**

FOR  
**Afternoon Papers**

General Offices, World Bldg., New York

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

**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

**Colorado Springs**

and  
**THE TELEGRAPH**

An A. B. C. Paper  
**J. P. MCKINNEY & SON**

New York Detroit Chicago

**What Do You Know About This?**

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



**R. J. BIDWELL CO.**

Pacific Coast Representative of

**DAILY  
NEWSPAPERS**

SAN FRANCISCO OFFICE  
of the  
**Editor and Publisher**

742 Market Street  
SAN FRANCISCO

**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 co-operation of our readers.—Ed.]

**"The Night the 'Trib' Died"**

New York, May 27, 1916.

THE EDITOR AND PUBLISHER:

How delightfully refreshing it is to be led by a kindly hand from the hard-beaten path of routine work, to impressive fields where Nature is, and her clouds and rifts of sunshine darken and lighten the naked hills!

How inspiring it is while in the broad, open valley below, to see a glint of beaming sunlight upon the far-off summit of the hills, toward which we keep constantly pressing!

Clouds and sunshine, hills and valleys!  
Every man knows them.

In the splendidly told story, in your issue of to-day—"The Night the 'Trib' Died," by Mr. H. I. Silliman, clouds and sunshine weep and laugh on the naked hills, and Nature rejoices at the lingering nobility in man.

And the man himself—"Bill," with his genius, his undying love, his common weakness; his clouds and sunshine; his hills and valleys!

These clouds and sunshine, I'm sure found a way to every man's heart that read the story, especially if he in his experience had seen such failures and triumphs as were those of loyal "Bill" Joselyn.

Within the memory of the thousands of newspaper men who read THE EDITOR AND PUBLISHER every week, there are doubtless many similar life-stories, worthy of the publicity which you can give them.

Why not find a key to unlock Old Memory's dim door, seize these stories from her sacred stores, and feature them?

L. H. TOWNSEND.

THE AURORA BEACON-NEWS

Aurora, Ill., May 22.

THE EDITOR AND PUBLISHER:

I just want to say that man Mc-Masters, whoever he is, has certainly been through the mill, the story is so true to life. There are hundreds of McWilliams's in this country.

J. K. GROOM,  
Mgr. Nat'l Advertising Dept.

**Toledo Blade Study Club**

Toledo, Ohio, May 27, 1916.

THE EDITOR AND PUBLISHER:

Since an article about the Toledo (O.) Blade's Study Club was recently published in THE EDITOR AND PUBLISHER, numerous requests for information regarding the formation and workings of such organizations have come to me. Although I have been glad to answer these letters personally, perhaps others will be interested, through your widely circulated paper, to read more about our plan.

Several of the men about the office, including myself, started in by doing a little missionary work among the employees, feeling out the sentiment for such an organization. The bare suggestion found instant approval.

The big idea is to study each department of newspaper work and the relation of these departments to one another.

We held a meeting for organization, and found the following officers necessary: President, who acts as chairman at the meetings; vice-president, who acts in his absence; a secretary to record the minutes of the business meetings, but he might further prepare after each meeting a synopsis of the talks which should be very valuable; a treasurer, whose duty it is to collect ten cents dues at each meeting, which provides funds for a banquet at the end of the season, at which the speakers are guests; a programme committee, which arranges a series of talks and secures the speakers, chiefly department heads.

The subjects of our meetings were: Modern Methods of News Handling, Composing Room Methods, The Associated Press, Getting Local Display, Round Table Talks, Dramatic Criticism, Debate—Two-cent Paper vs. Penny Paper, General Organizations, Modern Newspaper Mechanical Equipment, Circulation Organizations, Giving the Best in Him, The Union in the Shop, Salesmanship, Office Management, Relation of Circulation to Advertising, Newspaper Policies, The Ideal Newspaper, and the Joys of Fellowship.

You will readily see we covered the field in a pretty broad way, but the subjects were so live and so vital to all the men that interest was always at a high pitch, and an average of

30 per cent. of the employees attended each meeting, held every other Monday night.

Talks should last about an hour, followed by a general discussion. Don't make the fatal mistake of letting the discussions drag along. Snap 'em off as quick as they lag. Don't let the men in the mechanical departments get the idea that the meetings are purely for the office force. Place posters on your bulletin boards several days in advance of each meeting. Don't pass up the banquet. It furnishes a great windup.

The Blade Study Club has been a wonder for development of harmony and inter-department intelligence. It should do as much for you.

Our business manager, Mr. H. S. Thalheimer, spoke of the club as follows: "I might at this time state that I think this spirit of co-operation is not only a splendid one, which benefits the owners of a newspaper, but I likewise feel that it is particularly beneficial to the men who are members of the club. It enables the men to get a broader view of the publishing business in general. It does not confine a man's knowledge to his particular department only, but gives him an insight into the working of other departments. To my mind this experience is a great deal more valuable than can be learned in any school of journalism, and I am happy to see so many employees of the Blade members of the Club."

Very truly yours,  
HENRY D. BRADLEY,  
President Blade Study Club.

**The Spirit of Wanderlust**

St. Charles, Ill., May 27, 1916.

THE EDITOR AND PUBLISHER:

In your leader "A Man and His Job" as printed in your issue of May 20, 1916, you strike the keynote of the reason for the spirit of "Wanderlust" among agency employees that has recently been the cause for comment editorially and otherwise in various advertising publications.

My own experiences within the past few years bears out the truth of what you say if you will substitute "advertising agencies" for newspapers, and I am convinced my experiences are not greatly different from the average man in the profession.

Employers claim to seek competent employees, but it has long been a question as to the veracity in such statements. They want the men whom they can secure for the least money regardless of ability.

J. H. RIGORN.

**A "MADE-IN-TEXAS-DINNER"**

Lone Star Folk Will Serve Rare Feast to Editors in New York.

AUSTIN, Tex., June 1.—Preparations are being made for the "Made-in-Texas-Dinner" to be served editors from all parts of the country and others attending the National Editorial Association in New York. The dinner will probably be at the McAlpin Hotel, although this has not been definitely determined. Arrangements for the banquet are in charge of Mrs. J. L. Landrum, State Organizer and Supervisor of the girls' Home Economics Department of the Texas State Department of Agriculture. Other Texas women who will assist in serving the dinner are: Mrs. G. R. Scott, of Corpus Christi, and Mrs. Hal G. Sevier, of New York, a member of the Texas Club of New York, an organization that will furnish the rest of the helpers needed.

Concerning the gathering products for this dinner, Mrs. Landrum says:

"Many Texas counties will be represented on the menu of the big dinner for the editors. We have not yet completed the bill of fare, but many distinctive dishes have been selected.

"Peanut pies, cotton seed flour rolls and cakes will be furnished by the Made-in-Texas Board at Austin.

"Scores of Texas girls will provide preserves and canned products from garden and orchard.

"Roselle jelly—a new preparation even in Texas—will probably be the strikingly unique item on the menu. Roselle jelly is made of the leaves, stalks, and buds of a sub-tropical plant that flourishes in Nueces, Cameron, and Kleberg Counties.

"Sugar for the New York feast will come from the Imperial Sugar Company's plant at Sugarland. Decorations will be made of Texas cotton fashioned into flower forms, and we expect to get enough open cotton bolls for a buttonhole bouquet for each guest."

**N. Y. EVENING MAIL'S MARATHON**

**Athletes Sent by Other Newspapers Among the 2,000 Runners in the Big Race**

More than half a million people saw the running of the Evening Mail's sixth annual modified Marathon, recently held in New York. The course was from a point in The Bronx to City Hall, a distance of twelve and three-quarter miles. The finish was almost a dead heat between Kyronen, the winner, and Kolehmainen, who had previously won this event three times. Nearly two thousand young men ran in the race.

It is not often that a newspaper succeeds in devising a promotion scheme that attracts such a crowd of spectators and at the same time compels attention from its competing newspapers. Every New York newspaper on Saturday afternoon or Sunday morning devoted from a half-column to a column and a half of space to a description of the race, and nearly all mentioned the Evening Mail in their stories. The race also receives recognition in the Athletic Annual of the A. A. U., the names of the first fifty to finish being published in this record.

For the first time since its inception, five years ago, the mail Marathon was participated in by athletes sent to New York by other newspapers, which had two weeks earlier held similar events in their home towns, giving as a prize to the winner a trip to New York for the purpose of competing in the Evening Mail race. The Pittsburgh Press sent a team of three runners, and one of these, Joseph Organ, finished third, giving the winner and runner-up a close race. R. C. Secord, who won the Grand Rapids Herald Marathon, finished in thirty-third place in the Evening Mail's event.

**Changes on St. Louis Globe-Democrat**

Several changes of staff positions recently have been made by Managing Editor J. J. McAuliffe, of the St. Louis Globe-Democrat. Alex. S. Briscoe, formerly general make-up man, is now acting city editor. J. E. Darst, formerly editor in charge of the sport page, is news make-up man, and James L. Edwards, lately city editor, is make-up man for the weekly and pup editions. Roy Stockton, formerly copy-reader and sport writer, makes up the sport pages, and Frank H. Parker, for years sporting editor, is now on the general copy desk. Partitions have been knocked out between all the city and sport departments, and the boys all work in one large room, which greatly facilitates matters. Another change in position is that of Earl A. von Meyer, who succeeds Gordon White as assistant city editor.

**Oswald Gets Another Paper**

Announcement is made that the Chicago Printer, the weekly printing-trade newspaper founded and published by E. George Ertman, has been purchased by the Oswald Publishing Company, of New York, and will be consolidated with the American Printer. This is the fifth printing-trade journal to be consolidated with the American Printer, the others being the Printing Trade News, of New York, the International Printer, and the Master Printer, of Philadelphia, and the Western Printer, of San Francisco. Mr. Ertman will represent the American Printer in Chicago.

**St. Paul Daily News Ad Record**

Through a typographical error a statement was made in our news columns that during the month of March the St. Paul Daily News carried 118 columns of local display advertising. The figures should have been 1,118 columns, as compared with 846 in 1915, and 372 columns of foreign display advertising as compared with 306. The assistant general manager says that the Minneapolis and St. Paul Daily News combined have a daily average circulation in excess of 140,000.



**NEBRASKA PUBLISHERS TO ENTERTAIN AD MEN**

Excursion to Leave Grand Central Station, New York, To-day—Some of the Highest-Paid Advertising Experts in the Party — Trips to Omaha, Columbus, and Grand Island.

One of the most unique excursions that has ever been run out of New York city will leave the Grand Central Station this afternoon at 5:30 o'clock, when about thirty of the most eminent advertising experts of New York city, Philadelphia, and Boston start on a "Seeing Nebraska" tour, under the auspices of the Nebraska Publishers' Bureau.

Among the members of the party will be the following:

From New York—F. M. Lawrence, of the George Batten Company; F. J. Kaus, of the Federal Agency; D. J. Ogilvie, of the Cheltenham Agency; W. A. Baker, of the Frank Presbrey Company; F. J. Hermes, of the Blackman-Ross Company; G. H. Flory, of the Calkins-Holden Agency; H. G. Atkinson, of the Hanf-Metzger Agency; E. W. Mann and J. P. Hallman, of the H. K. McCann Company; E. T. Wells, of the Morse International Agency; J. W. Morton, jr., of the J. W. Morton, jr., Agency; D. J. Hinman, of Street & Finney; A. M. Lewis, of the J. Walter Thompson Agency.

From Boston—G. R. Dunham, of the Greenleaf Company; Irving Humphrey and Mr. Bellatty, of the H. B. Humphrey Agency; Mr. Sampson, of the P. F. O'Keefe Agency; Harold Barber, of the J. W. Barber Company; Mr. Shumway, of the F. P. Shumway Company.

From Philadelphia—A. G. Shew, of the F. Wallis Armstrong Company; D. P. Macpherson, of the Ireland Agency; Prof. F. H. Stoneburn, of the Matos Company.

They will be escorted on the trip by Norris A. Huse, editor of the Norfolk News, and secretary of the Nebraska Publishers' Bureau.

The party will arrive in Omaha on June 5. Monday will be spent in Omaha, and Monday evening will be devoted to the Ak-Sar-Ben initiation. Tuesday morning the party will leave Omaha in a special train for a four-day trip over the State. Among the cities to be visited are Fremont, Norfolk, Columbus, Grand Island, Kearney, Hastings, and Lincoln.

The publications comprising the Nebraska Publishers' Bureau are as follows: The Omaha Bee and Twentieth Century Farmer, the Omaha World-Herald, the Nebraska Farmer, the Nebraska Farm Journal, the Lincoln Daily Star, the Norfolk Daily News, the Deutsch-Omaha Tribune, the Omaha Hospodar, the Hastings Tribune, the Fremont Tribune, the Grand Island Independent, the Kearney Times, the Nebraska City News, the Beatrice Express, and the Columbus Telegram.

The advertising experts going to Nebraska are among the highest-paid advertising men in the world. Collectively, they place advertising throughout America every year amounting to many millions of dollars, and they are enthusiastic over this trip because they realize it will give them an opportunity such as has never before been presented to them by any State to get first-hand information regarding merchandising conditions and the general prosperity of the Middle West.

There is no thought on the part of the Nebraska publishers of placing these advertising experts in any way under obligation to the Nebraska publications. This is obvious when it is considered that many of the newspapers and farm papers composing the Nebraska Publishers' Bureau are bitter competitors in their various fields. One of the rules already laid down for the trip is that no publisher shall in any way show any sort of literature on this trip, concerning his own publication.

**Steckman Directs Democratic Publicity**

Frederick W. Steckman, who has just entered upon his new duties as director of publicity for the Democratic National Committee, is one of the best-known and most popular of the newspaper cor-



FREDERICK W. STECKMAN.

respondents at the National capital. He went to Washington originally from Missouri, as a correspondent for the St. Louis Republic. That was more than a few years ago. For a goodly number of years he has reported the proceedings of the House of Representatives for the Washington Post, and also served the New Orleans States and other newspapers as Washington correspondent. He has had large experience in political reporting.

**PUBLISHER'S NOTICE**

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, Pittsburgh, Cincinnati, Detroit, 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 offices are located as follows: Chicago, Herald Building, 163 W. Washington St., Chas. H. May, Mgr., phone Franklin 44; 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 1/2 inches 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, twenty-five cents a line, and Situations 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, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 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. Chicago—Ponous 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.

**HELP WANTED**

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

ADVERTISING REPRESENTATIVES wanted in each city to get business for leading monthly real estate magazine. Commission. Address Real Estate, K 2046, care Editor and Publisher.

ADVERTISING SOLICITORS able to procure national business for leading monthly real estate magazine. Liberal commission to producers who can finance themselves until ability is proven. Permanent. Address K 2047, care Editor and Publisher.

BUSINESS MANAGER wanted for established Washington Weekly. Excellent opportunity for capable man with backing. Address Business Mgr., P. O. Box 1242, Washington, D. C.

EDITORIAL WRITER — Capable man with working knowledge of newspaper editorial writing to assist editor; should be familiar with conditions, men and affairs in Eastern Pennsylvania. Send samples of work, give experience and such information as will enable advertiser to judge qualifications. Confidential. Address P. O. Box 1273, Philadelphia, Pa.

STATE CIRCULATION SOLICITORS—Assistant city circulation manager. Ten expert advertising solicitors. Send letters of recommendation, photograph, and everything pertaining to yourself, with first letter. Address the Columbus Saturday Monitor, Columbus, Ohio.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

ADVERTISING MAN, five years editorial and practical advertising experience on leading daily in city of 80,000, finished copy writer, faithful and energetic. Can you use me? Address K 2049, care Editor and Publisher.

ADVERTISING SOLICITOR, writer age 29, specialist in developing new business, thoroughly familiar with the advertising field, would like position as advertising manager, or will start as solicitor, building up new business. Can write high grade copy and do general promotion work. Highest credentials. Address K 2042, care Editor and Publisher.

CIRCULATION MANAGER.—Do you wish to obtain the services of a really competent circulation manager? If so, maybe we can get together.

I have had ten years' experience on papers of from 4,000 to 100,000 circulation in cities of from 78,000 to 800,000. Can show a record that will interest you. Can refer you to brother publishers who will satisfy you that I have exceptional ability and am reliable. Am married, strictly temperate and attend closely to business. If you have a position requiring a thoroughly competent man who gets right down to brass tacks and WORKS—kindly communicate with K 2038, care Editor and Publisher.

CIRCULATION MANAGER, on New York papers for past three years, previously connected with Western dailies, wants opportunity to demonstrate ability. Trained in efficiency and enthusiasm, can get the business at low cost. Address K 2041, care Editor and Publisher.

COMPOSING ROOM FOREMAN. — Position wanted as foreman of daily paper. Experienced young man of 15 years on some of the largest city papers. Thorough printer, make-up and executive. Will go any place. Address K 2033, care Editor and Publisher.

CIRCULATION MANAGER.—Preparedness in the Advertiser are you prepared to give your advertiser full measure? The Merchant, Editor and Producer from the tripod on which the communities' success rests. Are you bringing the consumer, producer and merchant together? The circulator does this. I want to connect with a first-rate newspaper in a city not less than 100,000. Address K 2028, care Editor and Publisher.

YOUNG CARTOONIST—Wants a job on a newspaper, or make contributions, an all-around artist, willing to start on small salary if good future, would be satisfied to get in an art dept. and draw extra work, layouts, etc., samples on request, write MacClarke, Ottawa, Kans.

EDITOR, manuscript reviser and efficient desk man wants position anywhere; would also contribute interesting features; was connected with late Chicago Progress Magazine; also wrote "Building Up a Department Store" for Modern Methods, Detroit, Address Frederick B. Hawkins, Westwood, N. J.

JOURNALIST, graduating from University in June, wants position as Cartoonist or reporter. Experienced both as artist and writer; willing to do any kind of newspaper work, and start at small salary, anywhere, provided there is opportunity for advancement. Address J. 1811, care Editor and Publisher.

NEWSPAPER MAN.—Active, experienced, efficient, all round newspaper man, now on daily in city over 50,000 seeks to better his conditions, in either a smaller or larger city. Have held positions in all departments, including office, subscription, advertising and editorial of five dailies. Can furnish references as to ability, integrity and habits. Address L. N. S., care Editor and Publisher.

NEWSPAPER EXPERT, advertising writer, telegraph, news or copy editor. 20 years' experience, desires change. Address D. W. F. X., care Editor and Publisher.

PUBLISHERS opportunity to get A-1 right hand man. Experienced in newspaper advertising (display and classified) circulation business management, general and special agency work, space buying and selling accountant and systematizer. Recommendations from leading agencies and publishers. Full particulars by addressing K 2044, care Editor and Publisher.

\$23,000 buys western daily which is the leader in its field. Annual cash receipts over \$25,000. In 1915 returned owner over \$4,000 for personal effort and investment. Proposition N. Q.

**CHAS. M. PALMER**  
Newspaper Properties

225 Fifth Ave., N. Y. City

**\$6,000 Cash**

balance deferred will buy a substantial New York State weekly newspaper; earned net last year about \$5,000, including owner's salary. Unusually good plant, including linotype.

**HARWELL, CANNON & McCARTHY,**  
Newspaper and Magazine Properties,  
Times Bldg., New York

**Dominant Paper**

Central State city of 20,000; progressive, industrial center. Evening paper, doing profitable business and swaying sentiment. Profitable investment. Price \$37,500, half cash necessary. Proposition No. 376x.

**H. F. HENRICHS**  
Newspaper Properties,  
LITCHFIELD, ILL.

**Newspaper Properties for Sale**

ILLINOIS DAILY in small solid city with no competition. Earns on valuation of \$6,000, including linotype. Light overhead expense. Price \$4,500 with \$2,500 down, to reliable publisher who can handle all but mechanical end. Client "MARCO."

HALF INTEREST in best daily in city of 12,000 west of Missouri River. Plant worth \$50,000 and earning full dividends on that valuation. Experienced reliable advertising man prepared to pay \$10,000 down and assume position at once can get long time on balance of \$5,000. Client SAYRE.

FINANCIAL JOURNAL in large Central West city. Founded 22 years ago and yielding annually upwards of \$3,600 net. A field peculiarly its own. Most of its 400 advertisers have used the paper over ten years. Reasons for selling purely personal. A price of \$7,000 with \$3,000 down, balance long time will be given a capable publisher who can act immediately. Wire or write immediately. Client D. F. W.

CENTRAL WEST Democratic small city Daily, splendidly equipped, offered at \$8,000 which is but two-thirds of inventory value and 60% of annual business. One-half interest for \$1,000 to good advertising and editorial man who will take immediate possession. Unusual opportunity. Wire for particulars. Client B. B.

*A. D. Porter*

118-120 Griswold St., Detroit, Mich.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

PRESSROOM FOREMAN, union, 40 years old, 20 years with present paper, keeps white and print waste down to lowest possible point. My print waste last year was only 9-10 of 1% and while waste was only 5-10 of 1% this can be verified by A. B. C. Auditors. Will protect you against mill overweight. In present position I run a car of paper per week. Best of references in regard to ability and sobriety. Address K 2035, care Editor and Publisher.

SPECIFY  
CLINE-WESTINGHOUSE  
**Motor and Control  
Equipments**  
FOR WEB PRESSES  
SPECIAL MOTOR DRIVES for  
STEREOTYPE MACHINES  
LINOTYPE MOTOR DRIVES  
CLINE ELECTRIC MFG. CO.  
Fisher Bldg., Chicago  
38 Park Row, New York

**HEMSTREET'S**  
ATLAS  
PRESS CLIPPING  
BUREAU

TENTH AVENUE  
AT 45th STREET  
NEW YORK



We can increase your business—  
you want it increased.

You have thought of press clip-  
pings yourself. But let us tell you  
how press clippings can be made a  
business-builder for you.

**BURRELLE**

60-62 Warren , New York City  
Established a Quarter of a Century.

**Canadian Press Clippings**

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

**The Dominion Press  
Clipping Agency**

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

We cover every foot of Canada and New-  
foundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

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

**Successful**

Men in every walk of life are all  
familiar with

**Romeike's Press Clippings**

Among our patrons are professional and  
business men and women, public person-  
ages and the leading Banks, Trust Com-  
panies and Corporations.

**Romeike Clippings**

are an indispensable adjunct to every busi-  
ness. If you have never used them, write  
for information and terms to-day.

HENRY ROMEIKE, INC.,  
106-110 Seventh Ave. New York City

**ALONG THE ROW**

HOW DOC DOES IT.

"I don't know as I care to advertise,"  
said the tight-wad merchant to the So-  
licitor. "My doctor don't advertise, and  
he makes a good living."

"You've got the wrong dope on that,"  
replied the Solicitor. "Your doctor be-  
longs to a church, five lodges, a benevo-  
lent society, the Board of Trade, Citi-  
zens' League, Tenth Ward Improvement  
Association, and three social clubs. It  
costs him more than it would to buy  
space, and he would come in if the old  
fogies in the profession wouldn't put up  
a kick."

"Guess you're right," the tight-wad  
admitted. "So I think I'll try half a  
column next Sunday."

SUMMER ELEVATION.

"I don't suppose the Dramatic Critic  
occupies such a high place in summer  
as he does in winter," said a friend who  
was visiting a reporter.

"On the contrary," answered the re-  
porter, "he occupies even a higher  
place. In the summer he goes upon the  
roof."

FROM THE SKINNERSVILLE SIGNAL.

"Don't imagine because its summer  
that you have no need to advertise.  
Folks want things in summer as well  
as in winter. Fans, lights, clothing,  
bottled beer, talc powder, breakfast  
food, excursions, low shoes, and baby  
pacifiers, are all in demand throughout  
the summer, and the man who adver-  
tises them properly will reap a reward.

"Our summer style of setting up ads  
will help to boom trade. When the  
thermometer is 99 in the shade no man  
wants to pick up a paper and gaze on  
heavy black 84-point type stretched  
across a page. It makes him feel hot  
and sticky. What is needed is type  
that suggests coolness, and gurgling  
brooks and shady trees and things like  
that (we have a full assortment in the  
Signal office).

"In summer advertisers should use a  
type that makes a reader forget heavy  
matters and things, and tends to soothe  
his mind, especially if he has prickly  
heat or has been up against poison  
ivy. Therefore, we invite advertisers  
to inspect our new open work, outline,  
cool appearing fonts which will delight  
the eye of the reader. Suggest iced  
drinks to the males and ice cream to  
the females. Now is the time to buy  
space."

STILL ON THE FIRING LINE.

"What has Smith, the famous war  
correspondent, been doing since his re-  
turn from France?"

"He's been covering the garbage bat-  
tles on Staten Island, the fight between  
the Mayor and the Thompson Commit-  
tee, and now he's gone to cover the  
Republican National Convention."

CUB COPY.

John Walker's automobile was struck  
by an express train last night, and dis-  
tributed for five miles along the track.  
It cannot be repaired. A general alarm  
has been sent out for Walker, whose  
whereabouts are unknown."

PUT TO THE TEST.

"Do your want ads work wonders,"  
said the man as he walked up to the  
window.

"They certainly do," answered the  
clerk.

"Well," said the man, "I'll try them,"  
and he handed in the following copy:

Wanted—To purchase fifty gallons of gasoline  
at ten cents per gallon.

The clerk took it, but it made him  
look sad.

STILL WITH US.

Begins to look as if the statue of  
Horace Greeley would, like the man it  
represents, remain on the square.

ON SPACE.

Aviators.

TOM W. JACKSON.

**CHARTER OAKS HAVE A NIGHT OFF**

**Most Successful Dinner of the Club  
Attended by 300 Persons.**

Once a year the Charter Oak Ad  
Club, of Hartford, Conn., goes in for  
a bang-up good time. Last Tuesday  
night was the date, and the Hartford  
Club, the scene of the festivities. Three  
hundred ad men and their friends were  
present. After the programme had  
come to an end they went home clasp-  
ing in their arms big bags loaded with  
souvenirs, samples, etc, contributed by  
sixty Hartford concerns.

An excellent entertainment was fur-  
nished by the Tuxedo Mandolin and  
Guitar Club, and Walter E. Anderson,  
soloist, of Boston. The speakers were  
the Rev. P. E. Thomas, of Rockville,  
Conn.; Henry Knott, of Boston, and  
Col. O. B. Mitcham, general ordnance  
officer of the U. S. A. President M. C.  
Manternace acted as toastmaster. John  
M. Sweeney, the secretary of the club,  
says that the dinner was the most suc-  
cessful in the club's history.

**A. J. McFaul in New Position**

A. J. McFaul has been selected as the  
Western manager of O'Mara & Ormsbee,  
Incorporated, and took charge of the  
Chicago office of that company last  
week. For the past two and one half  
years Mr. McFaul was the advertising  
manager of Marshall Field & Co., Chic-  
ago, and previous to that time he was  
for four years at the city desk of the  
Chicago Tribune. Mr. McFaul's varied  
experience also includes association  
with the New York Sun as cable editor,  
with the National Cash Register  
Company, of Dayton, Ohio, and with  
the Frank Seaman Agency, of New  
York. He brings to his new work with  
O'Mara & Ormsbee, Inc., a combination  
of experience and ability which should  
make him eminently successful.

**Change in Metropolis Management**

W. R. Carter and Rufus A. Russell,  
founders of the Florida Metropolis,  
Jacksonville, who retired from active  
management of the paper on July 21,  
1913, in favor of George A. McClellan,  
has acquired Mr. McClellan's interest,  
and resumed control of the property  
Mr. Carter will be the editor, and Mr.  
Russell, business manager.

**Hearst Sued for a Million**

CHICAGO, June 1.—The Chicago  
American, the Examiner, and William  
Randolph Hearst are made defendants  
in six libel suits, aggregating \$1,200,-  
000, filed this week by Judge William  
Fenimore Cooper, of the Circuit Court  
and Joseph B. David, a candidate for  
judge. Both complainants charge they  
have been libelled in editorials publish-  
ed in the newspapers named.

**Burdette's Paper Up for Receiver**

The Peoria (Ill.) Transcript, one of  
the oldest papers in central Illinois, has  
begun receivership proceedings in the  
United States District Court at Peoria.  
Fred Stowe, editor, was named receiver.  
No statement of assets or liabilities has  
been made yet. The present receiver-  
ship proceedings are the second the  
publication has undertaken. Robert J.  
("Bob") Burdette, George Fitch, Mark  
Hanna, and other prominent men have  
been editors of the Transcript.

**Postal Guide at Cost**

WASHINGTON, May 30.—In order that  
every commercial establishment, large  
and small, may have a copy of the pos-  
tal guide in its office, Postmaster-Gen-  
eral Bursleson has reduced the price of  
the guide from \$3 to 30 cents. The re-  
duction in price was made possible, the  
Postmaster-General says, by a new  
contract whereby business men can  
be supplied with the guide at cost.

The annual meeting of the South  
Carolina Press Association will be held  
at York, June 7 and 8.

**Frank Nine Defeats Beckwiths**

The baseball teams of Albert Frank  
& Co. and the S. C. Beckwith Agency,  
New York city, played a matched game  
in Flatbush, Saturday, May 27. The  
Albert Frank & Co. nine won, by a  
score of 15-7.

Beckwith held the lead until the sev-  
enth, when Realander, the Beckwith  
pitcher, weakened, and the Frank team  
got busy with their bats, hitting the  
ball to all parts of the field, making  
five two-base hits in succession, and  
when the smoke cleared, ten runs had  
crossed the plate. Realander, for Beck-  
with, pitched a fine game up to this in-  
ning, having twelve strike-outs to his  
credit, until he blew up in the seventh.  
Messrs. De Boise and Flynn were the  
score-keepers. Mr. Thompson, of J. C.  
Wilberding, and Fowle, were the ump-  
ires.

**Helena McCarthy Dead.**

Miss Helena McCarthy, for more  
than twenty-seven years, society editor  
for the Washington (D. C.) Star, died  
at her residence, 915 15th Street, North-  
west, May 29.

In point of length of service Miss  
McCarthy stood at the head of the  
newspaper society editors of the Unit-  
ed States, her newspaper work extend-  
ing over forty years. She was known  
as the dean of society editors of the  
United States. Perhaps no woman in  
Washington, at least in a quasi public  
capacity, had a more intimate acquaint-  
ance or maintained closer relations with  
the wives of the Presidents of the United  
States than Miss McCarthy. Her first  
notable work was at Grant's second in-  
augural ball, in 1873, when she cover-  
ered that function for the New York  
Herald. Previous to her association  
with the Star she was with the New  
York Herald, Baltimore Sun, Chicago  
Times, San Francisco Chronicle, and  
Hartford Times, for all of which pa-  
pers she was the Washington society  
correspondent.

**Death of J. McCan Davis**

The recent death of J. McCan Davis  
at Springfield, Ill., has removed in his  
prime a widely known and hard-working  
newspaper man. He was forty-nine  
years old. Thirty years ago he entered  
newspaper work as editor of a weekly  
paper at Canton (Ill.) and was later  
managing editor of a Council Bluffs  
(Ia.) paper. He was long on the staff  
of the Springfield (Ill.) State Register,  
and once was part owner and manager  
of the Springfield News. In 1913 he or-  
ganized the American Associated News-  
papers, with a capital stock of \$1,000,-  
000, incorporating it in Maine, with  
branch offices in New York, Chicago, and  
San Francisco and representatives in all  
the principal cities of the United States.  
The function of the organization was  
the development of general advertising  
for the country press.

**OBITUARY NOTES**

GEORGE F. DONOGHUE, owner of the  
Beacon (N. Y.) Daily Herald, died at  
his home May 28 from heart disease.  
He had been proprietor of the Herald  
for the last nineteen years. Mr. Don-  
oghue is survived by his widow and  
three sisters.

CHARLES SWEENEY, former newspaper  
man, who had worked on the Pittsburgh  
Dispatch and Gettysburg and York  
(Pa.) papers, died at the City Hospital  
in Louisville, Ky., last week from a pis-  
tol-shot wound inflicted by Clinton  
Brown, a negro.

LEANDER EDMUND WHIPPLE, editor of  
the Metaphysical Magazine died at  
Greenwich, Conn., last week. Mr.  
Whipple founded the magazine twenty-  
one years ago. He was sixty-seven  
years of age.

The annual meeting of the Texas Edi-  
torial Association will be held in El  
Paso on June 6, 7, and 8.

The annual convention of the National  
Poster Advertising Association will be  
held in Atlantic City, N. J., beginning  
July 15.

# "OHIO FIRST"

THE STATE WHERE THE ADVERTISER'S MONEY GOES FARTHEST AND WORKS QUICKEST.

OHIO wants everything. If a thing will sell anywhere, it will sell in Ohio, and Ohioans will buy a lot of it, first, because there are a lot of Ohioans—five million of them—and second, because Ohio people are prosperous.

OHIO has everything in the way of industry. Nowhere else is agriculture so diversified. The same is true of manufacturing. At the same time it is a big producer of coal and oil. It ranks first in clay products and rubber, second in pig iron, third in glass.

OHIO is a prosperous state—always. Its 150,000 automobiles prove this. Forty per cent of its people live

in cities—and those who don't, act and buy just as if they did. The best looking, most modern small

town stores in the United States are found in Ohio—as any traveling man will tell you.

OHIO people are alert and responsive. They believe in advertising—and put an Ohioan in the President's chair as often as they can, to prove it. They buy new things promptly. They are not conservatives or set in their ways.

OHIO is the advertiser's opportunity and every Ohio newspaper shows that most advertisers know this. Others should find it out quickly—for their own profits.

## OHIO NEWSPAPERS Working for the Benefit of the Advertiser

	Net Paid Circulation	2,500—10,000	10,000 Lines
Akron Beacon-Journal (E)	24,837	.035	.035
Canton News (E&S)	12,446	.015	.015
Chillicothe Scioto Gazette (E)	2,310	.0057	.0057
Chillicothe News Advertiser (M)	2,449	.0085	.0072
Cincinnati Commercial Tribune (M)	†60,723	.11	.09
Cincinnati Commercial Tribune (S)	†26,339	.14	.12
Cincinnati Enquirer (M & S) 5c.	53,000	.14	.12
Cleveland Leader (M)	76,550	.15	.13
Cleveland Leader (S)	106,593	.17	.15
Cleveland News (E)	112,888	.18	.16
Cleveland Plain Dealer (M)	131,430	.18	.16
Cleveland Plain Dealer (S)	174,867	.21	.19
Columbus Dispatch (E)	75,077	.10	.09
Columbus Dispatch (S)	71,852	.10	.09
Dayton Herald (E)	22,114	.05	.035
Dayton Journal (S) †	22,430	.05	.035
Dayton Journal (MS) †	22,430	.07	.045
Combination rate, both papers, 6c. per line			
Dayton News (E)	32,014	.045	.045
Dayton News (S)	18,443	.03	.03
East Liverpool Tribune (M)	*5,666	.0115	.01
Findlay Republican (M)	5,496	.0093	.0093
Lima News (E)	9,322	.02	.0157
Mansfield News (E)	7,631	.019	.019
Marion Daily Star (E)	7,089	.0129	.0129
Newark American-Tribune (E)	5,560	.0085	.0085
Piqua Daily Call (E)	4,119	.0072	.0072
Portsmouth Daily Times (E)	8,377	.015	.015
Sandusky Register (M)	4,721	.0093	.0093
Springfield News (E & S)	12,224	.02	.02
Steubenville Gazette (E)	3,570	.20	.10
Toledo Blade (E)	50,182	.11	.09
Youngstown Telegram (E)	*15,728	.03	.03
Youngstown Vindicator (E)	18,014	.03	.03
Youngstown Vindicator (S)	15,034	.03	.03
Zanesville Signal (E)	*6,173	.0128	.0128
Zanesville Times-Recorder (M)	*15,281	.02	.02
Totals	1,220,529	2.3547	1.9926
† Publishers' statement.			
* A. B. C. statement.			
Other ratings, April, 1918.			

## ASK

for detailed information regarding the co-operative service afforded by Ohio's Leading Newspapers

This service is free. Write to THE EDITOR & PUBLISHER World Building, New York

Written by Clyde S. Thompson, Pres. THE THOMPSON-CARROLL CO. Cleveland

# War News That IS WAR NEWS

Immediately after the outbreak of the Great European War, Victor F. Lawson, publisher of *THE CHICAGO DAILY NEWS*, began to organize a corps of correspondents to cover exclusively for The Daily News the important capitals as well as go forth with the armies.

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After nearly two years, *THE CHICAGO DAILY NEWS* special War News Service has become the biggest and most important undertaking of its kind ever attempted by an American newspaper. The enormous amount of work and heavy expense of maintaining so elaborate a service would be an impossibility in the case of almost any other newspaper.

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*THE CHICAGO DAILY NEWS* felt it had an important service to render to the people of Chicago and went at it in a way that will endure to the credit of The News as an institution for years to come.

## THE NEW YORK GLOBE

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takes great pleasure and satisfaction in announcing that, by special arrangement with *THE CHICAGO DAILY NEWS*, it is giving the people of New York and vicinity the benefit of this full war news service of *THE CHICAGO DAILY NEWS* in conjunction

with that great newspaper. The publication of from six to ten columns of special news when it IS news—hot from the cable or through the mails—is being felt in circulation and becoming the talk of New York.

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It is logical that great newspapers should do big things to provide their readers with the latest and most comprehensive news they can gather regarding the biggest event in modern history.

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*This is what THE CHICAGO DAILY NEWS and THE NEW YORK GLOBE are now doing*

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