MOVIES TEACH COLUMBIA STUDENTS HOW TO BE NEWSPAPER REPORTERS
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and Accurately Under Pressure-Notes and Goosip of Film Drama Stars, Told.





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## The Story of

 "Heart Songs" ATribute to the Memory of a Mother

HE newspaper distribution now
going on throughout the United
gtates and Canada of the song.
collection called "Heart Songs," has already made that book the most famous of its kind in the world. The
several editions thus far reach the hunseveral editions thus far reach the hun-
dreds of thousands, and will run well dreds of thousands, and wil run weln is closed. The story of its first inception in the brain of one man, its concrete realization, and its development through the years, reads like a romance. But because it is true, it is stranger
and more wonderful than any romance. and more wonderful than any romance.
(1) nce upon a time-for it is only with these wo amily of four boys a "really-truly" story - there was a litie any other four boys-
and a mother. These boys were just full of fun, fond of adventure, brimming over with animal spirits, in love with mischitl-an pernaps femptation, because the little red corpuscles that danced and raced through their veins were just a little ruddier than common. Just like other boys-you see-only more so

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 like any other mother. Her boys worshipped her. And she brought them up to be sober, truth-loving, home-keeping inshe did this we are going to tell you. She was a very busy woman, with all her household cares, and her daily routine to provide food, clothing, shelter, and education for her little brood, But above all, she saw to it that her boys-her Cornelian jewels too busy-too worried or weary, to deny them her evening hours. Indeed, she was a marvel of a mother$\mathfrak{Z}^{\mathrm{r}}$
round an old-fashioned square piano, a memento of better-but not brighter days- they gathered every night-and sang and Filayed
together. No temptation on earth could pull those boys away trom that mother and that home.

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(1. he old piano was piled high with song music that reached far back into the years, beyond the dark days of a war between brothers -some even bearing faded inscriptions of a time when grandma was a bride-carefuly pill thumbed over, and sung from, and tenderly cherished as t. asures without price.
Time passed on, however, and the four boys grew to be men. They became newspaper and magazine publishers-and the memories
of those boyhood days-the old square piano, the wonderful portfolio, full of heart songs and sewed together with red yarn, portlortle parlor, the mellow radiance of the lamp-light, the ruddy glow of the old-fashioned fireplace-the sainted face of the dear old mother-these memories never faded or grew dim. And after the boys had prospered and built up a magazine of national scope and reputation, they determined to carry out a long-cherished project and create a song book as a memorial to their mother. It was not to be an ordinary song book, but a book that was to embody the songs nearest
hearts of the whole Engish-speaking world.
So through the pages of the National Magazine, Editor Joe Mitchell Chapple, the eldest of these four brothers, gave out a letter to
thousands upon thousands of people, everywhere, inviting them thousands upon thousands of people, everywhere, inviting tem
to send in their favorite songs. And they came-in scores-in hundreds-in thousands-from every nook and corner of the world where the English tongue prevails. Letters camo wous -and adding that peculiar personal note-to be found in no other work of its kind-telling why this song or that song was dear to the heart that still echoed to its words and melody. The task broadened beyond its original bounds-since music is a universal language-and songs from the French, Gelluan, Danish, Swedish and talian song Enclish Chanteys College Songs, Ware Songs, sea son the Pioneer Deys, Songs of Patriotism, Lullabies, Hymns-all these and more, flooded the mails, and made the Hymns-alo these and more, Mitchell Chapple and his brothers, exceeding glad.

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 wo of the foremost musicians of the country were chosen to selectthe songs and award the prizes-George W. Chadwick, director of the New England Conservatory of Music, and Victor'Herbert, conductor and opera composer. The four hundred songs con-re-edited, arranged with piano score-transposed into lower key so the whole family could sing them-new plates were madeand the book that had its growth throughout four long years-
was ready to cheer and brighten the homes of millions of Engishspeaking men and women all over the wo
And this is the Story of "Heart Songs!"

## The Portland Oregonian

Announces in this issue the Last Days of its Famous "Heart Songs" Distribution
Our few remaining copies are being rushed over the counter daily Nor can our readers ever again renew this golden opportunity !
OUR COUPON IN THIS PAPER GIVES THE TERMS




