



# EDITOR & PUBLISHER



*The Oldest Publishers' and Advertisers' Journal in America*

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NEW YORK, SATURDAY, DECEMBER 14, 1918

10c Per Copy

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## Chicago Tribune Foreign News Service

The Chicago Tribune announces the organization of a special foreign news service surpassing in extent and in quality anything ever attempted by any American publication. Eight high caliber writers will cover Europe under the direction of Floyd Gibbons, beginning January first, 1919.

In ability as news gatherers and writers, no other group of foreign correspondents for any publication, association or syndicate will equal that which The Chicago Tribune will have posted at every strategic point in Europe.

The world is in an era of turmoil and changes—swift—spectacular. Raising of censorship now permits the telling of tales hitherto suppressed. Big stories will no longer be confined to official communiques but will be the prizes of great reporters.

For the task of covering Europe, The Chicago Tribune has picked big men—men of proven ability as reporters.

It will not be the object of *The Chicago Tribune Foreign News Service* to cover routine news. It will not attempt to duplicate the work of the Associated Press. But the Staff will be held strictly responsible for *at least one "bell ringer" each week*—one exclusive story of such merit, both in material and in treatment, as unquestionably to deserve a leading place in any national magazine. Furthermore, these stories will come by cable, not by mail. Even though each member of the Staff were to produce only one such story each month, the result will be more than one hundred smashing headliner stories during 1919.

The personnel and assignment of this big Staff will be announced in a succeeding issue of Editor & Publisher.

*Telegraph for Reservation of Syndicate Rights*

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

L 155\*  
E 23  
v. 51, p. 2

# The Line of Least Resistance

WASHINGTON, Dec. 7th.—The Federal Reserve Board gave assurance to the Business and Financial World today that the period of readjustment and reconstruction on which the Nation entered when the armistice was signed would be brief and of comparatively small inconvenience.—*News Item.*

Ohio's productive power will be quite as steadily drawn upon in connection with restoring the industries of the world as has been the case in connection with their destruction.

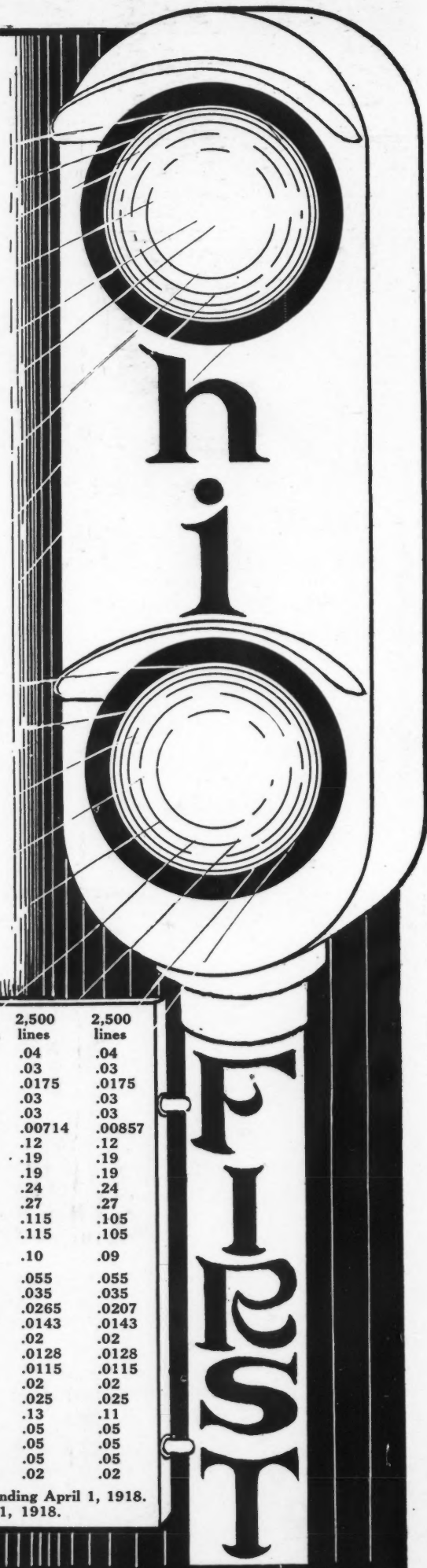
Ohio's prosperous people have and will buy advertised merchandise.

Ohio's labor is NOW busily employed and agricultural regions report almost universally favorable conditions.

Ohio's resources and activities are so varied that the effect of industrial displacements in Ohio are much nearer normal than in many other sections of the country.

Newspaper advertising, being a mobile business-building force, can be used intensively where prosperity and buying power are assured. National advertisers should think of "Ohio First."

These daily newspapers will carry your advertised message to the HOMES of the prosperous people of Ohio.



	Circulation	2,500 lines	2,500 lines
Akron Beacon-Journal .... (E)	32,807	.04	.04
Akron Times .....	21,517	.03	.03
Athens Daily Messenger .....	8,115	.0175	.0175
Canton News .....	13,636	.03	.03
Canton News .....	9,571	.03	.03
Chillicothe News-Advertiser .....	3,055	.00714	.00857
Cincinnati Enquirer, 5c. . . . (M&S)	55,504	.12	.12
*Cleveland News .....	134,461	.19	.19
*Cleveland News-Leader .....	142,425	.19	.19
Cleveland Plain Dealer .....	182,552	.24	.24
Cleveland Plain Dealer .....	205,825	.27	.27
Columbus Dispatch .....	81,656	.115	.105
Columbus Dispatch .....	71,164	.115	.105
Columbus (O.) State Journal (M)			
Columbus (O.) State Journal (S)	54,195	.10	.09
Dayton News .....	36,652	.055	.055
Dayton News .....	28,216	.035	.035
Lima Daily News .....	11,710	.0265	.0207
Lima Republican Gazette . (M&S)	10,008	.0143	.0143
Marion Daily Star .....	9,664	.02	.02
Newark American-Tribune .. (E)	6,380	.0128	.0128
Piqua Daily Call .....	4,010	.0115	.0115
Portsmouth Daily Times .....	11,818	.02	.02
Springfield News .....	13,550	.025	.025
Toledo Blade .....	81,897	.13	.11
Youngstown Telegram .....	21,735	.05	.05
Youngstown Vindicator .....	23,685	.05	.05
Youngstown Vindicator .....	19,065	.05	.05
Zanesville Signal .....	11,809	.02	.02

\*A. B. C. statement, average 18 months, ending April 1, 1918.  
Others are Government statements October 1, 1918.



# Scoop !!

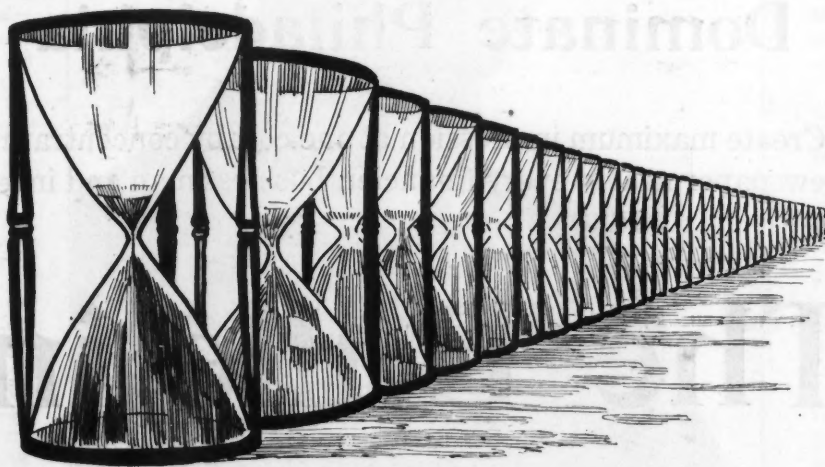
First pictures of the Surrender of the German Fleet reached New York MONDAY, DEC. 2ND, in charge of a special N. E. A. messenger on the Mauretania.

At 12:10, noon, they were in the hands of our New York Bureau Manager, who met the messenger at a point pre-arranged by wireless.

At 1:20 P. M. an artist had finished his "lay-out" and the pictures were being engraved.

At 3:50 P. M. the engravings were complete and stereotyping was started.

At 4:30 P. M. a taxi-cab loaded with mats addressed to N. E. A. clients was on its way to Grand Central Station.



At 8:20 P. M., WEDNESDAY, DEC. 4TH, our nearest competitor (news photo specialists) sent photo prints—NOT MATS—to a few papers who were able to do their own engraving.

Just another example of what N. E. A. means to a client paper.



**NEWSPAPER ENTERPRISE ASSOCIATION**

*A Service—Not a Syndicate*

WEST THIRD AND LAKESIDE, CLEVELAND, OHIO

# Philadelphia

is the Third Largest Market  
in the United States for

## Investment Securities

Ever since the days when Robert Morris, the Philadelphia banker, financed the Revolution, and Jay Cooke did the same thing for the Union in the Civil War Period, the fine old city of Philadelphia has been noteworthy as a good market for safe and conservative investments.

Philadelphia quickly met its quotas in all the Liberty Loan drives, as well as in its own big War Chest for war relief.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper nearly every financier, business man and investor reads—

# The Bulletin

November  
Circulation

**482,935**

Copies  
a day.

"In Philadelphia nearly everybody reads The Bulletin"





# EDITOR-PUBLISHER



Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President, Editor and Publisher; Fenton Dowling, Secretary.

Vol. 51

NEW YORK, SATURDAY, DECEMBER 14, 1918

No. 27

## SENDS WARM MESSAGE TO EDITORS OF AMERICA AFTER CLOSE OBSERVATION IN ENGLAND

### Frank P. Glass Appeals Through EDITOR & PUBLISHER to Newspaper Makers Throughout the Country for Close Co-operation With Great Britain as Hearty in Readjustment of World's Affairs for Peace as Our Soldiers Gave in War---Found Best of Good-Will Towards U. S. Prevailing Abroad

By FRANK P. GLASS,  
Editor Birmingham (Ala.) News.

**E**DITOR & PUBLISHER asks me, as a member of the party of daily newspaper men who have just returned from Great Britain and France, to convey a message to the thousands of other newspaper men throughout the country, in order that they may have the benefit of the deeper impressions we gained on our trip.

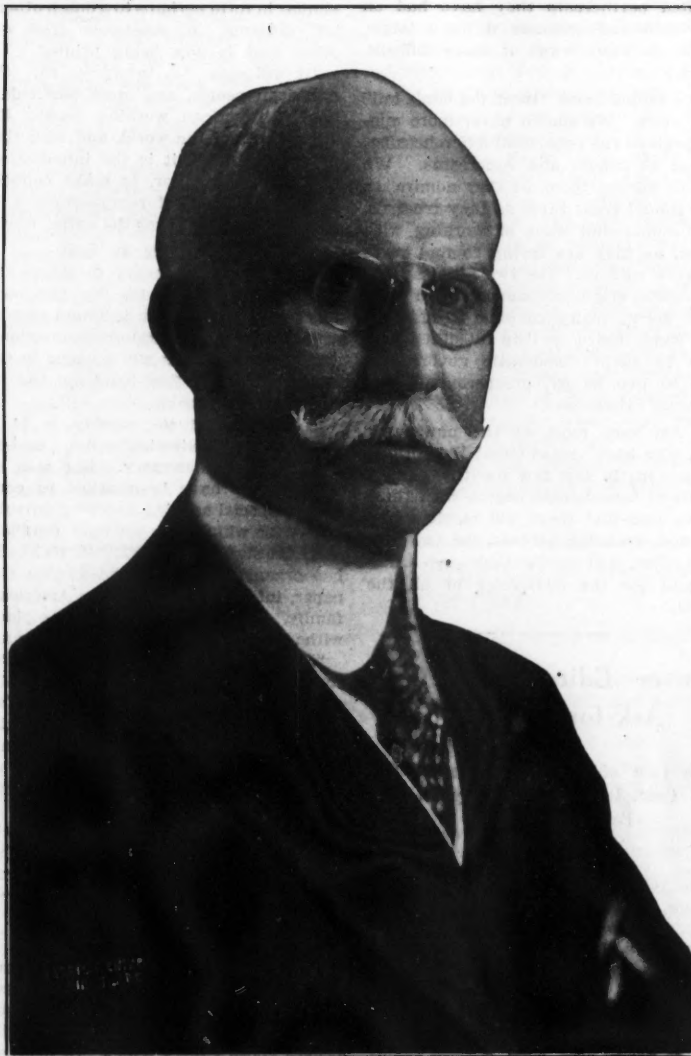
Our party was at the battlefronts in France for ten days just before the conference of the Allies at Paris to formulate the terms of the armistice. We were in Paris during the week that conference sat. Then, following a trip to Ireland, our party arrived in London on the morning of November 11, the day the armistice was signed by Germany, and we spent the ensuing week there.

In consequence we had extraordinary opportunities for hearing the opinions of leading men, both in Great Britain and France, upon the responsibilities of victory and the problems of peace, at the very junctures when opinions were most actively forming.

#### Not All Joy.

Therefore, it came home to all of us that victory was not all joy and that peace was not to be merely for idleness and deliberation on individual lines of national development. Suddenly the brains and hearts of the leaders of the Allied countries were stirred with a keener realization that peace brought new problems, and that much study, much work, much self-sacrifice were yet at hand if all the blood and treasure spent in the struggle were to prove a sagacious and permanent investment. This new judgment had not occurred to the leaders of the Allies when their whole beings were concentrated on winning the war. The sudden realization of the new situation brought up the statesmen of both countries with a sort of mental jerk. The chaotic conditions in the various German States served to emphasize that realization.

The American newspaper party were made steadily to see that the United States could not quickly stand aside from the world struggle after it had helped so much to bring it to a proper close. It was clear that our country was in world politics, and that it must continue to play a big part in the world's greatest affairs if our people were to get value received for their outlay, and were



FRANK P. GLASS,

to avoid an early or ultimate repetition of the recent cataclysm.

As a ready means to that essential end it was seen at once that the two great peoples speaking the same tongue who had done the major part of the task in forcing Germany to her knees must continue to trust each other in peace as well as help each other in war in saving France, and also in es-

tablishing the principles of democracy and justice. The necessity of Great Britain and the United States standing together and working together not merely as nations but as peoples, became more apparent under the new conditions of high political pressure than it had ever been in the period of high war pressure.

This realization served to deepen in

our minds the great outstanding facts we had learned at every turn in all parts of Great Britain and from every one of the many strong and influential men we had talked with. Those facts were primarily two, which underlay all others.

The first of these facts is that the British people and the American people are one in blood, one in traditions, one in respect for law and justice, one in pluck and determination to contend for the right, one in holding high ideals and one in willingness to make sacrifices of blood and of money and of selfish interest for the upholding and establishment of those ideals. No matter what differences there may appear to be between the two peoples, our party saw more and more day by day as we went in and out among the people of Great Britain that those differences are superficial, that in essentials the two peoples are the same.

#### Now Understand Us.

The other great fact which we saw just as clearly was that the people of Great Britain now understand and appreciate the people of the United States as they have never done before, and that they want the people of the United States to understand and appreciate them in like degree as we have never done before. It is remarkable how the British people have now rediscovered the American people, as the result of our unselfish work in the war. Thousands of their soldiers and many of their leaders have spent weeks or months in various parts of this country in the last two years, and though they may have been slow in finding out our true spirit, they have found it out, and they have done it thoroughly, as the Briton does everything, when he sets his mind to a task. And just as they have come to understand and to admire the American people they have also developed a really intense desire for us to know them better, to understand them and to respect them for their true worth, for their self-same idealism, for their sacrifices in the recent world struggle for the very ideals the United States has fought for.

#### Essentially the Same.

Then, if the views advanced as to these facts are as correct and sound as I believe them to be, that the two English-speaking peoples are essentially the same in purpose and spirit, and that the British people want to be understood

and beloved by us, the way ought to be clear for the two peoples to work together in all vital matters for the peace and political health of the world. Both countries have long been the great apostles of democracy who have done the part of political missionaries throughout the world to establish a reign of law, to prevent violence, to keep the peace, to develop everywhere the capacity for self-government and to teach other peoples the various means to that end.

There is to-day a bigger job ahead for these two great political missionaries than ever before, and there is every ground upon which to build an effective coöperation in handling that job harmoniously. If the soldiers of the two nations have fought together in France under one leadership, though each with its own directing head, why cannot the voters of the two countries make up their minds to fight together in their two separate democracies for common ideals and wholesome ends? Why should military coöperation be easier than political coöperation, social coöperation, moral coöperation? The world necessity that compelled the one is steadily appearing to be equally as great for compelling the larger function.

#### Co-operation a Vital Duty.

It seems to me, therefore, that all American newspaper men should endeavor to see these great outstanding facts and that vital duty of coöperation in the world's situation to-day, and that our profession should take its proper leadership in informing the American people as to their tremendous responsibilities and opportunities to establish law, order, justice, democracy, humanity, now that the war is won; that the duties of peace are even more onerous than those of war; that our people must look upon the British people with more kindness, sympathy, trustfulness and admiration than they have ever done before; in a word, just as they have looked upon France. Great Britain is the mother country of the bulk of our people, and she is entitled to our regard and to our helpfulness in all important world jobs in all proper ways. Perhaps we have grown up and have been taught in our school books to regard Great Britain as cold, haughty and selfish, and that it has been our inherited privilege "to twist the lion's tail." We should forget all that in the light of Britain's burial of nearly a million men in France, before our first million got over there in order to maintain her respect for "the scrap of paper," to which her name was signed, when Germany tore up that scrap and proceeded to rape little Belgium in the most brutal way.

#### British Not Cold.

Our American newspaper men found that the British are not cold, but warm-hearted and hospitable; not haughty, but kindly, gracious, democratic from King George himself on through all classes; not selfish, but, on the contrary, most self-sacrificing, noble and humane. They are a great and noble people, a fact thoroughly demonstrated by the great and noble things their Fleet has done on the seas and their armies have done on the soil of France.

Our American people should be grateful to the British for several enormous services to us: out of a mere sense of obligation we should feel most kindly to them. Their Great Fleet cleared the seas promptly of Germany piracy, and drove all the German navy into safe

places, save a few dozen submarines, and Britain built ships faster than those submarines could sink them. This made it possible for the United States to sell vast quantities of food, munitions and other supplies to Great Britain, France, Italy, Holland, Denmark, Norway, Sweden and Russia for three years before we got into the war. In that trade, under the shadow of the British fleet, we made many of the hundreds of millions of dollars which have piled up our wealth to the highest point of any nation's in the world's history, and these profits have made it possible for us to loan billions to our allies.

Furthermore, that Great Fleet has guarded British and French shores while British commercial bottoms have carried over two-thirds of our soldiers to force the early closing of this great struggle for our rights in the world, as well as to put down the world's greatest savagery and to make our own country safe to live in.

#### Continue Partnership.

Does it not seem clear that the United States and Great Britain have done so much for France, for themselves, for all humanity, that they must value the limited partnership they have had on the field and continue it on a larger scale, in more vital, if more difficult, ways?

We should never "twist the lion's tail" any more. We should never more misunderstand the superficial differences between Britishers and Americans. We should admire them, as they admire us. We should trust them as they trust us. We should find ways of working with them, as they are trying to find ways to work with us. The two peoples have a common origin, a common law, a common spirit, many common ideals, and the same desire to help all other peoples to adopt democratic government and to live happy, prosperous, kindly national existences.

I am sure most of the newspaper men who have visited Great Britain and France in the last few months will coincide in considerable degree with these views, and that there will result a better understanding between the two peoples which will be for their own benefit and for the advantage of all the world.

### Denver Editors and Aids Ask for More Pay

High Cost of Living Justifies 25 Per Cent. Increase, They Say, in Petition to Newspaper Owners

The reporters, copy-readers, telegraph editors, editorial writers, and department editors of the four Denver newspapers—the News, Times, Post, and Express—announce that they have made two discoveries.

One is that since the war started there has been quite an increase in the cost of prime beef, eggs, strictly fresh; potatoes, old and new; shoes for little Willie, and other domestic necessities.

The other discovery is that while workers in the composing rooms, press-rooms, and other departments of the same papers have had their pay raised to meet increased expenses, they have themselves been overlooked.

The newspaper owners have agreed to consider a readjustment of wages for all branches of editorial work.

### FORD PLANS IDEALS FOR NEW WEEKLY

Is Chiefly Interested in American Working People and Will Interpret World's Vital Events for Them, Associate Editor Explains.

"I am very much interested in the future, not only of my own country, but of the whole world. I have definite ideas and ideals that I believe are practical and for the good of all. I intend to give them to the public without having them garbled, distorted, and misrepresented."

This statement was made by Henry Ford in connection with his intention to publish a national weekly newspaper. It is quoted in a letter just received by EDITOR & PUBLISHER from Harold W. Roland, associate editor of the new publication, which will be known as the Dearborn Independent.

"This quotation from Mr. Ford explains in a few words," writes Mr. Roland, "the purpose of Mr. Ford in taking up with Edwin G. Pipp, for twelve years editor of the Detroit News, the idea of publishing a national weekly, similar in form perhaps to a dozen others, but different in substance from any other that is now being printed.

"It will seek to interpret for the American people, and more particularly the American working people, the vital events of the world, and with that purpose in mind, it is the intention of Mr. Pipp, the editor, to make connections, or place staff representatives in centres of interest over the entire world.

#### Will Get News at Source

"Where it is necessary to obtain the information wanted by the Dearborn Independent, and if it is found impossible to obtain it through connections, staff representatives will be sent to the scene, to gather, first-hand, all that is considered necessary.

"The price of the weekly is \$1 a year. First publication will be undertaken early in January. Big men of the country have been asked to contribute special articles, touching on subjects with which they are most familiar. With the staff of writers Mr. Pipp already has organized, he is confident that the paper, intended for the entire American family, will reach in and find its place without difficulty in the American home.

"Perhaps, if Mr. Ford saw fit, he could take up at some length, and with considerable interest, a story on 'Famous Things I Have Not Said.' Certain it is that perhaps he more than any other one man in public life to-day has been misquoted and misinterpreted, unless by chance he has given out a written statement, and even in such cases but a few sentences or paragraphs have been used, leading at times to confusion as to the conclusion Mr. Ford was seeking to drive home."

#### Ford Will Have His Own Page

In his letter to EDITOR & PUBLISHER, Mr. Roland states that in the new publication Mr. Ford will have a page "of his own," and on this page he will discuss those things which are nearest and dearest to him. Among them are the labor problems of the after-the-war period and the farm situation of today.

"On this page will be found also," writes Mr. Roland, "the ideas and ideals of the world's greatest manufacturer of motor cars, who has done more, it is conceded even by those who disagree with him, to alleviate conditions for unskilled labor than has any other great

employer of labor. It will be an interesting page, and it will tell you things you have thought of, in just a little different way from that in which you have been accustomed to thinking of them.

"Mr. Ford, in his statement, said: 'I believe in small beginnings, and for that reason we are taking the small home paper and building on that.'"

Mr. Roland, who has been retained as associate editor by Mr. Pipp, the editor, was for years news editor and feature editor of the Detroit News. Others who will serve the new weekly are "C. C. B." (C. C. Bradner), who was Detroit News editorial paragrapher and "Afterthoughts" column conductor for seven years; Fred Black, of the Whitaker Paper Company, who will be business manager; William J. Cameron, editorial writer on the Detroit News for more than ten years, and Miss Charlotte Tarsney, writer on music and women's affairs on the same paper.

Others who have gone into the organization are Henry A. Montgomery, chief investigator for the Prosecuting Attorney of Wayne County, a writer on social and economic problems, and formerly city editor of the Detroit News.

#### CONTINUE PAPER SAVING.

Washington Publishers Will Retain Government War Plan.

In line with the suggestions outlined by Fleming Newbold, business manager of the Washington Star, in EDITOR & PUBLISHER last week—to have publishers in all cities get together and agree to continue voluntarily to abide by the Government newsprint saving restrictions after their expiration on December 15, the Washington publishers themselves have taken the first step.

After a meeting held on December 10, the Washington publishers issued the following statement:

"The publishers of the four Washington newspapers met to-day to discuss the desirability of the continuance after December 15 of the War Industries Board's regulations. All of the publishers expressed themselves as highly pleased with the beneficial results from the regulations as a means of conserving paper. It was the unanimous opinion that the War Industries Board's recommendation to continue for a time a reasonable limitation upon the amount of space to be given to reading matter and the permanent discontinuance of wasteful practices would be highly desirable.

"One publisher, however, reserved the privilege if he found it necessary later on upon notice to resume sample copies under limitations agreed upon.

"Another publisher, who had previously printed a relatively very tight paper, suggested that he might give notice of the necessity of using slightly more space daily and Sunday, but not necessarily to the amount of his daily competitor and his Sunday competitor, and in no case more than the limitation already exercised by his competitors.

"The Washington Post,  
"By Arthur D. Marks (signed).  
"The Washington Times,  
"By Edgar D. Shaw (signed).  
"The Washington Herald,  
"By L. M. Bell (signed).  
"The Evening Star,  
"By Fleming Newbold (signed)."

The Dallas (Texas) Times-Herald has offered seven cash prizes for essays by pupils of the Dallas public schools on the life of Gen. John J. Pershing.



## URGES INTERNATIONAL LEAGUE FOR BETTER UNDERSTANDING

Editor of *Le Matin*, Leaving for France, Says Annual Conventions of Editors Would Lead to Better Rapport and Promote Harmony Among Nations

STEPHANE LAUZANNE, editor of *Le Matin*, of Paris, who came to America two years ago for the French Republic on a special mission, sends this message to his confrères of the American press, through THE EDITOR & PUBLISHER, on the eve of his return to France:

"Please be careful, as we of the press in France will be, not to misunderstand, not to misinterpret, not to wound the feelings of an allied nation. You should look, as we will, at any problem that involves the welfare of all, not from one, but from many angles."

### Seeks Closer Co-operation Among Papers

The French editor spoke of a "new internationalism" among newspapers, even proposing an "International League of Newspapers," which would promote a better understanding between papers here and abroad.

"It would be well that such a league should be formed as soon as possible and that annual conventions be held—each year in a different country and centre of population—in order that views might be exchanged and a definite policy arrived at regarding the best means of promoting the welfare of humanity by means of publicity.

"Public opinion is the greatest power in existence to-day, and it is through the press that it finds its most effective expression. I have seen that demonstrated here in the United States since I have been here. No one appreciates more than I the splendid work the press of this country has done in revealing the people to themselves.

"If the wrong attitude had been taken by the American press regarding vital issues of the war, who can say what disaster might have followed?"

### Should Avoid Ill-Feeling

Reverting then to his insistence that none of the Allies should be misinterpreted by the press of another, he said:

"In some newspapers of the United States it was stated upon the departure of President Wilson for the Peace Conference that he had gone there to 'crush militarism wherever it existed.'

"Now, of course, this is capable of an interpretation abroad that would do injustice to allies of the United States and thereby ill-feeling might result.

"Besides, President Wilson is going abroad, not to crush but to build up. There is nothing to be gained by newspaper reports which have no foundation in fact and which provoke distrust and misunderstanding."

Asserting his positive belief that President Poincaré of France would pay a visit to the United States late next spring or early in the summer, the editor of *Le Matin* said:

"Suppose that when President Poincaré sails for America we of the French press announced that he was coming to your country to crush some evil he thought existed here?"

"What would the American public think of this if such a report were credited to the French press by American newspapers?"

"No, we of the press must all strive hereafter to see how well we can all understand each other and interpret each other. That is one reason why I favor an international league of newspapers with annual conventions that will interpret the motives, aspirations and ambitions of each country to every other country.

"We of the press of France right now seek understanding from the press of America.

"We are victorious. What we mean to do with our victory, our friends know already and our enemy is soon to know. But after so much joy there would be real sorrow were our friends no longer to understand us or were our enemies to understand one another too well.

"For the past fortnight the chief anxiety of some of our friends has been whether Germany may not sink under the burden of reparation; our chief anxiety is still whether Belgium and France shall ever recover from the horrible blows that have been dealt them. Some of our friends are greatly disturbed over the enormity of the punishment that is being prepared; we are disturbed over the enormity of the crime. And so we ask those friends, affectionately but firmly, not to cause disaster to France by being a little too eager for the future happiness of humanity.

"To-morrow at the table of the Congress of Peace the Allies will be seated side by side, just as they fought, side by side, on the battlefield. They will be united at Versailles as they were united at Château-Thierry. I was reading the other day in a cable sent from mid-ocean that all would have to make concessions. Of course. Ambition will have to make concessions to disinter-

estedness, but Utopia will also have to make concessions to reality. And above all, no one must presume to lay down the law."

## PRESS HELPED MOST IN LIBERTY LOANS

Newspapers and Magazines Were Chief Publicity Factors, Government Official Tells New York Advertising Club

Of many and various forms of publicity used in promoting its Liberty Loans, the main reliance of the Government has been in the newspapers and periodicals of the United States. This was emphasized by Frank R. Wilson, director of publicity for the war loan organization of the Treasury Department, in an address before the New York Advertising Club. Mr. Wilson formerly was a newspaper publisher.

"No other single campaign in the history of the world made such an elaborate use of newspaper space as the Fourth Liberty Loan," he said. "From the records furnished by the twelve Federal Reserve districts and from the compilations of the Western Newspaper Union, I am able to announce for the first time the approximate value of the newspaper space used in the Fourth Loan campaign.

"In this single three-weeks campaign individuals and firms bought space amounting to approximately four million dollars. The copy was supplied by the Bureau of Publicity, in Washington, and the Publicity Committee of the twelve Federal Reserve Banks. One page advertisement written by President Wilson appeared in over three thousand papers on the opening day of the loan. In addition, there was approximately \$500,000 worth of space devoted to the Liberty Loan for which copy was prepared by the advertiser."

Through the Division of Advertising of the Committee on Public Information,

Mr. Wilson said there was made available to the Fourth Liberty Loan campaign space in magazines, farm papers, and trade papers with a value of \$225,000. This made a grand total of approximately \$4,750,000 worth of space directly contributed by patriotic business men to the success of the Fourth Liberty Loan campaign.

"While it is true that nearly five million dollars was paid to publisher of the United States for Fourth Liberty Loan publicity," said Mr. Wilson, "it is likewise true that these publishers made one of the most substantial contributions to the success of the campaign in the free publicity to which their columns were opened. We have no way of totalling the great volume of free publicity furnished, although we can estimate the volume of free publicity in the weekly newspapers. We can do this because this material is furnished in plate form through the Western Newspaper Union and kindred organizations. The Government pays the manufacturing cost of this free publicity furnished weekly newspapers and small dailies.

"During the Fourth Liberty Loan campaign alone 217,453 columns of free reading matter were furnished to weekly newspapers and small dailies through the Western Newspaper Union and similar organizations. Most of this was supplied on the order of the publisher, so that the waste was reduced to a minimum.

"Bear in mind that this 217,000 columns, or 36,000 pages, of free display included only the plate matter furnished by the Government to weeklies and small dailies. It is a very low estimate to say that five times as much free reading matter appeared in the larger dailies, so that the total of publicity given by the newspapers to the Fourth Loan exceeded one million columns, or 120,000 pages. The paid space in the newspapers devoted to the Fourth Loan exceeded 75,000 pages.

"A summary of newspaper publicity would read approximately as follows:

Paid advertising, 75,000 pages, averaging \$50 per page.....	\$3,750,000
Local volunteer copy.....	400,000
Magazine, trade papers, and farm papers .....	222,185

Total paid advertising.....	\$4,372,185
Free newspaper publicity, 120,000 pages.	

"So, in a publicity campaign of less than a month's duration, the Liberty Loan occupied more than 200,000 full pages of newspaper space."

### Herald Must Pay Jeweller

The Court of Appeals at Albany has handed down a decision affirming the lower courts in adjudging that the New York Herald Company must pay \$729.59 as damages to Shaw's Jewelry Shop, Inc., for loss of trade as the result of the operation of the Herald Automatic Baseball Playograph in Herald Square. The Herald showed the baseball games of the world's series in 1911, 1912, and 1913, and the crowds that gathered interfered with Shaw's trade.

### Honor W. P. Northrup

William P. Northrup, first vice-president of the J. N. Matthews Company, owners of the Buffalo Express and the Matthews-Northrup Works, was the guest at a dinner in the Buffalo Club in celebration of the fiftieth anniversary of his connection with the works. The dinner was tendered by associates of Mr. Northrup, and he was presented with an illuminated scroll, bearing the signatures of 300 men and women.

## COMING YEAR WILL AMAZE AMERICA BY INCREASE IN BUSINESS VOLUME

"I AM an optimist," said President J. T. Beckwith, of the S. C. Beckwith Special Agency.

"You see," he continued, "the country went into the war under such wonderful circumstances, and conducted it with such amazing skill, and came out of it so suddenly and with flying colors, none of us really had time to think about anything else. But the war period wasn't bad at all on business. The worst time we ever had, of course, was the ten months' period from August, 1914, and running into 1915. Then things began to pick up again. 1916 was a banner year in advertising, and 1917 was a shade better.

"The general trend of advertising is always the great business barometer. During the period of the war we have become a busy people—far busier than the layman knows of. The American beehive of industry has had no drones. Our laws are adequate. We are not operating under a false system. Our tariff is satisfactory and the war has gone along admirably, holding business by the hand with fostering care. The world rejoices at the lavish hand America showed in the war. We never before thought and lived in billions.

"Before the war millions as a daily phrase in finance was as far as we ever got, except to speak of our 'Billion Dollar Congress.' It's different now. Not one man in a thousand understood this country's real value, resources, and importance until we took the bit in our teeth and ran away with the machine. We made the whole world sit up and take notice, surprised ourselves, and have now just begun to think of how quickly we helped put the war's nose out of joint, to say nothing of the jolt we gave the Kaiser.

"But, speaking of the advertising business, I am an optimist because I have a right to be. Take an example in our own office. The only time we ever passed the \$50,000 mark in a single month's total for one paper, was several times early in 1917 for the St. Louis Post-Dispatch. Our November bill for 1918 again passed this figure. Isn't that great? And all along the line the gains are the same. Out in Seattle, in Louisville, in Boston, in New Orleans, and Texas, and the ball is once more rolling into big figures. And I think the coming year will not only satisfy, it will come near to amazing us. Business is now glad with the job of school let out, and we are fundamentally okay."

## NEW A. N. A. PRESIDENT WRITES SALUTATORY TO MEMBERS

W. A. McDermid, Through EDITOR & PUBLISHER, Discusses Changes in Domestic and Foreign Market Conditions and Growing Opportunities for Members

By W. A. McDERMID,  
President Association of National Advertisers.

THE greatest asset of the Association of National Advertisers for the coming year is opportunity. It would almost appear that everything it has accomplished for the past eight years, important and valuable as this has been at the time, has simply been a preparation for the playing of a greater part.

At no time since its inception has the A. N. A. assumed so important a position in its possibilities for value to its membership concerns. There is more justification for that statement than mere brag.

### Do Not Need Term Reconstruction

It is trite to review the unique position in which the entire world finds itself at this time. We have heard it, seen it, lived it, even if we frequently fail to grasp its full significance, and therefore need interpreters of our own times.

Fortunately we do not need to use the term "reconstruction" for the period we are entering, at least in the sense it is used in France and Belgium. We have suffered no such destruction. We do not need to use billions simply to restore our country to what it was four years ago. But we do face reorganization and new habits of thinking in every department of business.

As an inadequate illustration, let us note that our thinking about production involved the knowledge that in standardized quantity production we knew no equal. But now other great nations have learned the lesson, and even surpass us in the modern nature of their equipment. So we must think of production, and the competition arising out of production, from a new basis.

### Must Think New Thoughts

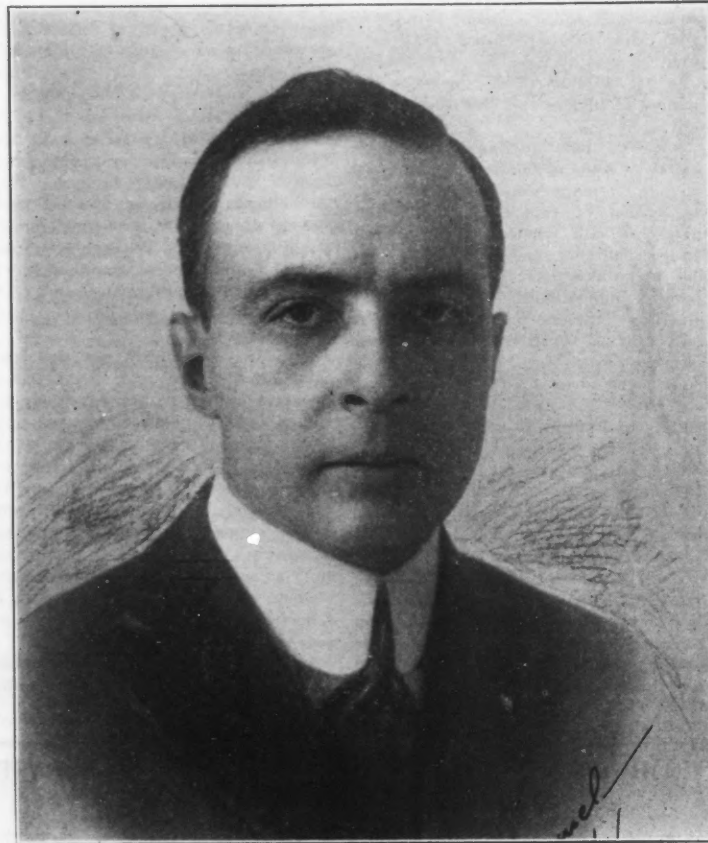
We are compelled in every branch and phase of business to think new thoughts in new ways because the basis of our former thoughts, the facts upon which we formed our opinions and decisions, have been either swept away or altered. Never before, probably, has there been so insistent a search for facts about business—or recorded history and experience—nor such large expenditures by firms for the very best information which can be secured.

Similarly, our domestic and foreign marketing standards and viewpoints have altered to an unbelievable degree. All this is more or less obvious, and often repeated, but it is mentioned again to emphasize this point—that now, as never before, business is searching for facts upon which to base its plans and decisions.

Now, couple with that, the prediction made by close students that, with the increasing importance of distribution, the inspiration for the leadership of business must come to an increasing degree from the marketing end and less from the producing end, and the opportunity of the A. N. A. becomes more apparent.

### Must Investigate Anew

Business must search its recorded history, investigate anew, make its data more workable, and out of all of this lay its plans to exercise greater economy and employ more direct, more simple, and more resultful methods. To that end the A. N. A. is in a unique position to help. All that it has been able to create for its members in the past eight years of its existence seems now to have been merely a preparation for wider usefulness at a time when business needs all the assistance it can possibly get.



W. A. McDERMID.

The A. N. A. is a marketing organization of a large majority of the big advertisers of the country, who cooperate in pooling, and in disseminating advertising and sales information, by means of which expensive and often futile or disastrous experimentation in the merchandising of goods is avoided.

In addition to the stimulus and inspiration of the meetings the data files embody all of the preparation which the Association has made each year to serve its membership better, and now this represents one of the great tangible assets of the national advertising interests of the country.

Its membership—and even its executive committee—is not fully aware of the latent possibilities in its carefully compiled and indexed data service, and yet this is only in its infancy, as one surveys the future.

### Opportunity and Privilege

The A. N. A. represents to-day the one logical place where its membership concerns can get—for a nominal expenditure—the information (the facts, if you please), on which to work out the job of super-salesmanship before them, and it is both the opportunity and the privilege of the Association to serve its

members to a degree and in manner never before anticipated.

Its activities for the immediate future are quite clear. It must develop much more rapidly, merely by keeping as nearly abreast as possible of the requirements of its membership concerns for service. It will logically and naturally reach a new standard of relationship with its membership concerns, and above all it seems certain that it will continue to enjoy a gratifying harmony of interest with the sellers of advertising and service who come in contact with the Association. Nothing has been more gratifying to the Association in the past than the increasing confidence, respect and sympathy which have developed in this particular relationship.

It was probably but natural that in its inception the A. N. A. should have

## BRISBANE IMPROVES NEW HOLDINGS

Obtains More Commodious Quarters and Modern Machinery for Wisconsin News, Merger of Three Milwaukee Dailies.

Arthur Brisbane has not been slow in advancing the interests of his newspaper holdings in Milwaukee since he purchased the Milwaukee Free Press and consolidated it with the Evening Wisconsin and the Daily News, previously acquired by him, under the new name, the Wisconsin News.

Mr. Brisbane has just about completed a deal for new, much more commodious quarters for his paper, the location of which is for the present withheld. One of the new Goss presses, formerly in the plant of the former Chicago Herald, has already been removed to Milwaukee and other pieces of new, modern machinery installed.

Within a bare three days after taking over the Evening Wisconsin, Mr. Brisbane turned it over from a 7-column, 13-em paper to an 8-column, 12½-em sheet, thus standardizing it for advertising plate service. His so doing involved the tremendous task of changing all machinery, moulds, type, and paper sizes in the plant, but the feat was accomplished without a single hitch.

About 50 per cent. of the former employees of the three merged dailies have been retained under the consolidation, although all minor positions have not been definitely allotted as yet, particularly in the editorial department. The advertising management also is as yet vacant, although it is pretty clearly understood that a certain ex-Chicago Herald and Examiner man is slated for the position.

M. L. Annenberg will act as business manager, with Mr. Brisbane appearing as editor and owner. Herman Black, publisher of the Chicago American, will devote a portion of his time to the general supervision of the property.

Al Royce has been appointed managing editor; Stanley Cochems, news editor; Percy Morgan, city editor; Herman Ewald, feature editor.

Julius Bleyer will conduct a special column entitled "Heard and Seen." Characteristic and nationally known Hearst features, which will appear daily, will include William De Beck's sport cartoons, editorial page cartoons by Harry Murphy, Winsor McKay, Hal Hoffman, and comics by Tad and George McManus.

The Wisconsin News will hereafter be published as a six-day evening paper.

A. T. Macdonald, who has for six or seven weeks past been assisting Mr. Brisbane in the organization of his new paper, returned to Chicago on December 2, and resumed his former position as day managing editor of the Herald and Examiner.

### Creditors Run Montreal Herald.

A meeting of the creditors of the Montreal Herald, which is in liquidation, was held in Montreal on December 9. A motion was submitted by the attorneys representing the creditors asking for the appointment of a liquidator and inspectors. The judge granted the motion and appointed J. L. Apedaille liquidator and five inspectors to assist him. The assumption is that the liquidator and inspectors will run the paper for a time at least.

been looked upon with some degree of suspicion as having interests antagonistic to publishers, agents and others, and that friction should at times arise, but better acquaintance with the purposes, ideals and methods of the Association has completely removed this. There has grown up a spirit of coöperation which has put their relations on a very high plane. It has become obvious that no one element can put across a program harmful to the others without harming themselves.

The annual dinner of the Association is merely an expression in a social way of the thorough spirit of good fellowship and harmony which the officers hope will never cease to characterize the relations of the Association with all outside interests.

If the officers can hope for anything in the future more than all else, it will be that this relationship may continue—that all the parties concerned will continue to see that their interests are mutual as well as individual.

### Handles French Loan Copy

Canadian Advertising Agency, Montreal, is placing copy for advertising in connection with the French Loan of Liberation in Canadian dailies.



# A. N. A. NEWS AND VIEWS BRIEFLY TOLD BY ITS SECRETARY

Begins Weekly Communications With Membership Through EDITOR & PUBLISHER by Authorization of Board of Governors--Tells of Organizations' Activities

Compiled and Edited by JOHN SULLIVAN, Secretary-Treasurer of the Association of National Advertisers.

*Under authorization of the Board of Directors of the A. N. A., the Secretary will communicate with A. N. A. members through this page every week.*

AFTER every big and important convention, as after every war, there is not only a cleaning up and readjustment, but a looking forward. During the past three years the demands of the members of the Association upon the headquarters office have been rapidly increasing and becoming more insistent and complex; and, as that demand has grown, the authoritative position of the Association, which is based on accurate and definite knowledge of its field, has been extensively and intensively recognized. During the past two years the demand for the Association's general and data service, and for its advice and guidance, has increased tenfold.

In all the connections of the Association with the sellers of space, material and service, there have been found, particularly during the past year, new bonds of sympathy and mutual interest. With every section of what is usually known as the selling end of the business the Association has had the most pleasant and fruitful relations, and the programme for 1919 will provide for still greater and more effective reciprocity. The Association works for its members, and with all those who serve them.

### The Proposed National Trade Mark

IN Byron's "Childe Harold"—in the section concerning the Battle of Waterloo—it is recorded of "Brunswick's fated chieftain" that he "rushed into the field and, foremost fighting, fell." When the bill for establishing a national trade mark was introduced into Congress in March last, some organizations rushed forward impetuously to express their approval. Several of these organizations had little or no interest in individual trade marks surrounded by good will gained by many years of sound merchandising and the expenditure of large sums of money in advertising. Manufacturers who had such assets were not so eager, either individually or through their organizations. The members of the A. N. A. have taken nearly nine months to consider the matter, no action having been taken at the semi-annual meeting last June because of the sane and healthy conservatism that characterizes the organization. Last week, however, at the annual meeting, the following resolution on the subject was adopted:

"Whereas, Trade marks have no value to buyers except as value is given them by distinguished performance of the trade marked merchandise, and

"Whereas, Trade marks of individual business concerns are, therefore, of greater value to buyers and to our nation's business than any mark of mere geographical origin, and

"Whereas, A national trade mark would tend to minimize the importance

of the individual trade mark; therefore, be it

"Resolved, That this Association disapproves the proposal to establish a national trade mark for American-made goods."

The success of A. N. A. membership companies has been a result of individual initiative and enterprise, while keeping in view the general interests of the United States. That kind of initiative and enterprise will win the way for the United States in the future as in the past without those essentially American characteristics being injured by any form of paternalistic or pseudo-paternalistic legislation.

### Deplore L. C. McChesney's Death

IN the death of L. C. McChesney on November 10 last the Association suffered a great loss. Mr. McChesney was the third president of the Association and exercised a potent influence in the guidance of the infant organization. By a standing vote the membership representatives at the annual meeting last week adopted the following resolution:

"During the year one of our past presidents has been taken from us. L. C. McChesney, advertising manager of Thos. A. Edison, Inc., and leader of this organization in its third year, passed away at his home in Orange, N. J., November 10 last.

"Mr. McChesney was placed at the head of the Association of National Advertisers during that early formative period which was so critical that wise piloting was necessary to assure development of the purposes of the founders, of whom he was one. The great and strong enthusiastic organization which meets here this week is due in large measure to his conception of its mission and his ability to keep his feet on the ground.

"The Association of National Advertisers grieves with his family and business associates over the loss of a man who stood for the high ideals of this Association and who helped this organization to live those ideals every day. We honor his memory as our leader. We record our deep feeling of our loss in the passing of a real man and our friend."

### Publication Economies in Guaranteed Circulations

IN the summer of 1916 the A. N. A. expressed itself in a bulletin to its members as being opposed to inflation of circulation resulting in the building-up of lists of names instead of subscription lists, and urged its members to discriminate between "readers" and "circulation." A canvass of the members was taken at the same time as to their attitude towards publications that gave pro-rata rebates. Upward of 90 per cent. of the replies indicated that the members thought favorably rather than otherwise of such publications.

When the recent restrictions of the Pulp and Paper Section of the War Industries Board were put into force, the

### A WEEKLY FEATURE

The following is an extract from the minutes of the meeting of the Board of Directors of the Association of National Advertisers, held in the Waldorf-Astoria Hotel on the evening of December 3, just before the annual meeting of the A. N. A.:

The offer of a page in its publication weekly for one year at least, made by the Editor & Publisher, for the use of the A. N. A. in the publication of A. N. A. news and views, was brought to the attention of the directors by the secretary. After the directors had satisfied themselves on various considerations brought forward, the offer was unanimously accepted, and the secretary was authorized to furnish matter regularly for the page.

Association took no action in opposition to certain of the provisions because it saw that opportunities would be given to publishers to adopt sound and economical practices, and because it knew that those practices would ultimately make advertising in publications more profitable than it has been in recent years. At the annual meeting, the members expressed their approval of the adoption of sound merchandising methods in promoting circulation and, appreciating that safeguards now exist against inflation of circulation, expressed also the feeling that the guaranteeing of circulations should be continued and encouraged:

"The A. N. A. believes that the restrictions applied to the publication of general periodicals and other publications by the Pulp and Paper Section of the War Industries Board have operated in the direction of a healthy and sound economy. Wasteful practices have been modified or abolished; publishers in general have benefited; methods of promoting circulation have been reexamined and revised and improved. The realization that sound merchandising methods in promoting circulation are profitable immediately and prospectively is in itself an assurance that safeguards now exist against inflation of circulation.

"It is the feeling of the A. N. A. that the guaranteeing of figures of circulation by publishers should be continued and encouraged. The factory materials purchased by its members have not only to measure up to a standard of quality, but must also be correct as to the quantity; if buyer and seller are agreed that the quantity purchased is not delivered, a rebate or allowance from the amount of money paid follows as a matter of course.

"The members of the A. N. A. see no reason why the purchase of publication circulation should be on any other basis, or why any publisher should wish to exempt himself from a recognized and just commercial practice."

### E. L. Shuey Retires

One of the best loved men in the Association for years past has been E. L. Shuey, the advertising director of Lowe Brothers Company, Dayton, Ohio. Mr. Shuey, who has been prominent in international Y. M. C. A. work for many years, is now retiring officially from his Company. Mr. Shuey was the sixth president of the Association, and there is very keen regret that he will no longer participate in the guidance and councils of the A. N. A.

THE headquarters' office of the A. N. A. has had two of its helpers in the United States Service and the name of one of them is now on the Roll of Honor—Frank I. Corcoran, who was head of the Publication Data Department. The other assistant, Sergt. G. F. McClelland, is in France with the Twenty-seventh Division and is at the present time stationed in the south of France at an Officers' Training School.

M. R. A. L. DEWAR, Jr., has been appointed advertising manager of Welch Grape Juice Company, and will act as his Company's representative in the A. N. A.

### E. S. Babcox Resigns

E. S. BABCOX, vice-president of the A. N. A. since May, 1917, has resigned from the Firestone Tire & Rubber Company, and, having acquired a considerable interest in The Christian Herald, on January 1 next becomes the secretary of that organization. The departure of Mr. Babcox from the Association is much regretted, where his enterprise and enthusiastic coöperation have always been appreciated.

### New Members Elected

DURING the past week the following firms have been elected to membership in the Association:

- Chipman Knitting Mills, A. T. Haefela, Advertising Manager, Easton, Pa. "Chipman Knit" Silk Hosiery for Men and Women.
- Devoe & Reynolds Co., Inc., Paul F. Eichhorn, Advertising Manager, 101 Fulton Street, New York City. Paints, Stains, Varnishes, Enamels, Artist Materials.

IT is with regret that we have to record the death of Lewis B. Wright, manager of the Architectural Department of Berry Brothers, Inc., an A. N. A. membership concern.

### NEW EDITORS FOR MINN. NEWS.

Phillips, Formerly of Chicago Post, Succeeds Robertson, Managing Editor

Appointment of B. W. Phillips, formerly of the Chicago Post, as news editor of the Minneapolis Daily News to succeed W. C. Robertson, former managing editor, is the culmination of a general reorganization of the News editorial staff.

Prior to Mr. Phillips' appointment, Frank McInerney, formerly of the Minneapolis Journal, was made city editor, and Henry Lund, formerly of the St. Paul Dispatch and Pioneer Press, was appointed telegraph editor.

### ELLIS OFF TO ORIENT AGAIN

Will Study Conditions There for the New York Herald—His Fourth Visit

The New York Herald is sending Dr. William T. Ellis, widely known as a traveller, magazine writer, and newspaper man, to the Balkans and to Turkey to make an independent study of conditions there for the Herald and for the papers taking its service. Dr. Ellis will send cable reports, as well as frequent mail articles. He sails this month, going first to London, Paris, and Rome, after which preliminary work he moves on to Salonica and the Balkans and then to Constantinople, Asia Minor, Palestine, the Caucasus, Mesopotamia, and Persia.

This is Dr. Ellis' fourth newspaper expedition to the Orient.

## U. S. EXPOSES GERMANY'S EFFORT TO CONTROL NEWSPAPERS

Hearst Telegrams Principal Feature of Hearing Before Senate  
Judiciary Committee---Bielaski Declares Bernstorff  
Was Successful in a Few Instances

**T**HE determination of the Senate to learn of the influence of brewers in the purchase of the Washington Times by Arthur Brisbane has led its Judiciary Committee far afield, but the inquiring Senators have uncovered, with the aid of the Department of Justice, the ambitions of the Imperial German Government to control public opinion through newspapers in the United States.

A. Bruce Bielaski, chief of the Bureau of Investigation of the Department of Justice, has been permitted by the Attorney-General to give to the public a wealth of material on the propaganda activities of the German Government in the days when the United States was a neutral and von Bernstorff a member of the Washington corps of diplomats.

### Many Telegrams From W. R. Hearst

The most sensational feature of the hearing was the introduction of a large number of telegrams from William Randolph Hearst to his editors and managers, many of which showed conclusively that the publisher held strong anti-British opinions and was strenuously averse to the United States getting into war with Germany. A most notable feature of his messages to his subordinates was the great detail which accompanied his instructions to them, leaving nothing that was vital to his policy to their judgment.

### Went to Great Lengths

The documents disclosed by Bielaski have shown the lengths to which German agents went in their efforts to control newspapers and periodicals in order to obtain public hearing for the Potsdam viewpoint on the war. Bielaski testified to the few instances in which they were successful, and, where his documents left doubt as to issues, the editors and publishers involved have entered denials of the charges or intimations. The documents read to the Senate Committee came from the files of the American and British Secret Service. Bielaski's testimony consumed almost a week of the hearings, and interest in the disclosures was indicated by a full attendance of Senators.

Bielaski's testimony may be summarized as follows:

That von Bernstorff cabled to Dr. Bernard Dernburg, one time chief of the German propaganda service in this country, that the Washington Post had been offered to him for \$2,000,000 "with the intention to buy it back again after the war for \$1,500,000." A second offer, Bernstorff stated, was to "put the paper at our disposal for two months for \$100,000."

### McLean Enters Denial

Later Bernstorff deplored the death of John R. McLean, publisher of the Post, because, he stated, "the elder McLean had given his paper an entirely anti-English character." He stated "the paper will be lost to us if it cannot, as is very desirable, be put into the hands of Mr. Hearst." Following Mr. McLean's death Bernstorff protested against an alleged change of attitude toward Germany and blamed Edward B. McLean, the son and present publisher of the Post, expressing the belief that McLean was influenced by the Russian Ambassador through the latter's aunt, and added:

"Mr. McLean inaugurated his ownership by naming as 'editorial director' one Bill Spurgeon, who is said to be a British subject and a nephew of Robert P. Porter, one of the chief leaders of the Northcliffe ring."

The Bielaski testimony was followed by a prompt and vigorous denial by Mr. McLean that his father ever of-

fered the Post for sale, and the cable was characterized as "another Bernstorff lie."

### Brings in Untermyer

Mr. Bielaski introduced a letter signed Samuel Untermyer, Miami, Fla., and addressed to Dr. Heinrich Albert, proposing that a New York newspaper with morning and afternoon editions, presumed to have been the Sun, be purchased.

This testimony was accompanied by a note to George Sylvester Viereck, editor of The Fatherland, to Dr. Albert, in which Viereck said:

"Had a long talk with Samuel Untermyer, who will write a long article for the New York Times. He will also take up the matter with President Wilson."

"It seems to appear," Mr. Bielaski testified, "that Mr. Untermyer tried to get for the Germans control of important newspapers."

Mr. Untermyer stated in his letter to Albert that four-sixths of the stock in the Sun could be bought for slightly less than \$2,000,000, inclusive of "valuable real estate on Park Row." He stated that under certain conditions "my friends could be induced to take one-fourth interest provided some arrangement could be made to give them the option to acquire the majority interest at a future date, say after the lapse of one or two years after the close of the war." He said he understood the paper was breaking about even in a financial way but that his friends believed it could be put on a paying basis.

The name of Untermyer was again brought up by Bielaski, when he testified:

### Mentions Dr. Rumely

"The Wahrheit, a Jewish newspaper of New York City, appears to have undergone some sort of financial reorganization in the sum of about \$50,000. A man named Miller went to Judge Aaron J. Levy to turn over some stock. It is alleged that Judge Levy was to see Mr. Untermyer and get \$30,000. Mr. Untermyer left word with his secretary, Harry Hoffmann, to turn over the money when the affair was concluded. The transfer seems to have been made.

"But unless it can be proved that Mr. Untermyer advanced the money for some one else, the transaction appears legitimate. The report reached us through the British Secret Service that it was for German propaganda."

At this point Mr. Bielaski explained the reason German propagandists wished to spread their ideas among Jews and influence them against Russia.

At various times in the testimony Mr. Bielaski mentioned the name of Dr. Ed-

ward A. Rumely, formerly of the New York Evening Mail, and said that Dr. Rumely attached himself to Dr. Dernburg so closely that he was more or less a shadow. Mr. Bielaski said that Dr. Rumely drew the money which Louis A. Hammerling was to use for German propaganda advertising.

### Says Hearst Was Pro-German

Mr. Bielaski testified at great length during the several days he was before the Senate Committee regarding William Randolph Hearst, the anti-British attitude of the Hearst papers, and especially with reference to Dr. William Bayard Hale, who was the Berlin correspondent for the New York American.

Bielaski produced documents tending to show that Hale, while in the employ of the New York American at a weekly salary of \$300, received an annual salary of \$15,000 from the German Government for propaganda work in the United States. When Hale went to Berlin Bernstorff urged the German Foreign Office to show him special courtesies "because Hearst newspapers had placed themselves outspokenly on the German side," but Bielaski showed that Bernstorff stated Hearst did not know of Hale's employment by the German Government.

Hale was suggested as a "most suitable man to start the reorganization of the news service after peace on the right lines." Bernstorff stated that Hearst confirmed a feeling of disappointment on the part of Hale that Karl M. von Wiegand, Berlin correspondent for the New York World, was getting "the breaks" on interviews in Berlin, and the German Ambassador urged that preference be shown Hale. Hale, the witness stated, went to Rumania, in an effort to keep that nation out of the war, and that he went at German expense without the knowledge of Hearst.

### For Anti-Japanese Sentiment

Edward Lyell Fox, a magazine writer, was mentioned at the hearing, in connection with an alleged attempt by Fox to incite anti-Japanese feeling on the Pacific Coast and to use a weekly illustrated magazine, issued as a supplement to Sunday newspapers, to which he was a contributor. Norman E. Mack and Paul Block were mentioned as publishers of the magazine.

Some of the Bernstorff messages covered alleged negotiations and payments to Theodore E. Lowe for a German subsidy of The National Courier, a weekly publication, in Washington, devoted chiefly to society and town topics. Louis Garthe, Washington correspondent for the Baltimore American, and one of the veterans of the corps, was mentioned as a contributor to the National Courier. Mr. Garthe declared in a statement that his contributions were entirely American.

### After American Press

Mr. Bielaski read documents tending to show that Dr. Albert obtained an option to purchase The American Press Association for \$900,000, and that Bernstorff, lamenting the fact that German propaganda had been "shipwrecked" by the sinking of the Lusitania, expressed "much satisfaction" at having been able to get rid of Marcus Braun's publication, Fair Play, while hoping to be free from Viereck's The Fatherland. Bernstorff asked his government for \$50,000 with which to start a monthly magazine in this country.

Dr. George Barthelme, former Washington correspondent for the Cologne Gazette, who was deported by the State Department after having been interned here, was in close touch with Berlin by wireless, Bielaski testified. Barthelme

once faced ejection from the press galleries for writing to his paper that the Washington correspondents were a lot of unscrupulous scribblers interested only in cheap sensations.

Major Lowry Humes, of the Intelligence Section, former United States District Attorney for the Western District of Pennsylvania, introduced into the record of the hearing, a group of documents, dealing with the attitude of Mr. Hearst just prior to the entrance of the United States in the war. The Senate Committee debated the question of including these documents in the record, but decided, in executive session, that it should be done. Senator Nelson, of Minnesota, was especially insistent that the record should contain them.

### Called Zimmerman Note Fake

The Hearst messages, known as the "Palm Beach telegrams," dealt with the "make-up" of the New York American and other Hearst papers, and editorial suggestions with reference to the Zimmerman note, which, the telegrams showed, he insisted was a fake.

The Hearst telegrams contained instructions to S. S. Carvalho, formerly an editorial executive for Hearst, to run "the Red, White and Blue title through all editions in these troublesome times"; "little American flags to right and left of date lines on inside pages"; and, "to please keep standing in the American across top of editorial page the verses 'The Star-Spangled Banner' as originally written."

The messages were held to have shown Mr. Hearst's belief that the American people did not want war with Germany, as "Americans from childhood have been taught to regard both Germany and France as their proven friends." This message was a cable to Hale, and other documents were offered to show that Hearst made strong efforts to stop the cable. It was believed to have been in answer to a cable Hearst received from the Vossische Zeitung, in Berlin, asking for opinions from "leading American circles" on the American-German rupture.

In his message relating to the Zimmerman note, which showed the hand of Germany in an effort to involve the United States in trouble with Mexico and Japan, Mr. Hearst was alleged to have attacked the President, the Attorney-General, the Postmaster-General, and Col. Edward M. House.

### HEARST MAY TESTIFY

Is Expected to Tell of His Newspapers' War Activities

WASHINGTON, December 11.—It is quite probable that William Randolph Hearst will be a witness before the Senate Judiciary Committee in a few days for examination as to the activity of his various newspapers pertaining to the war.

### Last Chance For Dr. Rumely

Decision is still pending on whether or not Edward A. Rumely, former publisher of the New York Evening Mail, will be tried in Washington or New York on the new indictments found against him on December 2 by the Federal Court in Washington on charges of holding newspaper interests in behalf of the German Government without informing the United States Government. The final hearing on the extradition proceedings has been set for December 17. Dr. Rumely is fighting hard against going to Washington, contending that all his papers and witnesses are in New York and that he should be tried here.



# PUBLISHERS ASK NEW HEARING ON COST OF NEWS PRINT

## Declare They Have Evidence Showing Expenses Have Dropped Since Federal Trade Commission and Circuit Court Judges Fixed Maximum Price

**A** REQUEST to Attorney-General Gregory to ask the Federal Trade Commission for an investigation and determination of new prices for newsprint paper, as of May 1, 1918, July 1, 1918, and August 1, 1918, has been filed by the New York law firm of Morris, Plante & Saxe in behalf of the American Newspaper Publishers Association's more than 400 publishers.

The attorneys for the publishers say that evidence has come to their attention since the Federal Trade Commission in October increased the price of paper to \$3.75 1/4 per hundred pounds, as of July 1, 1918, showing that the costs of manufacturing paper at that time had decreased, instead of increased, as the Federal Trade Commission had been led to believe by the manufacturers.

### Appeal to Gregory as Trustee

The request to reopen the investigation is made to the Attorney-General by reason of his being trustee for the publishers in the agreement signed in November, 1917, by the group of paper manufacturers who decided to allow the Federal Trade Commission to fix their prices for print paper until three months after the close of the war—such set price to be subject to appeal to the Federal Circuit Court if either publishers or paper makers believed that the Trade Board had ruled in error on the basis of the evidence placed before it by manufacturers and publishers.

The Federal Court was appealed to by the manufacturers on the price set as of April 1, 1918, and the judicial body saw fit to raise the Trade Board's price of \$3.10 per 100 pounds to \$3.50. For May 1, June 1, and July 1, 1918, the paper manufacturers, on the basis of cost evidence presented to the Trade Board, received the benefit of an increase to \$3.63 per hundred pounds, and subsequently, by reason of a freight increase of \$2.41 per ton, the hundred-pound price was advanced by the Trade Commission to \$3.75 1/4. The latter figure is the one prevailing at present and will continue in force unless changed upon further investigation and hearings by the Federal Trade Commission.

### The Publishers' Case

The reasons advanced to the Attorney-General by the publishers' attorneys in making their request are:

"The Circuit Judges fixed the price of \$3.50 per 100 pounds, or \$70 per ton upon their findings of an average manufacturing cost for the eight signatory manufacturers whose costs were given of \$50.25 per ton, to which they added as a fair return \$19.75 per ton, being the equivalent of 15 per cent. of the capital invested. It is this figure of \$50.25 cost which the manufacturers in their July, 1918, application claimed had been increased since April 1, 1918, by advances in freights, labor, and wood.

"About October 15, 1918, or four days before the announcement of the Federal Trade Commission's 'Supplemental Findings,' there were brought to our attention for the first time certain reports of the accountants who for R. A. Pringle, Esq., K. C., Commissioner for the Canadian Government, had been investigating the news print manufacturing costs of certain of the Canadian manufacturers, who are also signatories to the November 26, 1917, agreement. These reports were not in existence, and therefore not available at the time of the July 29 and 30, 1918, hearings before the Federal Trade Commission.

"The reports showed that contrary to the claims of the manufacturers the costs subsequent to April 1, 1918, had

very materially decreased notwithstanding the freight, labor, and wood advances of which the manufacturers complained. We therefore at once brought the matter to the attention of the Federal Trade Commission in a letter dated October 16, 1918, delivered to the Commission October 18, 1918, a copy of which is submitted herewith, in which we asked for an investigation of such costs before action should be taken on the manufacturers' application of July, 1918, for increases.

"Notwithstanding such communication and request, the Federal Trade Commission on the same day, October 18, 1918, delivered its 'Supplemental Findings,' marked for release October 19, increasing the prices as above stated.

"On November 22, 1918, we received a further report of the Canadian accountants, giving the costs of the Laurentide Company for the months of July, August, and September. This report, submitted by the accountants before the Paper Control Tribunal on November 15, 1918, also substantiates the claims of our letter to the Federal Trade Commission of October 16, 1918, that, **contrary to the assertions of the manufacturers, their costs since April 1, 1918, have decreased.**

"The figures of the Canadian accountants, Messrs. Clarkson, Gordon, and Dilworth, in comparison with the cost figures in the record furnished to Price, Waterhouse & Company, and Perley, Morse & Company, upon which the findings of the Circuit Judges were based, are as follows:

### Price Waterhouse & Company and Perley Morse & Company.

	Donna- eona.	Price Brothers	Lauren- tide.	Bromp- ton.
Jan. ...	\$47.59	\$46.66	\$45.99	\$62.19
Feb. ...	49.53	46.88	49.69	62.67
March .	48.64	47.03	46.67	62.37

### Clarkson, Gordon & Dilworth.

	Donna- eona.	Price Brothers	Lauren- tide.	Bromp- ton.
March . . . . .	\$46.78	\$46.02	.....	.....
April ..	\$44.29	44.90	43.43	\$63.59
May ...	43.21	.....	41.34	60.59
June ...	42.21	.....	43.78	56.53
July ...	45.18	.....	39.54	53.34
Aug. ...	.....	.....	44.05	.....
Sept. ...	.....	.....	46.74	.....

"It will be noticed that both the American and Canadian accountants were substantially in accord as to the March costs of Price Brothers and Laurentide, the only mills as to which the costs prior to April 1st, 1918, are given in the Clarkson reports. The subsequent lower costs, therefore, can not be attributed to a difference in accounting methods.

"The Clarkson figures are also sub-

ject to a further substantial reduction because they include a stumpage charge of \$2 per cord for wood cut from Crown lands, which charge the Circuit Judges disallow in their finding numbered "7," and by reason of the fact that the figures are based upon the average cost of sheets and rolls of standard news and half-tone news and upon the average cost of slushed and lapped ground-wood and of wet and pressed sulphite.

"We believe it is an established fact that under normal conditions manufacturing costs in the paper industry are lower during the summer than in the winter months. Whether this would prove true under the abnormal conditions prevailing this year was not known when this matter was first under consideration, but the figures now available prove that the rule still holds good, and we firmly believe that the cost figures from the other mills, signatories to the agreement of November 26th, 1917, if obtained, will show a similar decrease. And we believe that beyond question the evidence of Clarkson, Gordon & Dilworth will establish that the average cost for the six months, April to September, 1918, is less than \$50.25, the figure used by the Circuit Judges, and not more, as claimed by the manufacturers and allowed by the Federal Trade Commission in their supplemental findings of October.

"You will appreciate, of course, that the publishers not having access to the accounts of the manufacturers were unaware of the true facts respecting costs since April 1, 1918, and were unable to obtain any facts justifying a request for hearing or investigation until the figures of the Canadian accountants were presented to Commissioner Pringle and made public, since which time we have moved as promptly as the situation permitted, as evidenced by our communication of October 16, 1918, to the Federal Trade Commission.

"In the event that you grant this request of the publishers and ask the Federal Trade Commission for a further investigation and determination of new prices, we would also request your assistance in procuring the attendance of Mr. Geoffrey T. Clarkson, of the above-mentioned firm of accountants, and his assistants, who made the examination of the costs of the several Canadian mills, to wit: Laurentide Company, Inc.; Donnacona Paper Company, Ltd.; Abitibi Power & Paper Co., Ltd.; Price Brothers & Co., Ltd.; Belgo-Canadian Pulp & Paper Co., Ltd.; Brompton Pulp & Paper Co., Ltd.; Fort Frances Pulp & Paper Co., and Spanish River Pulp & Paper Mills, Ltd. Any request on the part of the publishers for the attendance at Washington of Mr. Clarkson and his assistants would undoubtedly meet with strenuous opposition from the Canadian manufacturers, whereas we are confident that Mr. Clarkson's personal attendance would be arranged and his assistance obtained if the request therefor be made by you to Mr. Clarkson, or if you deem it necessary, to the Hon. Martin Burrell, Secretary of State for the Dominion of Canada, Ottawa, Canada.

### Asks Review by Court, Also

"We also request that in the publishers' behalf you ask the Circuit Judges of the Second Circuit for a review of the Supplemental Findings of the Federal Trade Commission of October 19, 1918. We contend that the increases granted were not warranted by the facts, as pointed out in our letter of October 16, 1918, to the Federal Trade Commission. No general increase was shown of \$2.65 per ton for labor and \$2.41 per ton for freight, counsel for the manufacturers conceding that these increases

did not apply to the same extent to all mills, and there is, therefore, no justification for a general increase in price based upon the maximum increase in cost of two of the highest cost mills.

"The result is to give the majority of the mills concerned an additional profit on top of the immense profit already allowed by the Circuit Judges. Bearing in mind that Clarkson shows, for example, the Laurentide cost in July to have been \$39.54, including stumpage, that Company in that month upon the price of \$3.75 per cwt., or \$75 per ton, was making a profit of more than \$35.46 per ton, whereas the Circuit Judges find a fair return or profit to be \$19.75 per ton.

"May we further request that you grant us a hearing upon the requests of this letter. We feel that a grave injustice is being done the publishers of this country, and we wish to spare no effort to obtain for them relief from the present oppressive prices.

"We ask you early consideration of this matter, not only because of its importance to publishers, but because of its bearings at this time upon contract prices which are being quoted for next year's tonnage. Many publishers are being induced to accept flat prices, which are largely influenced by, if not based upon, the prices fixed by the Federal Trade Commission in its Supplemental Findings of October.

"If the Federal Trade Commission prices are, as we maintain, excessive, a reduction thereof will not only affect the prices at which will be sold the production of upwards of 900,000 tons per year, represented by the manufacturers' signatures to the November 26, 1917, agreement, but will affect the prices of a further one million tons which will be produced and sold in the next year, and cause a material lowering of the flat prices now being quoted."

A letter setting forth the above mentioned points has likewise been filed with the Federal Trade Commission asking assistance in obtaining the evidence referred to "which was not available or even known at the time of the hearings on July 29 and 30, 1918."

### Henry Wise Quoted

Along with the above information forwarded to Mr. Gregory and the Federal Trade Commission by the A. N. P. A. attorneys is a statement by Henry A. Wise, counsel for the paper manufacturers, at the conclusion of the hearing of July 30, 1918, and taken from the official record, as follows:

"Mr. Wise: Now, I wish to say to the Commission that directly the War Labor Board's award does not cause any change of status with most of the other companies—I think it is true of all of them, except possibly one or two. In other words, many of the mills who are parties to this proceeding are not what might be called 'union mills,' but under existing conditions, especially in the labor market, whether they be union or non-union mills, they will be directly or indirectly affected, and must and will naturally advance their wages; but I have not undertaken to show here what any of the other mills would or will have to pay in the way of an advance in wages.

"Suffice it to say that competition for labor these days is so acute that the non-union mills that stood pat on the old schedule would wake up in the morning with a mill and nobody to run it. The freight advances, I think I can state—although I am not a witness—do not affect certain of the Canadian mills to any such degree as has been demonstrated here by the International

(Continued on Page 40.)

## PUTS CO-OPERATION OF PRESS ABOVE PEACE CONFERENCE PACT

Lord Burnham, Dinner Host in London of American Trade Press Representatives, Seeks "Full Understanding and Free Friendship of Newspapers of English Speech"

By VALENTINE WALLACE.

London, November 19.

THE members of the two distinct delegations of American editors, whose visits as guests of the Ministry of Information caused them to be in the metropolis together during the past week, were treated to such a round of hospitality in the form of luncheons, dinners, and receptions that even the strongest constitutions could have pleaded justification in giving way to the strain.

The week marked the last before sailing, November 16, of the sojourn of the second delegation of daily newspaper editors, headed by Frank P. Glass, whose gifts served so effectively to keep up the American end in what seemed a series of unusually brilliant contests of after-dinner speaking. This included, on the English side, such consummate and talented speakers as Arthur J. Balfour, the British Foreign Secretary; Lord Burnham, proprietor of the Daily Telegraph; Sir Arthur Steel Maitland, M. P., and others.

### Visitors Vie With Hosts in Oratory

Moreover, this friendly international competition pleasantly revealed as speakers of the first capacity on the American side such of our craft as H. G. Lord, editor of the Textile World Journal, whose address on the union of the Anglo-Saxon peoples evoked enthusiastic applause at the luncheon tendered the delegation of American Trade Press representatives by the English-Speaking Union at the Criterion Restaurant, November 12; H. M. Swetland, president of the United Publishers' Corporation, who spoke eloquently on the problems of reconstruction at a luncheon tendered the Trade Press representatives at the Savoy Hotel by Sir George Perley, High Commissioner for Canada, on November 13, and Edgar Piper, editor of the Portland Oregonian, who made a highly appreciated humorous address at the dinner given by Lord Burnham at the Savoy Hotel, November 12, in honor of all of the visitors here.

It was at the latter dinner, incidentally, that Mr. Balfour in a masterly address on the "Problems of the Future and the Power of the Press," divided honors with a brilliant effort by Lord Burnham, both being enthusiastically applauded. And as if for good measure, at this feast of oratory Admiral William S. Sims, U. S. N., gave his compatriots a few confidences on how not to find what the Britisher really is like. Mr. Frank P. Glass made an able and much appreciated response to Lord Burnham's address, which was based on a toast to the health of his guests.

The members of the delegation of trade press representatives who were the guests of the English-Speaking Union at luncheon on the afternoon of November 12, as well as of Lord Burnham at dinner the same evening, were as follows: H. M. Swetland, president of the United Publishers' Corporation; E. H. Darville, Hardware Age; H. L. Aldrich, Marine Engineering; Roger W. Allen, American Hatter; A. J. Baldwin, McGraw, Hill & Co.; David Beecroft, Automobile Industries, Motor Age, and Motor World; Allen W. Clark, American Painter and Oil Dealer; F. F. Cutler, Shoe and Leather Reporter; Samuel O. Dunn, Railway Age; H. Cole Estep, Iron Trade Review; Henry G. Lord, Textile World Journal; W. W. Macon, Iron Age; H. C. Parmelee, Chemical and Metallurgical Engineering; Floyd W. Parsons, Coal Age; H. E. Taylor, Dry Goods Economist.

### Toasts "King and President"

In proposing the toast of "The King and President," Lord Burnham at his dinner gave "The American Army and Navy."

"I count more on a full understanding and free friendship between the newspapers of the English speech than I do upon all the clauses of all the instruments of policy that the Peace Conference will elaborate in the years during which it might be sitting," he said.

"Mr. Balfour, who is to address you to-night, will allow me that freedom of speech, now that we are on the eve of restoring the freedom of the press by abolishing the censorship.

"The American Army and the American Navy have been the reinforcing girders that prevented the break-up of our concreted civilization. The name of the American Army will be indissolubly bound up with the second battle of Sedan, which ranks with the other battles of the grand advance of the Allied armies as the most decisive battle of the ages."

Lord Burnham concluded with a tribute to the American Navy that brought great applause.

Admiral Sims, in a humorous response, said the American editors had come over to find what the Britisher was like. They had been on the wrong lay most of the time. The principal occupation of Britishers was "knocking" their own country. Much of the criticism of the censor was unjust. He had to censor scoundrels and damned fools. But the mistake had been in not allowing sufficient information to be published. The extent of the ignorance of the people of America as to actual conditions here was so appalling and detrimental that it kept America out of the war longer than it would have stayed out.

The Admiral said that the House Mission came over, and went back with their hair standing straight up. It was only then that the Americans understood "what it was all about." Describing the advantages of the convoy system, the speaker declared that in April, 1917, the Allies were losing the war, and the methods of dealing with the German submarines were inaugurated by Lord Jellicoe just before he was fired out. He was glad to say that thirty millions of Americans had acknowledged their indebtedness to the British fleet.

Mr. Edgar Piper also responded.

### Balfour Discusses Future

Mr. Balfour, in giving the toast of "The American Press," said the two speeches to which the guests had listened were deeply tinged with sentiments, which were most agreeable and inspiring. He was quite willing to leave the British case in the hands of Admiral

Sims. The work of the Navy and of the Army dealt not with the future, nor even with the present, but with the past, he said. The toast he was submitting dealt with the future. They were met at the most dramatic moment in the history of recorded civilization. The Allies had reached the climax of a great drama. The curtain had come down, as it were, upon the great tragedy of the war and all were looking forward to a new epoch.

The American editors represented the greatest civilized community in the world, in which they must play a great an important part, he said. The history of the last four years might have been the work of a great novelist devising a drama of crime leading to a final catastrophe, in which the criminals and all their works had been overwhelmed in sudden destruction.

"The mills of God grind slowly," said the old proverb, and the speaker thought that what was meant was that the crimes, the faults, the follies of mankind worked out their own result. As a rule, the result worked out slowly, with many reversals and changes of fortune, and it was only after a long period that the world came to understand that "The wages of sin is death."

Mr. Balfour said that in this case vengeance or justice had come rapidly, speedily, and dramatically. Walter Scott, discussing his novels with some friends or critics, admitted that perhaps they were rather huddled up at the end. Surely this terrific drama had been huddled up at the end.

"I have been a close observer of necessity of all that had gone on—I have probably had as much access to information as anybody—even now I find it hard to grasp in its full significance the events that divided us from the 21st of March of this year. The struggle of four years and a quarter had been long, cruel, bitter, full of sorrow for individuals concerned, and exhausting to the nations involved in it," said Mr. Balfour.

### Struggles and Perils Ahead

"But now," he continued, "the plain lies before us; the sunshine is indeed upon it, but do not let us flatter ourselves that no difficulties lie between us and the attainment of those ideals so admirably preached by those whom I am addressing. There are before us many struggles and some perils. Navies and armies we might hope have done their work; it remains for those who guide public opinion—especially for those who guide public opinion in free countries—to see that the difficulties which still lie before us are successfully overcoat.

"I do not know that political philosophers have ever yet satisfactorily analyzed, weighed, and estimated the precise effect which the press of a country has upon its intellectual, moral, and political development. It is a very interesting topic, but this at least everybody will admit, without going into the niceties of a difficult question, that when there is any feeling of difficulty or controversy between two countries it is in the power of the press to exacerbate the difficulties or to smooth them.

"If wisely used, there is no engine which can so leave out of account differences which mattered not and bring matters which were really important into high relief.

"It depends on the press of the English-speaking countries to make smooth the paths of those who in the face of much criticism meant to try to carry out great and difficult ideals. The sol-

dier and the sailor, with a gallantry which would make the last four years immortal in the history of the world, have done a great work. It would have been done in vain unless the English-speaking peoples throw themselves whole-heartedly into the task before them, and build on the foundations that they have laid. It is in full confidence that the members of the press are going to carry out that task in a manner worthy of their past traditions that I submit the toast."

Mr. Frank P. Glass responded.

### Trade Press at Luncheon

A luncheon in honor of the American trade press representatives was given November 12 at the Criterion Restaurant by the English-Speaking Union. Sir Arthur Steel Maitland, M. P., presided, and among those present were: Lord Desborough, Mr. John Hodge, Minister of Pensions; Sir Stuart Campbell, Mr. J. W. Pratt, M. P., Sir Arthur Herbert, Sir Adolph Tuck, and Sir Harry Brittain.

The chairman read a telegram which had been sent on behalf of the Union to Marshal Foch, Admiral Sir Rosslyn Wemyss, Gen. Pershing, and Sir Douglas Haig. It read:

"Members of the English-Speaking Union, entertaining American press representatives at luncheon, send you heartiest congratulations on your glorious victories, which have led to the signing of an armistice, the coming of peace, and the triumph of justice and freedom."

"We must look forward to the future," he continued, "and must face it together. If a League of Nations has to be formed, one of the most potent influences is a good understanding between the two great English-speaking nations, the two nations on whom responsibility must fall more than on any others.

"Those countries have to see that the world is fed and supplied with raw materials, and therefore to that extent there must be co-operation between them. They must go further and have fuller co-operation afterwards, not only between the two nations, but between individuals and groups of individuals in business and other relations."

H. G. Lord, Textile World Journal, paid tribute to the great thought which conceived the interchange of such visits between the Anglo-Saxon peoples. There could be no happier way of bringing the two nations into closer touch and no better way of enabling them to understand each other, he said. In his view, it was not only desirable but a duty that the interchange of such visits should be continued, especially during the period of reconstruction both in Great Britain and in the United States.

### New Publishing Concerns

International Publishers' Representatives, Inc. Capital stock, \$50,000. Principal office Manhattan. Directors: Chas. Capehart, Yonkers; James Brown and John J. Carey, Times Building, New York city.

The Halvord Publishing Company, Inc. Capital stock, \$20,000. Principal office, Manhattan. Directors: Helen M. Barnes, 26 Grove Street, New York; Charles E. Cameron and Mabel W. Cameron, 103 Waverley Place, New York.

S. Shemin Printing Corporation. Capital stock, \$10,000. Principal office at Fleischmanns, Delaware County, N. Y. Directors: Samuel Silver, 501 Pennsylvania Avenue, Brooklyn; Jacob Spector, and Berel Lesser, 1356 Washington Avenue, New York.



## J. MCKERNAN SENDS MESSAGE TO N. Y. S. C. M. A. MEMBERS

President of Organization Urges Advantages of Official Organ—Tells How Circulation Managers Can Improve Their Work

BY JAMES MCKERNAN,

President New York State Circulation Managers' Association.

At a meeting of the New York State Circulation Managers' Association, held in Albany on November 19 and 20, EDITOR & PUBLISHER was chosen as its official organ. EDITOR & PUBLISHER has shown its appreciation of this action by requesting me to notify our members to send in any articles of interest to the Association, and it will publish them. In other words, its columns are open to our members for the purpose of sending any message or information to their fellow circulators in the interim between meetings. I have also been asked to write an article for this issue.

It seems to me that we ought to give EDITOR & PUBLISHER full credit for the changed attitude of business managers and publishers toward circulation managers' associations generally.

### Has Aided Circulation Managers

By publishing articles written by circulation managers, and also publishing the discussions and papers read at our meetings, EDITOR & PUBLISHER has shown the circulation managers to be a class of men who desire to keep abreast of the times, always seeking to improve that part of the newspaper business they are employed to look after.

I believe it is a great advantage to the circulation managers' associations to be placed in the right light in the eyes of the business managers and publishers, whose sanction is necessary before a circulation manager can either join the Association or attend its meetings. Now it is not so necessary to offer reasons why circulation managers should join and attend their association meetings. To quote the words of William Simpson, of the Philadelphia Bulletin:

"The business manager or publisher who does not religiously insist that his circulation manager attend these meetings is likely to be the loser in both money and prestige."

### Read E. & P. Regularly

As president of the New York State Circulation Managers' Association, I advise all our members to read their official organ every week. You will find that you can keep in closer touch with what is being done to promote circulation on the various publications, and will better equip yourself to render full and efficient service to your employer. It is doing a great service for us, and the members should feel it their duty to reciprocate in every manner possible.

In the intervals between meetings every member should do all he can to keep alive the interest and enthusiasm which are so much in evidence at our conventions.

Have you learned of a new way of handling any particular branch of the business? Have you been doing some successful promotion work? Have you made any improvements in mail or train service? What new economies have you put into effect in the handling of your paper? What improved systems? These and many other questions that new light can be thrown upon will make interesting reading for your fellow circulators. It will start discussion, which we all know brings out many points on any subject that are otherwise overlooked.

### Discussion Aids All

It is conceded that business men are benefited by association and discussion with people in the same lines, and circulation managers are no exception. In fact, there are no conventions where matters of mutual interest are discussed with greater candor or sincerity, and

publishers realize that it is to their advantage to have their circulation man-



JAMES MCKERNAN.

agers join these associations and attend the meetings. The exchange of ideas, frank discussion of ways and means, and concerted action in relation to handling the various problems all tend to make the circulation manager more efficient and give him a clearer understanding of his duties. They equip him for better service for the newsboy, the newsdealer, and, the all-important factor, the newspaper reader, broaden his views, and make him more valuable to his employer.

Coöperation, the keynote of success in every large enterprise, is always in evidence at our meetings. Words of praise of a circulation managers' association from one of its officers are unnecessary when such newspaper publishers as Don C. Seitz, of the New York World; Norman Mack, of the Buffalo Times; Lynn J. Arnold, of the Albany Knickerbocker Press, and William Simpson, of the Philadelphia Bulletin, and many other business managers and publishers, see in them a splendid means for the advancement of a newspaper through its circulation department, and speak in high terms of the vast amount of good these associations are doing.

### Business Managers Impressed

Every business manager who has attended any of our meetings has expressed surprise at the amount of intelligent work and the earnestness with which the circulation managers handle the various questions that come up for discussion.

If any publishers still hold the obso-

lete idea that these conventions are held simply as an outing, we would like to have them attend at least one and disabuse their minds.

Of course, all circulation managers in New York State who are not members of this Association are eligible to join, and also the business managers of smaller publications who have no circulation managers.

In an article written for EDITOR & PUBLISHER several years ago, I said: "I believe it would be a good thing for the newspapers if there were a regularly organized group of circulation managers' associations dividing the country up into a dozen or more sections, each subordinate association holding meetings once a month, and all affiliated with the parent organization, the I. C. M. A. I think much good would be accomplished and considerable money saved for the publishers if there were such an organization working for the betterment of their business.

"Some day in the future an organization with regularly established branches or subordinate associations all over the country may be a reality, and then the circulation managers may hope to reach the highest point of efficiency, which will be brought about by more thorough understanding and discussions of circulation methods from every possible viewpoint."

### Has Partly Developed

In the few years that have elapsed since the above thoughts were expressed, we have seen the idea partly developed, and the results obtained have been such that the movement is becoming more widespread. Local and State associations have sprung up all over the country, and they have all benefited their members, not only in the frank exchange of ideas, but by bringing circulation managers closer together, which has resulted in many cases in the elimination of wasted effort, and the initial expense of many projects which has heretofore been borne by each paper separately is now divided among two or more, with consequent reduction of expenditure.

The old methods of expensive and non-productive "roughneck" hustlers have passed away and given place to more intelligent handling of our business.

The circulation manager will find many difficult problems to solve during the reconstruction period. The intense interest in the war news has perhaps kept the full effects of the increase in the price of newspapers from being shown. Now that we have passed through this period and conditions are becoming normal so far as news is concerned, it should be the circulation manager's one thought and aim to keep his circulation figures at a point satisfactory to the publishers. We must keep in mind that the principal work of the circulation manager is to circulate his paper, delivering it as early as his competitor, or earlier.

### Seek Co-operation

The editor, with his mind trained to work along different channels than the circulation manager's mind, is the best judge of the make-up of a newspaper, and we must not lose sight of the fact that the kind of a paper the editor turns out is an important factor not alone in securing but in holding circulation. Circulation managers will do well to remember this and devote their entire time and energy to their own work. This does not mean you are not to keep in touch with the editorial department. By all means seek coöperation not only with the editor but with the other departments, all of which will work out

to the advantage of the publisher; but your work is to attend to the circulation, and if you do this properly you will have your hands full and will have no time to devote to other departments, which is not your job, anyway, but belongs to the business manager or publisher.

Don't overlook the fact that quality as well as quantity is an important factor in going after circulation increases. I have been fortunate in being connected with a newspaper that possesses both. The growth of the New York World might be referred to as a criterion of what the right kind of a paper can accomplish along those lines. With the largest home circulation, its advertising records are, of course, greater than any of its competitors, and each year finds the World passing its previous year's figures. This is easily understood when the circulation figures show that 87 per cent. of the World's circulation is home circulation.

Comparing eleven months of the year before I was placed in charge of the circulation department of the World with eleven months of the present year, shows the total increase of the World is 23,547,673 copies. This is an average gain of 70,502 copies per day, notwithstanding the rise in price from 1 cent to 2 cents, and in the face of the keenest kind of competition.

Such a growth cannot be attained unless the editors are making a paper that the public wants, and no circulation manager could show results otherwise, no matter how well he understood his business or how well equipped a circulation department he had to work with.

### Keep Hard at Work

I mention this to point out to circulation managers that circulation that has no permanent quality is hardly worth the effort. Concentrate on that kind of circulation that has at least a promise of becoming permanent, and build up by improved service and constant hard work.

Contests and premiums should be considered only if you are compelled to use them. As I have often stated, they are to a newspaper what medicine or a tonic is to a man—all right if you need them, but if you do not need them, you'd better leave them alone. Better results can usually be attained by a publisher if he spends the money they cost in improving the make-up of the paper by adding a series of special features, and it is within the circulation manager's duties to make suggestions in this connection when asked to do so.

This is the season of good will and good cheer, and we all have much to be thankful for, now that the terrible war is over and peace has once more come to our country. To the members of the New York State Circulation Managers' Association, and to all my friends, I take this opportunity to extend the season's greetings—a Merry Christmas and a Happy New Year.

### Now Major Clark Howell

As a reward for bravery and efficiency in command, Capt. Clark Howell, jr., son of the editor of the Atlanta Constitution, has been promoted to major. The officer was in command of a company of the 326th Infantry and was wounded in the Argonne Forest on October 17 during a manœuvre in which he had a miraculous escape from death.

Vanderhoof & Company, Chicago, are sending out orders for display pages and 200-line copy to agricultural publications and Middle West newspapers for the Canadian Pacific Railway.

## PROPOSES PRINTING ADS IN ZONES TO SAVE PAPER AND POSTAGE

Applied to Model, Supposititious Paper, Plan Seems to Indicate Vast Saving in Money Without Injury to Local Advertisers

By H. L. W.

IS not the printing of local retail store advertising in the circulation of newspapers outside the trading district of a city an economic waste?

Is it practicable to save an enormous amount of news print paper by a zone scheme of printing advertising, by which local advertising would be given only local circulation?

Every publisher knows that circulation outside the city and suburban A. B. C. territories, broadly speaking, is of relatively little value to retail store advertising. He may not want to make this admission freely, as a matter of discretion, but, pinned down, he must concede it.

### Is Chiefly Valuable to Foreign Advertisers

Is the plan suggested in this article practical or is it only a fantasy? Comments from publishers, editors, business managers, advertising managers, and circulation managers are invited.

EDITOR & PUBLISHER

Many publishers decry the necessity which has forced them to build up enormous country circulations which they realize are of practical value chiefly to foreign advertisers, who do not provide a sufficient volume of advertising to justify them; involving a large organization to maintain them, and, except in unusual cases, enormous loss. The upbuilding of circulation far outside of the natural field of newspapers was brought about in years past by the frenzied short-sighted craze for quantity of circulation, and because of zeal to extend the influence of publications widely, regardless of expense and waste. Many publishers would now gladly abandon considerable portions of their distant circulations if they could do so without a loss in total circulation, or in comparison with competitors, which would disturb their advertising situations, and also were it not that these circulations represent a large capital investment, greater per unit, perhaps, than any other classes.

The Chicago Daily News, with 90 per cent. or more of its circulation in the trading area of Chicago, is the envy of all. Those, of course, who are ambitious to establish national newspapers, or who want to dominate an entire section of the country, for the sake of influence and prestige, still struggle for country circulation and are willing to bear the enormous burden of its maintenance.

### The Common Proportions

While there is wide variance in the matter, it is considered normal for a newspaper whose home city has a large natural tributary territory, such as New York, Chicago, Philadelphia, Boston, Indianapolis, Louisville, Atlanta, Birmingham, and Kansas City, to have half of its circulation, more or less, within the city and half outside. The proportion out of the city is usually greater for morning papers than for evening papers, although it does not hold true so generally for that class of evening papers which have favorable train service, or which have pre-date editions for morning delivery. Usually from 10 to 20 per cent., depending upon the special conditions of the outside circulation, is in the suburban territory, leaving from 30 to 40 per cent. of the entire circulation at distant points in relation to local merchandising.

Local advertisers themselves differ widely about the value of country circulation, depending upon the class of trade they cater to and their ability to analyze. Most of them regard suburban circulation as of only a little less value than city circulation. Few regard country circulation as worth to them, from the standpoint of results, anything like what they have to pay for it, based on the average rate per line for the whole circulation.

### Country Circulation Worth Only Half

It is commonly said that country circulation, including suburban, is worth one-half as much per line per thousand as city circulation. If suburban circulation is eliminated country circulation is probably worth not to exceed 25 per cent. of city circulation. There are few local advertisers who would not willingly forego all distant circulation in consideration of a reduction in rate of 10 per cent. There are few who can trace directly or indirectly 10 per cent. of their total results to that part of the circulation outside of the local trading territory.

Advertising rates are based, of course, upon the well-known fact that few advertisers of any class can obtain results from the entire circulation of any newspaper, and that the average rate for all of it is low enough to permit profitable results despite whatever waste there may be.

But if, by any chance, it is practicable to require advertisers to buy only that portion of the circulation which is usable by them, and to pay an equitably lower rate per line per thousand, would it not be desirable fundamentally, an economic saving of far-reaching effect, a boon to advertisers, and an innovation in newspaper publishing methods, with positive and direct pertinency to the conservation of news print paper, the necessity for which was never so great as at the present time?

### A Hypothetical Case

To present the practical problems in a concrete way of the suggestion for the segregation of local advertising from country circulation let the following hypothetical case be used:

A newspaper of 100,000 daily and 125,000 Sunday circulation has 60,000 daily and 50,000 Sunday in the city and suburban territories, leaving 40,000 daily and 75,000 Sunday in the country outside the trading district.

Its advertising averages sixty columns daily and 200 columns Sunday. This would make an aggregate of 8,736,000 agate lines a year, which is well in line with the average of leading newspapers in cities of the first, second and third classes. Of this, fifty columns daily and 165 columns Sun-

day is display. Of the display, 20 per cent., a normal average, is foreign, and 80 per cent. local.

A newspaper carrying sixty columns of advertising would average approximately sixteen eight-column pages per issue. A Sunday newspaper with 200 columns of advertising would average sixty-four pages per issue.

Assuming that in order to eliminate local advertising from country circulation a special discount were made, that all foreign advertising would decline or would not be allowed the option, and that 90 per cent. of the local advertising would do so, the amount of advertising in the country circulation in daily issues would be reduced to twenty-four columns and the Sunday issues to ninety-two columns.

Using the same amount of reading matter for the country circulation as for the city, that is, sixty columns daily and 312 columns Sunday, the average size of daily issues would be 10½ pages and of Sunday 50½ pages. Enough matter could be further eliminated without injury to make the daily ten pages and the Sunday forty-eight pages, a saving of six pages daily and sixteen pages Sunday.

### The Saving

This would represent a yearly saving, roughly, as follows:

1,234,667 pounds, daily, 1,040,000 pounds Sunday, of paper at \$4.00 per cwt., including freight, 5 per cent. for spoilage, drayage and storage .....	\$90,886.68
2,224,710 pounds second-class postage at an average of 1½ cents per pound.....	19,120.15
22,880 pounds of ink, 6,000 pages of spread to the pound, at 6 cents a pound, in press room .....	1,372.80
Stereotype department saving (estimate) .....	1,000.00
Press room saving (estimate) .....	1,000.00
Mall room saving (estimate) .....	2,500.00
Total material and labor saving .....	\$115,879.63
Items of additional expense, contingent on special conditions, one extra make-up editor at, say, \$40 a week, and two extra make-ups at \$35 a week, a total of ..	5,460.00
Net saving .....	\$110,419.63

The extra expense would depend upon the special conditions in each office. Inasmuch as there would be no special composition, or at most very little, either news or advertising, for the country edition, the change being only the elimination of most of the local display advertising and remaking the reduced volume of matter into a reduced number of pages, a simple mechanical matter, one extra editor and two extra make-ups would seem to be a liberal allowance of labor for even the most unfavorable conditions. If the time limitations between editions were such that this number of men could not accomplish it, it would probably be impracticable on other grounds as well.

There would be presumably 4,885,920 agate lines of local display advertising omitted from the country circulation, counting 20 per cent. of the display as foreign, 10 columns daily and 40 columns Sunday as classified, and 90 per cent. of the local display as omitted. If a discount of 1 cent per agate line were allowed, the loss in revenue would be \$48,859.20, leaving a net saving of \$51,284.75. If the extreme of 2 cents an agate line were allowed, the saving would be practically wiped out, leaving but \$2,425.55.

Suppose, however, the advertising rates of the paper were low, and an advance in rates could be justified to advertisers. If in lieu of an increase of rates advertisers, local and perhaps foreign as well, were offered the old rate, with their advertising omitted from the country circulation, with 2 cents per line added when they elected to have their ads run in the whole circulation, the increased revenue would be as follows:

Two cents a line extra on 1,747,200 lines of foreign display, practically all of which would run .....	\$34,944.00
One cent a line on 10 per cent. of the local display which presumably would run in country circulation at 2 cents a line extra .....	54,288.00
Total .....	\$89,232.00
Total saving and increased revenue .....	\$189,375.95

### Saving of 100,000 Tons

This supposititious newspaper would save 1,130 tons of paper a year. If there were but 200 newspapers in the country with which this plan was practicable, which average 500 tons a year saving, the aggregate saving in news print would be 100,000 tons, worth at \$70 per ton, \$7,000,000. It would save 4,000 carloads of railroad haul, which at an average of 500 miles per car, would conserve 2,000,000 car miles.

As to the mechanical and other operation problems involved it will be readily observed that they are not difficult in either the editorial or composing departments, as the same matter, minus the local display advertising, would be merely remade from 16 pages to 10 in the daily and from 64 to 48 pages in the Sunday issue. The printers, by using a special advertising schedule, or special page make-up dummies, which are now used in many offices, would have little difficulty with the advertising.

The scheme involves the holding of all forms, except a few, such as the editorial and magazine pages, and the temporary storing of matter instead of killing it out as pages are made good. This perhaps would require more turtles, banks, and make-up space.

In special cases it might involve more stereotypers because the presses would all have to be replated for the regular and the reduced editions. For the same reason it might result in added instead of reduced expense in the press room. Presses would have to be changed for different sized runs between editions, with replating, rewedding, etc.

Where such conditions are insurmountable the plan is impracticable. The possible saving is so large, however, that it will compensate for a large amount of reorganization in both plant and force.

The scheme is comparatively simple from an operation standpoint for papers which make the bulk of their mail, with ample margins of time, either before or after the city edition. It is more complex for those who make mails throughout the day or night with all editions. In most cities the mails for morning papers are between 11 o'clock and 1 o'clock at night, and from 5 o'clock to 7 o'clock in the morning. It is exceptional when there are trains between 1 o'clock and 5 o'clock. The mails for evening papers likewise are around noon, and again from 4 o'clock to 7 o'clock in the evening. As city editions for morning papers are usually run at 2:30 A. M. and for evening papers at 2:30 P. M., in many cities these curtailed mail editions can be made before or after the

(Continued on Page 35.)





# The COAL MAN Warms Up.

## Making The News-Courier Pay



The much maligned Coal Merchant should come out with a campaign of education to counteract the bad effects of public suspicion and disfavor. Merely a case of telling the truth in an attractive manner.



### SUPPOSE THERE WAS NO COAL!

Copy to explain what would transpire if the production of coal should suddenly cease. A plea for sympathetic understanding of its true civic worth.

BY W. LIVINGSTON LARNED.

"I THINK the coal merchants of this town should advertise," said the Ad-Manager, as he watched the first flurries of snow patter against the windows of the Editorial Room.

"What's the need?" answered the Sporting Editor; "from all I can judge, they are not anxious to sell their product. I have been trying to get ten tons put in my place for three months. One came yesterday, at an increased price, and the fellow told me I could have the other nine some time in June, if I was real good and kept my face clean."

"The indications are that we shall have all the coal we need in a very short while," declared the Ad-Manager; "but I was thinking of an entirely different kind of advertising. The coal business needs a tonic. Every coal dealer in the country should come out with an educational campaign. The fact that stimulating trade is non-essential industry just now does not enter into my plan—or his. The Coal Man should advertise for the sake of his own self-respect and his own personal pride."

"Don't believe he has either," remarked the Sporting Editor; "I wouldn't trust our local crowd with a red-hot gold piece. The gougers!"

#### Everybody Hates Him

"There you are!" was the exclamation. "You simply emphasize the very need I mentioned. Everybody hates The Coal Man! Everybody believes him to be a nine-times profiteer, a pirate, and a brigand."

"It hadn't occurred to me to apply such mild epithets," growled the Sporting Editor; "but now that you excite my imagination, I would like to add that he is a purple-stomached anaconda. Are you attempting to sandpaper the rough spots on the Coal Man's reputation?"

"I do not think he's as black as he's painted," was the prompt rejoinder. "I venture to say that you yourself have no conception of how coal is mined—the difficulties involved and the numerous processes that are essential before it goes into the range and the stove."

"I have never been a coal miner, if that's what you mean."

"You might be a trifle more lenient if you HAD

#### FOREWORD

Although written in story form, these articles are built upon fact and are intended as the basis of actual operation in any newspaper office. The News-Courier is a supposititious sheet. It really stands for ANY medium sized daily or weekly. The objective of the stories is a practical and constructive one, and the various illustrations shown have been prepared for actual use. They find their first publication in the Editor & Publisher.

served time a few miles below ground," cried the Ad-Manager with some anger. "Where will you find another product, in such general use, that requires thousands of years in the manufacture? Ages must pass before coal comes to be, my boy. And in order to properly keep it until it's ripe, Mother Nature covers it up by mountains. The shafts that go down to this coal are longer than the street you live on. Men, taking their lives in their hands, go down into that black inferno, and dig—



### BLACK DIAMONDS

Bringing out the thought that coal is priceless, in its relation to modern progress, health, and commercial growth. Mother Earth gives no more valuable "gem" out of her deep stores.

they burrow like moles, so far beneath the surface of the earth that they forget what sunshine is.

#### The Miner's Game

"Ever read about fire-damp? Let that gas reach an exposed light or flame of any sort, and—zip! it's all off. No grave is necessary! I once visited the mouth of a coal mine shaft. I wondered why there was such a crowd on hand. And then they told me. Mothers and wives and sisters and little children waiting to meet the men when they came up from purgatory. They never knew what might happen. Each time the workers DID come up, a sort of prayerful jollification was held."

"That's the miner's own game," interpolated the Sporting Editor; "some men pick out chasing ad-

vertisements for a living, and others seem to like burrowing in the ground. You can't blame me, a consumer of coal, because it's a mussy job getting the stuff out of the earth."

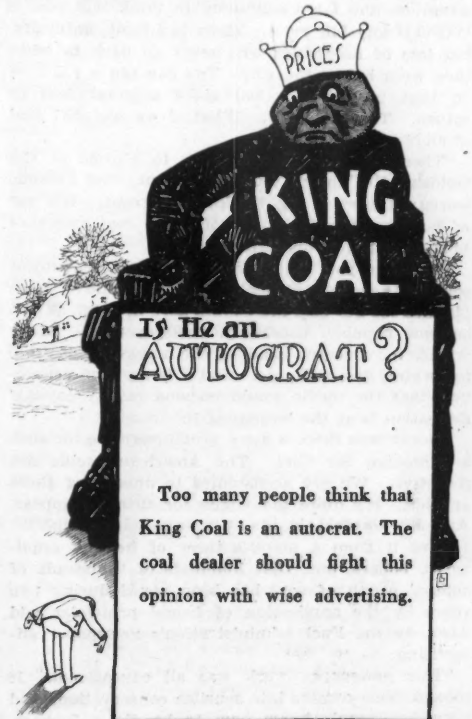
"Not blaming you. I do think, however, that the consumer should know these things: It's his duty as a good citizen. It makes him far more tolerant. Just see what the telephone company did a while back: started a purely educational campaign in the newspapers of the country. Told what it meant to own a private wire from here to your house—every pole and operator and piece of equipment. Then they explained the vast size of the organization and the cost of buying raw materials. If you read the series through you began to feel that five cents was ridiculously low for the service rendered.

"The Meat Packers are doing the same thing. These are times of great community unrest. Labor is trying to kick out of the traces. A great many ignorant people are inclined to give corporations a quick trial and a stern sentence merely because they ARE corporations. Which is stupid, and merely the outgrowth of NOT KNOWING THE TRUTH. Newspaper advertising will cure these evils if campaigns were run with system and regularity. I believe that every Public Service Corporation in every community should engage in its own wise, outspoken propaganda."

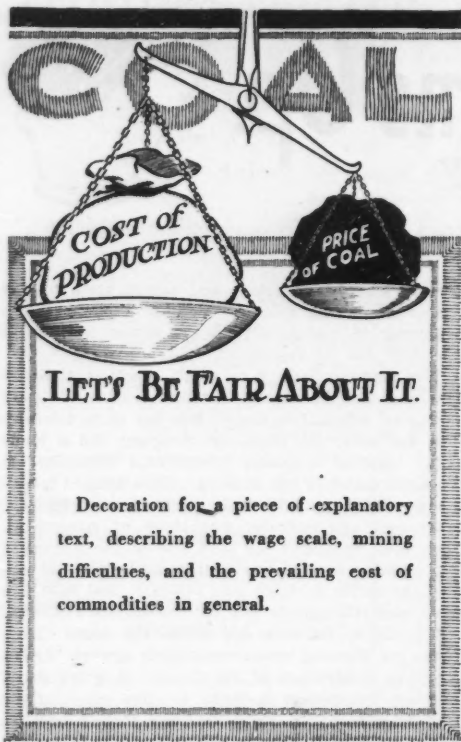
#### Didn't Like the Word

"Quit using that word, or I'll throw a paper-weight at your head!" barked the Sporting Editor; "it makes me think of Bernstorff and the Hun. What can the Coal Man say for himself? The miners struck when they had no business striking, and portions of the East are just beginning to thaw out from last winter, when you bought coal by the pound and carried it home in a vanity bag."

"I think the coal men of our town and of every town should advertise, particularly at this season, when the public in THINKING coal," resumed the Ad-Man, "in order to win back public confidence. It has grown to be a detested industry. There is an ever-increasing impression that coal ALWAYS cost too much, no matter WHAT it costs. Every other commodity of life has gone up. We all know that a



Too many people think that King Coal is an autocrat. The coal dealer should fight this opinion with wise advertising.



Decoration for a piece of explanatory text, describing the wage scale, mining difficulties, and the prevailing cost of commodities in general.

dollar is worth something like fifty cents in its purchasing power. Inevitably, coal must increase, too. You can't get around it. That's a problem that Labor stumbles over. If wages are high, then the cost of living is high. The eternal balance must be sustained. In the end he pays every time he gets a raise.

"My wife gave her coal dealer a talk over the 'phone the other day that struck me as unnecessarily cruel. The price of coal had gone up a little—it could not be delivered just when she wanted it; nor could she get the certain kind of coal she preferred. And then she started—tongue-lashed him until the wires must have heated.

"Nothing that he could say appeased her. He was a robber and a civic gambler. He was bad clean through to the core. He had plenty of coal, but he was merely holding it for another rise in the market. Almost all of my friends hold exactly the same opinion. The Coal Man is a pirate!"

"Candidly, now, you agree to that, too?"

"No, I don't. I have been reading up on the coal situation, and I am beginning to think that coal is WORTH any fair price. There is a limit, naturally, but lots of necessities will never go back to what they were before the war. You can pin a red rose on that prediction. Coal gives a great deal in return. Think it over. What if we had NO coal at all?"

"Then we'd all have to move to Florida or the Golden Gate," mused the Sport Editor; "but I should worry; I have a big fur-lined overcoat. It's out of fashion, but it's warm. May the coal merchant burn in a fire of his own product!"

"Whether you are inclined to treat the subject seriously or not, campaigns of the kind I have planned for our coal merchants here in town WILL become popular, necessary, indispensable. Make friends for concerns handling the necessities of life—ice, water, gas, milk, etc. And it is my firm conviction that the public would respond readily enough. Education is at the bottom of it.

"Never was there a more propitious time for such a campaign for Coal. The American people are receptive. We are accustomed to answering these appeals. It's quite the vogue for them to appear. And Mr. Garfield, in his own way, helped mightily. I have it from a manufacturer of heating appliances, boilers, etc., that hundreds of thousands of dollars' worth of coal has been saved during two years by the application of frugal principles laid down by the Fuel Administration's newspaper advertising.

"This newspaper work was all educational. It coaxed home-owners into sensible conservation. And very few people know how to handle a furnace. However, I am interested in the publicity campaign for local consumption. It should run straight

through the winter. If the various coal companies will not form a budget and issue the advertising for the united good of all, then I'll find ONE concern progressive enough to put it out—and I venture the assertion that he'll clean 'em up."

"It's a cooperative stunt?"

"It could be; but any individual house could put it forward equally well. I want to combat the popular belief—as expressed by my wife—that all coal dealers are profiteers, without soul or conscience. They realize this condition exists. They would rather it didn't. A coal merchant should not dodge his way to church, behind trees, and apologize over a telephone for existing. He must have HIS side of the story—why, in heck, then, doesn't he tell it. If there's any competition at all, it will boost business, too."

"May the Government take over the Coal Barons!" said the Sport Editor, still unconvinced.

"Private ownership is not one of your talking points, eh?"

"I'm not telling you my love affairs—but go on, prithee, Advertising Man, your ways are quaint and your dreams passing odd. I am strangely interested."

"I am having drawn a series of three-column designs, with room for brief text in each. They will be semi-cartoon in character, but the reading matter sticks to cold facts."

"COLD facts," grinned the Sporting Editor; "you must get the same sort of anthracite I do—half slag. It cooks down to a mixture of lava and steel ingot. The only way I can shake down my furnace is to dynamite it from below."



"Somewhat of a kidder," came back the Ad-Man; "when the war was on and they cut down your department to a column, you never said very much. It'll only take a baseball game to bring you back to the full bloom of life. Keep still for a little while. I want you to sympathize with what I'm trying to do."

"It's the Coal Man I can't sympathize with," the other grunted.

"I am having a piece of copy written that will tell where coal comes from—the tremendously long haul, the equipment at the mines and some mighty unanswerable figures on wages. The picture for this should be a sketchy rendering of one of those grim breakers."

"This will naturally lead up to one advertisement on the miner himself; the detestable job he has away down there under the universe of things, and the constant, never-ending hideousness of his position. I might even go so far as to name over some of the recent mine horrors. It would make people think. The Miner is really a human mole."

"Following this will be a price ad, frankly and with as much courage as we can command. The margin of profit on coal may not be as great as most of you imagine. And I want to see some such caption as 'Let's Be Fair About It' employed."

"Taking the Coal Man's side, eh?"

"Right. I believe that if a pair of scales measured the cost of production with the sale price of coal, there would not be such a plunge unevenward as you boast. Dozens of times I have heard the business referred to as 'The Coal Trust' and 'Old King Coal.' It's nonsense! There is no desire on the part of the producer to thumb down the consumer."

"Is He an Autocrat?" we will tab one advertisement, and relieve the public mind of a few pet fallacies. Coal is precious, Mr. Sport Editor. It is the bone and the sinew and life blood of life. Progress revolves around it. There could be no war and no peace; no farms, no factories, no NOTHING, minus Coal. Have we, through the passing generations, given proper homage to Coal? Do we appreciate it as we should? Can we measure its great measure of constructive power? 'Black Diamonds' they call coal. That's about true. We should begin to think in more kindly terms of that big black mass of anthracite in the cellar. Every chunk is a gem."

"—And costs as much," interposed the Sport Editor.

"I sometimes wish that coal would run out for a certain span of time, or that miners would stop mining it for a winter. In your snow-bound cottage you'd begin to think three ways from the middle. Suppose there was NO coal! Doing without for a month might have a beneficial effect."

"It looks as if it would come true in my case," volunteered the Sporting Editor; "I have one ton, and begging hasn't brought any more. My wife feeds it to the furnace with a pair of sugar tongs."

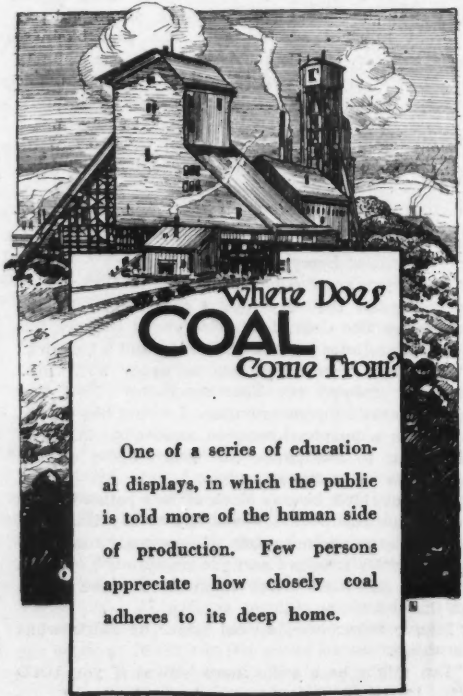
"In a week you will see my series in the paper. I hope you'll read every line of the copy."

"And the third week they'll raise coal another five dollars a ton on the strength of it. They'll be so sorry for themselves."

"No, we will see the Coal Merchant a respected person in the community. We will see a better understanding between the coal concern and the consumer. We will hear less empty-headed criticism and half-baked theory of cost and production price."

"Mebbe."

"There's no maybe about it—I am SURE. These vital questions of the day are destined to be solved by intelligent newspaper advertising. Our Labor tangle may yet reach such a solution through Capital inaugurating a wise, truthful, frank, ad campaign. Why won't great industrial concerns tell THEIR story to as great an audience? For newspaper readers MUST listen. They can't help it."





# EDITORS CAN SERVE IN OUR NEW INTERNATIONAL RELATIONS

## Foreign Trade Expert Recites Difficulties of Present Conditions and Outlines Attitude Newspaper Publicists May Assume to Aid Country

By ALLEN H. WALKER,

Manager Foreign Trade Service, Guaranty Trust Co., N. Y.

I AM assuming that regardless of any particular feeling of patriotism, every man who occupies an editorial chair is just as much interested in contributing to the maintenance of the national prosperity as is the head of any large financial or industrial institution.

Believing that the war has so matured the thoughtful men of the country as to make public service the paramount desire and the primary "urge," it must surely be the wish of all those who wield the editorial pen so to study and analyze the fundamentals which underlie the assurance of the national prosperity that they may be enabled to contribute one hundred per cent. to the common cause.

### America and England the Cynosure

The United States, with all the vigor, surplus wealth, and organizing genius that she has developed, and Great Britain, with all the tradition, stability, grandeur, and experienced statecraft of an Old World leader, logically are the ones to whom the rest of the nations of the globe will look for leadership in facing the great work of reconstruction.

That leadership will not be an easy task, and even with the maximum co-operation between the two English-speaking peoples—a co-operation which, so far as practical international operation is concerned, has by no means been worked out to date. Politically and economically there must be a spirit of determination to "get together" and to overcome all obstacles, regardless of how formidable they may seem at the beginning, and the spirit of idealism, to the point of common sacrifice, must be maintained. The future of the whole world and not "our" future must be the conception of the leaders, since the obligation of leadership which they assume must in itself imply service to mankind as their primary consideration. This, after all, will not be a difficult basis from which to start, for if, in behalf of ideals, we have joined hands on the field and shed blood to justify them, why shall we hesitate to accept any material sacrifices for which there is real need?

### Anglo-Latin Continuation

Obviously, there can be no co-operation among the Allied power which will not include France, Italy, Belgium, and the rejuvenated Russia—if she will!—to the fullest extent of the great spirit of all these democracies; and, as P. W. Wilson, the English journalist, has said, it must be an Anglo-Latin rather than an Anglo-Saxon combination of effort of which we think.

But neither in the arena of politics nor in the field of economics is the problem simple. Politically we see plenty of room for high explosive in the "minority" groups of the new, small nationalities of Europe, with their vast intermingling of races, and economically, there are all the jealousies, suspicions, and rivalries which the conception of competition in the race for commercial supremacy immediately visualizes—suspicions and rivalries that cannot be done away with among individual groups of traders regardless of Governmental edicts, treaties, and so-called "economic alliances."

Yet these are only the preliminary problems. We must first feed the foe, and then help him on to his feet so that he may get to work and earn his way out of the tax burdens which represent the only possible processes of reparation for the territories he has

destroyed. While affording his maximum opportunity to live freely and earn, we must see to it that he can-



ALLEN H. WALKER.

not again assume an offensive control of trade markets anywhere.

Between the two there is a line of very fine demarcation. International business standards must be set up, so that we may avoid the old methods of ruthless competition and be sure of keeping out the freebooter who refuses to play the game.

### Room for Controversy

Right here at home, and at once, we see ample room for bitter controversy in the settlement of initial plans. Some conservative men have said that we must move slowly and deliberately, and that it is a time for question rather than answer; but there is that other consideration, too, namely, that unless we act while the spirit of sacrifice is "in the air," our differences of opinion as to methods are apt to become more and more bitter, and we may find it increasingly difficult to attain a high and noble solution of the paramount problems facing us, in line with the ideals for which we entered the war.

As restrictions become relaxed by the Government authorities, so that capital and labor may settle down to the works of peace, there will likely be offered all kinds of excuses for the fulfillment of Government contracts by those who are hoping that work on which they made bids when wages were high may be done when wages are lower, and profits accordingly increased. They will be supported by some army and navy authorities who will see countless reasons for going ahead with the spending of the millions which al-

ready have been appropriated and allotted to their use.

On the other hand, there will be those who insist upon the reduction of Government spending, while others will argue that even unnecessary war work should continue for a time in order to avoid labor complications. Then as against the war contractors already referred to, there will be business men who prefer to get back as quickly as possible to the sounder basis of peace operations and the resumption of relations with their old customers, here and abroad. On top of this we shall have the problem of returning service men who have learned to live outdoors, many of whom will not wish to go back to "grind" right away, and some who will not wish to grind at all, feeling that they have earned "a soft job" for the rest of their days. This, plus the task of reducing labor costs, is the nightmare of the industrialist.

These are not the forebodings of the pessimist. They all belong to the processes of reconstruction, and they must be taken into consideration. There is no escape from them, so why not face them boldly?

### Must Urge Tolerance

Wherein, then, lies the function of the editor? Does not this brief survey of the difficulties ahead suggest the answer? The whole gigantic task, both in its domestic and foreign aspects, is full of opportunity for bickerings, misunderstandings, suspicions, and jealousies, and the capitalization, with scareheads of Trouble, by the news gatherers and editorial writers of influence. But must patriotism die with the war? Should not the editors, collectively and individually, insist upon the stern repression of all that threatens industrial peace, of all that may foster international jealousies, of all that stirs up class strife and class hatred? Will they not determine upon the development of a public sentiment which shall be properly impatient of any enactment, national or municipal, which is calculated to serve any group or groups above the common interest, and will they not encourage, by careful selection, based upon thorough investigation, all organized efforts whose operations are in the open and whose aims and objects are all for the public weal?

The editors can serve the world enormously during the next twelve months by urging the need for tolerance of everything but the cowardice of those who tremble in the presence of noisy minorities and who yield their own judgement to the terrors of organized proscription; by pleading for a continuance of "organized unselfishness," as someone has put it, of sacrifice not merely for the good of the nation but for the good of humanity as a whole. We are all coming to realize the deep meaning of the last words of Edith Cavell: "Even patriotism is not enough." We must think of the service of all mankind.

Politically and economically, urge that the peoples of the earth shall seek to know each other, and meet in a spirit of mutual service rather than for the mere purpose of barter and gain, remembering that we have learned no lesson unless we shall unitedly seek to make the world better than it was in 1914. Urge that the standards and ideals of business are more important than the ledger showings, that a world-wide reputation for quality of American made goods is worth more than a name for ingenuity and a high measure of industrial science, and let the universal reader understand that

the mark for individual leadership and eminence hereafter is neither wealth nor power nor accident of birth, but is the degree of service which each man may give in behalf of his fellows.

## News-Leader Rehabilitating Plant Wrecked by Fire

### While Repairs Are Hastened, Paper Is Issued From the Times-Dispatch Building—Loss Fully Insured

The Richmond (Va.) News-Leader is busily rehabilitating itself, following a fire which wrecked its building and equipment on the night of November 30. Before the fire was out three local contemporaries—the Times-Dispatch, the Virginian, and the Evening Journal—had offered the use of their plants. The News-Leader is being issued from the Times-Dispatch Building.

The greatest damage was done to the composing-room equipment, which was valued at more than \$40,000. Considerable damage also was done to the press-room equipment, valued at \$75,000. Within the last year, the News-Leader has expended nearly \$100,000 for new machinery. The loss by fire is fully covered by insurance.

In the library of the newspaper was a collection of maps by the German map-maker, Ravenstein, said to be practically identical with maps used during the war by the German General Staff. These were only slightly damaged by smoke and water.

### McKim in Stamp Campaign

Advertising in connection with the War Savings Stamp Campaign in Canada is being placed for the Dominion Department of Finance by A. McKim, Limited, Montreal.



The Highest Help for the Plastic Public in these Times of Reshaping and

Reconstruction, must come through Ideals.

Now, as never before, far-seeing Newspapers seek to

Steady Public Thought and Lift It Up.

Forward-looking, Worldly-wise, and Saturated with Scripture, The Ellis Sunday School Lesson Serves the New Day.

## THE ELLIS SERVICE Swarthmore, Pa.

Offering Two Weekly Features  
1. A "Different" Sunday School Lesson  
2. The Religious Rambler



## GLOBE CELEBRATES 125TH YEAR AS OLDEST AMERICAN DAILY

First Appeared as the "Minerva," with Noah Webster as Editor, Proof Reader and Bookkeeper—Its Growth Described in a Special Supplement

AS the "Oldest Daily Newspaper in America," the Globe celebrated its one hundred and twenty-fifth anniversary on December 9 with an elaborate supplement, giving the history of the paper from its first issue in New York City, December 9, 1793, under the name of the American Minerva.

There is also printed with the supplement a facsimile of the first issue, four pages of four columns each, describing itself at the top of the first page as "Patroness of Peace, Commerce and the Liberal Arts." Nearly half of the space in this issue is concerned with the speech of President George Washington to Congress on December 3, 1793, and with sessions of the Senate and House of Representatives.

### A Small Population to Be Served

When this issue was printed the entire population of New York City, plus the population of Philadelphia, Baltimore and Boston and all other cities of over twenty thousand in the country, did not in numbers equal the present circulation of the paper.

In a résumé of the progress of the Globe from that day to this, James Melvin Lee, Director of the Department of Journalism at New York University, tells of the paper's inception. He writes, in part:

"The Globe was really conceived in Hartford, Conn. In that city, on September 2, 1793, Noah Webster and George Bunce drew up a paper for the establishment of a firm to engage in the printing business in New York City. According to the agreement drawn at this time Webster was to have a two-thirds interest upon furnishing not less than \$1,600 by November 1; Bunce was to have a third interest on payment of \$550 by November 1 and \$250 within six months. The Globe began business on a capital of \$2,400.

"In looking over this original contract in the manuscript division of the New York Public Library, I was particularly impressed by the clause which outlined the duties of Mr. Webster as editor of the new paper. One clause specifically stated that 'the said Noah Webster, Jr., shall furnish matter for printing, compile a newspaper, assist in correcting the proof, & occasionally assist in keeping the books of said company until some other person shall be employed to the mutual satisfaction of the parties.'

### First Statement of Aims

"The proposal for the new paper was publicly circulated in New York on December 2, 1793, and was reprinted in the Minerva the following Monday, December 9, 1793, when the paper made its first appearance at 37 Wall street, almost directly opposite the Tontine Coffee House." The editorial policy was thus succinctly outlined: "This paper will be the friend of the government, of freedom, of virtue, and every species of improvement."

"In the early days the Minerva was the Federal organ of Alexander Hamilton. Because of the high plane on which Webster discussed all editorial questions, it was highly esteemed in New York—except by the Democrats. Even these, to quote Webster's own words, 'will sometimes say it is the best paper in town.' Subscribers, however, took some exception to the typographical way in which the text was presented, for the printing was not superior to that of its rivals and proofs were often somewhat carelessly read. To a Hartford friend who complained about the errors of the Minerva Webster wrote as follows:

"With the Typography of our papers I have no concern—and how the public should expect more from me than from other printers I cannot devise. They certainly do not expect me to be both printer & editor I know. I knew from the first that the papers were incorrect; the hurry of a daily paper is an apology for this & a sufficient one in a paper which contains from 7 to 9 columns in long primer & brevier everyday. I am disappointed in my partner—he has not talents to conduct the business & I am obliged to hire a corrector lately. The paper is now as correct as any paper—and the whole business bids fair to answer our wishes. But I have endured more drudgery, & suffered more anxiety on acct of the bad execution of the paper than perhaps ever fell to the lot of man in the same time.

"On October 2, 1797, the paper, while continuing the Minerva in advertising and text, appeared as the Commercial Advertiser.

"Zachariah Lewis, who succeeded Webster as editor of the Commercial Advertiser, was editor of the Commercial Advertiser during those trying years of 1812-15, when the United States was again engaging in a bitter struggle with England. An examination of the newspapers of the time will show the Federal papers almost invariably referring to this conflict as 'Madison's War.' They did not hesitate to heap all sorts of abuse upon the Administration.

### Six Rivals in 1815

"When 'Madison's War' was over, New York had seven daily newspapers. A statement of their circulation will show to what extent newspapers were being read in the city. The Mercantile Advertiser had a circulation of 2,000; the Gazette, 1,750; the Evening Post, 1,600; the Commercial Advertiser, 1,200; the Courier, 920; the Columbian, 870. In other words, one New Yorker out of every fifteen was a newspaper subscriber. The National Advocate, which had just appeared, was begun by Tammany Hall in order that the organization might have an official organ.

"During the Civil War, through some inverted sense of news values—judged by modern standards—the editor of the Commercial Advertiser favored his readers with chapters of 'East Lynne' on the first page and inserted the more important war news on the inside pages or on the back page under the standing head 'Telegraphic News.'

In his résumé Mr. Lee carries the history of the Globe down to the present day, when its present size is more than eight times that of the Minerva. To print the 2,000 copies of the latter required only sixty pounds of paper, while to print an edition of 200,000 copies the

Globe requires twenty-five tons; that is, the paper used daily by the Globe would be sufficient to have printed the Minerva for 833 days. The present capacity of the five sextuple presses in the basement of the Globe is 270,000 papers of eight pages per hour. To-day they could print 1,080,000 copies of the Minerva in sixty seconds. Any one of these five presses could produce a regular edition of the Minerva in about one-half a minute. With its present equipment of thirty typesetting and typesetting machines, the Globe could put into type in less than half an hour all the matter which appeared in the first issue of the Minerva.

### Some Early Contemporaries

Possibly the nearest rival to the Globe in age in daily publication is the Baltimore American, a direct descendant from a weekly newspaper, the Maryland Journal and Baltimore Advertiser, established August 20, 1773. It became a tri-weekly on November 1, 1793, and a daily a year later, or one year after the Globe had been in existence as a daily newspaper. On May 14, 1799, its name was changed to the Baltimore American and Daily Advertiser. Save for a few days' suspension, in 1814, this newspaper has had continuous publication in the same place.

In New York City the nearest rival to the Globe in the matter of age and continuous publication as a daily is said to be the New York Evening Post, established on November 16, 1801, by William Coleman. It is a coincidence that back of both Webster's paper and Coleman's paper may be seen the guiding hand of Alexander Hamilton, whose friends helped to raise the funds to start these two dailies.

The New York Globe may be very properly characterized as a strong feature paper. Henry J. Wright, editor-in-chief, and Jason Rogers, publisher, have developed a distinct type of virile afternoon journalism. Some of the joint coöperative campaigns have been pages devoted to fashions, foods, schools, etc.

The real story of the building of the Globe was told by Jason Rogers in his book entitled "Newspaper Building," published early this spring by Harper & Brothers.

### FORD HITS AT CHICAGO TRIBUNE

Compiles Booklet to Point Out Paper's "War Record" to Readers.

Henry Ford's latest move against the Chicago Tribune, with which he has been at odds for a long time, is to have compiled "for submission to the people of Illinois, Indiana, Iowa, Wisconsin, and Michigan" a booklet which he calls "The War Record of the Chicago Tribune, No. 1."

The contents are editorial and interview publications that appeared in the Tribune in the opening years of the European war, which the compilers believe, for unstated reasons, ought to be called to the people's attention as "the Tribune's efforts to prevent our nation from taking an active part in making the world 'safe for democracy.'"

No names appear in the booklet, the introduction being signed "The Compilers," with the statement on the front cover that it is compiled for Henry Ford.

### New A. N. P. A. Members

The Seattle Star, the Vancouver Sun, and the Staten Island (N. Y.) Daily Advance have been elected to active membership in the A. N. P. A.

## URGES PUBLISHERS TO SAVE PAPER

Though Government Regulations Expire December 15 There Is Still a Heavy Obligation to Conserve, Warns Director Donnelly.

In announcing the formal withdrawal of the Government restrictions on the use of news print paper, taking effect December 15, Director T. E. Donnelly, of the Pulp and Paper Division of the War Trade Board, and G. J. Palmer, chief of the newspaper section, strongly recommend that "many features of these regulations should be continued."

The director says: "On account of the lifting of priorities on coal, transportation, and labor, the news print situation has been materially improved. There is still, however, an obligation to the news print industry, that during the period of readjustment, both in public interest and for their own protection, newspaper publishers should exercise reasonable conservation in its use."

In closing up his work, Mr. Palmer points out the chief results of the restrictive measures on news print as follows:

"The wastage in leftovers, free copies, returns, etc., were reduced nearly four and one-half million copies a month in the weekday editions of eleven large New York dailies.

"An average of 5.56 per cent. of the total circulation of the daily and Sunday issues of these papers was saved out of the waste.

"An estimate for the month of September and October is that the average saving on daily newspapers has been 10,000 tons per month."

Mr. Palmer says that the total saving in "returns" and free copies among papers of 10,000 circulation and over amounted to 5,094,926 copies per week, or over 23,000,000 copies per month, saving in papers printed, for which the publishers received no return.

### WILL PAY AGENCIES FOR WORK

Toronto Dailies Decide Long-Contested Issue on Commissions for Foreign Copy

TORONTO, December 9.—The long-contested issue between the four largest Toronto dailies and the advertising agents regarding the payment of commissions on national advertising emanating from Toronto or within ten miles of its nearest boundary has been settled.

The publishers have adopted the expedient of a double rate card, i. e., one rate for local retail advertising and a higher rate, on which agency commissions will be allowed, for advertising which may be classed as national. Just what constitutes each class is a matter still receiving the consideration of the publishers concerned. It is understood that in the case of the foreign rate card the increase over the old rates is about 2 cents a line, while the local rate remains as before.

### New Linotype Portfolio.

"Linotype Typewriter Faces" is the title of a new Linotype Company portfolio. It is an attractive exhibit of the several linotype typewriter faces and corresponding characters both separately and by means of specimen-letter inserts, each printed from one of the fonts. The portfolio also contains an illustrated explanation of the way to space the matrices in order to reproduce the irregular right-hand margins and other characteristics of the typewritten letter.



*Baltimore's Big Newspaper Took Another Great Stride Forward Last Month*

# The Baltimore Sun

**Showed Splendid Gains in Both Circulation and Advertising in November**

## CIRCULATION

Average Paid Figures

Daily	Morning and Evening	
	Nov., 1918	Nov., 1917
	178,371	174,213
Sunday	127,515	106,729

GAINS—Daily 4,000  
Sunday 20,700

## ADVERTISING

Daily, Morning and Evening, 1,553,700 lines.

Sunday, 446,831 lines.

A total of 2,000,000 lines.

This when compared to figures for Nov., 1917, a year ago shows a total

GAIN of 1,695 Columns

THE paid circulation of the Daily Sun (Morning and Evening) is now 178,000, and the Sunday Sun 127,000.

The Sun's circulation continues to grow, notwithstanding the subscription prices of The Sun have been increased four times in the last 2 years, and are now double the rates that were in effect December, 1916.

The Sun establishes another remarkable advertising record in its total of more than two million lines published in November, a gain of 1,695 columns—more than double the gains made by all other Baltimore papers combined.

## CALL ON OUR SERVICE DEPARTMENT FOR HELP

If you are coming into the Baltimore market with a product of merit we would be glad to assist you with whatever information and co-operation you require to make your campaign a success. Our knowledge of the local trade conditions will enable us to advise you intelligently and to suggest the best and quickest way to secure successful distribution through the dealers into the homes of this territory.

# The Baltimore Sun

JOHN B. WOODWARD  
Times Building, NEW YORK

GUY S. OSBORN  
Tribune Building, CHICAGO

## SEES TRADE MARK AS INSURANCE POLICY ON GOOD WILL

### Business Piracy Must Be Stamped Out By International Action —Domestic Trade Mark Laws Must Undergo Radical Amendments and Changes

**S**PEAKING on the subject of trade marks, Lawrence Langler, member of the Patent and Trade Marks Committee of the American Manufacturers' Export Association, told the convention of that body in New York some important facts concerning their use and their value.

Mr. Langler knows that the exporter is exposed to dangers of various kinds in foreign countries because of infringement. He believes every advertiser should consider his trade mark, that which distinguishes his goods from the product of a rival, should become his business property and should be safeguarded with as much care as any other asset of his business. He said in part:

#### Have Been Subject to Misappropriation

"The dangers to which an exporter is exposed, if he does not register his trademark in foreign countries, are now generally recognized in this country. The Government has stated that the names of automobiles, motor trucks, pharmaceutical preparations, and other articles, the sale of which depends largely upon advertising and good will, have been particularly subject to misappropriation, and that recently a single firm applied for the unauthorized registration of the trademarks of six among the best-known American cars.

#### Represent Insurance

"Many manufacturers are alive to the simple fact that industrial property, such as trademarks and patents, represent the insurance policy on the good will of their business. The fees which are paid for trademark registrations represent the premiums which are paid on the insurance policy just as no up-to-date machinery manufacturer can afford to be without a development department, unless he is willing to be outstripped by his competitors, and must, therefore, install such a department and protect the inventions developed by him under the Patent laws of this and other countries, thereby insuring the capital invested in his business—so by registering trademarks in the various foreign countries, the exporter thereby insures the good will of his business and the money and effort which he has spent in advertising his goods and developing his trade in those countries.

#### Don't Know Why

"Many exporters are not fully familiar with the reason why it is that piracy is so prevalent under the laws of the Latin-American countries. It is an unfortunate fact that the laws of many of these countries do lend themselves to piracy, mainly because they are based upon a conception of trademarks as property which is entirely different to our own. In the United States the exclusive right of the owner to the trademark is acquired by the use of the trademark by the owner. In the South American countries and most of the European countries, ownership in the trademark is acquired by going to the Government Trademarks Office, filing an application, paying a Government fee, and receiving a certificate of registration. This certificate of registration is granted irrespective of whether the mark has been used by the person claiming to be the owner, and irrespective of whether it has been used by any other persons, or whether the person attempting to register it has stolen it from another.

"There are, therefore, two fundamentally different types of trademark property, one of which is acquired by use, such as in this country, while the other is acquired by registration, such as in

the Central and South American countries.

"An appreciation of this fact shows very clearly that under the laws of these countries, the American who does not register his trademark is not the legal owner thereof no matter how much he has used it, and the person who does register the trademark thereby becomes the legal owner of the trademark.

#### Shall We Change Our Laws?

"I have sometimes thought that the question we are up against to-day is whether we shall attempt to change our own laws, or attempt to change the laws of the rest of the world. I believe that it is the expressed opinion of our Committee on Foreign Patents and Trademarks, that our domestic laws should be changed, not only in order to give full effect to the Pan-American Union, but also to permit the registration of well-known trade-marks in this country which do not measure up to the standards and conditions now prescribed by the United States Patent Office, so that any trade-mark which has been well established in commerce in this country can be registered.

#### Had Time Limit

"When the present Trade-Mark law came into effect in the year 1905, it contained a clause to the effect that any mark which had been used in commerce for ten years prior to that date could be registered in the United States Patent Office. Many such marks have been registered under the provisions of this clause, known as the ten-year clause, and so far as I am aware, it has never caused the slightest amount of inconvenience. Perhaps an immediate step to alleviate our difficulties would be the extension of this ten-year clause, so that any mark which had been in use in this country for a certain period of time before the filing of the mark, could be registered at Washington without having to measure up with the minute and detailed requirements of the United States Patent Office.

#### Gives No Ownership

"In this connection, we must remember the registration of a trade-mark in Washington gives no ownership whatsoever in the mark, and that if anyone should endeavor to register a trademark in Washington which belonged to some other person, that other person has the right to oppose such registration, and moreover, in case the person who registered the mark without having the right to do so attempted to bring suit against the person who originally owned the mark, and had continuously used it, such suit would absolutely fail. This is the reason why the extension of registration facilities in this country would entail no commercial hardship in the do-

mestic market, while assisting us considerably in the foreign field.

"If our own trade-mark laws are not amended to permit of easier registration, then we should surely make reciprocal arrangements by treaties or otherwise, with countries such as Cuba, in order to enable us to register our trade marks in Cuba without showing that the mark has been registered in the United States Patent Office.

"It is also urgently necessary, for the development of our export trade, and in order to give full effect to the Webb act permitting the combination of concerns in this country for export trade, and to assist concerns that are handling a great number of different classes of merchandise, to permit them to register their trade mark in this country by a single registration in the United States Patent Office covering all classes of goods, as is possible under the Canadian law.

"One of the matters requiring the attention of this Government is the question of removing from the Register of Trade Marks maintained under the provisions of the Union of Berne, of April 14, 1891, providing for international trade-mark registration in Berne, Switzerland, those marks which have been registered by enemies and which are the well-known property of American citizens or corporations. An Austrian secured by Union registration the marks 'Federal,' 'Firestone,' 'Empire,' 'Vitalic,' 'Republic,' and 'Firestone,' in respect of automobile tires, thereby obtaining international protection in Belgium, Spain, France, Switzerland, Tunis, Holland, Portugal, Italy, Brazil.

#### Trade Piracy Must Be Stamped Out

"International action must be taken to stamp out trade-mark piracy, and for this reason I believe that at the close of hostilities, when we hope that all the nations will come together—not merely the nations now at war, but also the neutral nations, and endeavor to solve those problems of unfair international competition which are the cause of so much bad feeling—then I believe we should urge the proposal that a treaty be negotiated with foreign countries throughout the world whereby valid registration of a trade mark shall not be granted in any of the signatory countries where the trade mark is already the well-known property, either by registration or by use, of a concern located in another signatory country. An International Trade Marks Union establishing this high moral principle would go a long way to solve the prob-

lems of international trade-mark protection."

#### WILL BOOM PRESS ADVERTISING

##### Canadian Association Preparing Series of Copy to Aid Newspapers

TORONTO, December 10.—The advertising committee of the Canadian Press Association has decided to issue a series of advertisements to promote a larger use of press advertising, these ads to be offered to publishers for use by them at their own cost.

The copy of the early advertisements will emphasize the power of press advertising as exemplified by the Victory Loan campaign. The later advertisements will embody specific instances of notable achievements, both local and national, of press advertising.

An appeal to publishers to furnish material for these ads has been sent out by the Advertising Committee.

#### Doing the Thing That Cannot Be Done

Somebody said that it couldn't be done, But he, with a chuckle, replied, That maybe it couldn't—but he'd not be one

Who'd say so—till he'd tried. So he buckled right in—with the trace of a grin

On his face. If he worried he hid it. He started to sing as he tackled the thing

That couldn't be done—and he did it. Somebody scoffed: "Oh, you'll never do that,

At least, no one ever has done it"; But he took off his coat, and took off his hat—

And the first thing we knew he'd begun it. With a lift to his chin—and a bit of a grin,

Without any doubting or "quit it." He started to sing as he tackled the thing

That couldn't be done—and he did it. There are thousands to tell you—it cannot be done—

There are thousands to prophesy failure; There are thousands to point out—one by one—

The dangers that wait to assail you. But just buckle in—with a bit of a grin—

Take off your coat and go to it; just start in to sing—

As you tackle the thing that cannot be done—

And you'll do it!

—[Anonymous.]

Odd, isn't it, that the most influential newspaper in Republican Philadelphia should be classed in the directories as "Ind. Dem." Here's the reason,

## THE PHILADELPHIA RECORD

Is  
"Always Reliable"



# The Effect of Peace Upon Florida Business

**JACKSONVILLE** and Florida have prospered greatly during the last twelve months of our participation in the war and its citizens have proved patriotic second to none. Every Liberty Loan has been oversubscribed. The greater the quota the greater the oversubscription. Every Red Cross and War Activity Campaign has also been generously oversubscribed.

## SHIPBUILDING

This industry has been added to the commerce of Jacksonville within the last twenty-four months. Many years will elapse before enough ships are built to supply the needs of the growing commerce of this country. Jacksonville's wonderful all-the-year-around out-of-door climate, natural protection from hurricanes and its other natural advantages make it certain that at least most of the shipbuilding plants here will be permanent and an important factor to the City for many years to come.

## LIVE STOCK

It has been proved beyond contradiction that Florida has a superb climate and land in abundance that is available at low prices for the cattle raising industry. The owners of Live Stock ranches in the far West and Texas have been coming here for months investigating the conditions, looking to the establishment of this business on a sound and firm foundation. Many cattle companies have already been organized and the eradication of the cattle tick is practically an accomplished fact, and this State will in due time be in the foremost ranks of cattle raising States.

## CITRUS FRUIT CROP

It is estimated that the present crop of citrus fruits will be over eight million boxes and will bring to this State over \$30,000,000. These figures indicate a substantial increase in this industry in the number of boxes and in dollars and cents.

## LUMBER

This industry is in the most prosperous condition and the mills are receiving more orders at high prices than they can fill. With the gradual adjustment of the labor supply the output of Florida Lumber Mills will greatly increase. The amount of lumber exported from the port of Jacksonville will no doubt within a very short time be greater than during any previous period. Prior to the European War the export of lumber formed an important part of Jacksonville's business.

## NAVAL STORES

This industry has greatly improved during the last six months. The prices of rosin and turpentine are higher than ever in their history. It will soon be possible to get all the labor required for this industry and the production will be greatly increased.

## BUILDING

There are a number of large building projects under way and thousands of small buildings being constructed in the State which demand great quantities of building materials of all descriptions.

## PHOSPHATE

The phosphate industry was considered before the war one of the principal industries of this State. During the war the business has been practically at a standstill. As soon as ships are available this industry will flourish and employ more people and bring more money to the State than at any time in the history of the business.

## TOURISTS

The whole country over recognizes Florida as the "Land of Flowers" and the home of sunshine and health. The public as a whole will have a tendency to release their pent-up feelings, out of which will spring the desire for recreation and rejoicing. Therefore, we believe that the coming winter season the tourist business will adjust itself to normal conditions and this State will be teeming with tourists of all classes. Florida is rapidly becoming the playground of America.

## FLORIDA'S NEWSPAPER

During November, 1918, the Florida Times-Union carried 751,296 lines of paid advertising. This is a gain of 160,314 lines over November, 1917. The records show an increase in Local Display, Classified, and Foreign Display. There were no big spurts, but practically every classification in which the business is divided was substantially increased.

The circulation of the Florida Times-Union for November, 1918, averaged 32,464 daily, 39,997 Sunday. This is an increase of 6,125 daily, 8,096 Sunday over November, 1917.

The Florida Times-Union is the one big newspaper in Florida. Turn to your files and see the A. B. C. Audit report just issued. If you are not a member of the A. B. C. we shall be glad to send you a copy of the Audit report.

**The Florida Times-Union**  
Member of the A. B. C.

REPRESENTED IN THE FOREIGN FIELD BY

**Benjamin & Kentnor Company, New York, Chicago**

# The Birmingham News in November Pried A GAIN of 205,422 Lines over its Own An EXCESS of 88,914 Lines over

The Birmingham News in November carried the peak advertising load of its entire history—895,762 lines. It not only smashed all previous records in its field but set a new mark for Southern newspapers. The News' remarkable showing reflects in a substantial manner the unprecedented prosperity of the great Birmingham industrial district and how completely both local and foreign advertisers are taking advantage of the extraordinary opportunity afforded them. Here is the comparative November record of the three Birmingham newspapers expressed in lines:

	<u>The Age-Herald</u>		<u>THE NEWS</u>		<u>The Ledger</u>	
	1918	1917	1918	1917	1918	1917
Local	348,390	341,180	713,636	543,130	281,330	300,006
Foreign	<u>74,830</u>	<u>77,252</u>	<u>182,126</u>	<u>147,210</u>	<u>102,298</u>	<u>98,224</u>
Total	423,220	418,432	895,762	690,340	383,628	398,230
	Gain 4,788		GAIN 205,422		Loss 14,602	

Only once before has The Birmingham News equaled this tremendous gain of 205,422 lines, or 30 per cent., and no other newspaper in Birmingham has ever approached it. Here and there in the largest cities the performance may be matched in total lines gained, but few if any newspapers will duplicate it in actual percentage of gain. For the month The Age-Herald gained 4,788 lines, and The Ledger lost 14,602 lines. A comparison of the total lineage of the three newspapers will prove significant:

The Birmingham News . . . . .	895,762
The Age-Herald . . . . .	423,220
The Ledger . . . . .	<u>383,628</u>
Age-Herald and Ledger combined . . . . .	<u>806,848</u>
Excess of The News over Age-Herald and Ledger combined . . . . .	88,914

It will be noted that in addition to scoring a remarkable gain over its own record, The News more than doubled each of its competitors and carried an excess over both combined of 88,914 lines, or 11 per cent. Its excess over The Age-Herald was 472,542 lines, or 111 per cent, and over The Ledger 512,134 lines, or 133 per cent. It would be difficult to produce more convincing proof of a newspaper's absolute dominance of its field. This comparison is further emphasized by the fact that the advertiser in every case paid a higher rate per line to The News than to either competitor.

**Advertisers Can Dominate Birmingham --- At ONE COST--By Concentrating In The News**

Member Audit Bd of  
**The Birmingham**  
 The South's Got



# ried 895,762 Lines of Advertising— On Record for November Last Year, and ve BOTH of Its Competitors COMBINED

not Birmingham, as a great iron, steel and coal center, has experienced phenomenal prosperity for years. It has had no  
rk- cantonments or other essentially war-time increments to its normal industrial life. Therefore its basis is solid and  
lis- it will unquestionably enjoy still greater prosperity in the reconstruction period ahead. Birmingham merchants  
ity are doing the largest business in their history. They are advertising more liberally than ever before. The figures  
es: below show in lines how they bought space as between the three Birmingham newspapers for the month of No-  
vember:

<b>The Birmingham News . . . . .</b>	<b>713,636</b>
<b>The Age-Herald . . . . .</b>	<b>348,390</b>
<b>The Ledger . . . . .</b>	<b><u>281,330</u></b>
<b>Age-Herald and Ledger combined . . . . .</b>	<b><u>629,720</u></b>
<b>Excess of The News over Age-Herald and Ledger combined . . . . .</b>	<b>83,916</b>

and The great national advertisers of America, everywhere recognized as the shrewdest of space buyers, have sensed  
nce the fullest the tremendous possibilities of the Birmingham district, and in order to "cash in" on them have  
For bought space generously in the Birmingham newspapers. Old campaigns have been enlarged and new ones start-  
age ed. All are now running full blast. Here's how these wise men of the national publicity game selected their media  
and used their space in Birmingham during November:

<b>The Birmingham News . . . . .</b>	<b>182,126</b>
<b>The Age-Herald . . . . .</b>	<b>74,830</b>
<b>The Ledger . . . . .</b>	<b><u>102,298</u></b>
<b>Age-Herald and Ledger Combined . . . . .</b>	<b><u>177,128</u></b>
<b>Excess of The News over Age-Herald and Ledger combined . . . . .</b>	<b>4,998</b>

bled The recognition of classified advertising volume as an infallible index to the popularity and result-producing quali-  
ver ty of a newspaper is now practically universal. Buyers of display space are often influenced in their selection of a  
ould medium by this evidence of a newspaper's hold upon the masses—never indifferent to it. The Birmingham News  
n is has long been the undisputed classified medium of Birmingham. During November, for instance, it printed 1,839  
ther more separate and distinct want ads than both its competitors combined and practically equaled their combined  
total in classified space.

t Bo of Circulations

# Birmingham News

's Gt Newspaper

**Kelly-Smith Co., Foreign Representatives**  
220 Fifth Ave., New York, Lytton Bldg., Chicago

## SPORTS EDITOR HURT FLYING IN BRITISH AVIATION SERVICE



ROSCOE A. FAWCETT.

Roscoe A. Fawcett, former sports editor of the Portland Oregonian and other newspapers, a first lieutenant of aviation, lies seriously injured in a London hospital, and his assistant is dead, as a result of a fall while on a flight from London to Paris. Lieut. Fawcett is expected to recover, but he will be permanently disfigured.

Since his graduation from a flying school at San Diego, Cal., Fawcett has been stationed near Winchester, England, training men in the aero service, and has made numerous flights across the channel. For several months he has been in command of a squadron and was regarded as an expert aviator.

Fawcett is one of the best-known newspaper men in the West, having handled sports for papers in Minneapolis, Fargo, Spokane, and Portland. For several years he has refereed many of the chief football games in the Northwest and is known as an expert golfer.

A graphic account of his accident, which occurred while he was flying through a fog at a ninety-mile clip, is contained in a letter to his wife, in Portland.

"I don't know whether the news has reached you yet, but I guess it has. I had a terrible fall and am lucky to be alive. Was flying from London to Paris and ran into a fog like the one in my balloon race in 1914 [Fawcett went as a balloonist's assistant to report a national race for his newspaper], only it is different in an airplane on a small island like England, where ten miles of flying may put you fifteen miles at sea. We were flying close along the coast when the fog came in suddenly.

"Had no compass, but tried to turn and run out of it. Instead, I think the bus went around in a circle, and once we were out at sea, I am sure, although couldn't see one thousand feet. The only resort was to come down, take pot luck on alighting in a forest or a good field. Couldn't see a thing and thought bus was up 600 or 700 feet when bang—crash—hit a tree or something and caromed off on to a farmer's hayrick. That's all that saved us.

"Of course, the plane was smashed to kindling wood, and it is a miracle it did not burn up and incinerate us. I was knocked unconscious, but came to and pulled myself out of the wreckage just as a crowd of farmers gathered, and it

took them twenty minutes to dig my pal out. He had just had a crash in France and was in England recuperating. Name was Evans—I don't know his first name. Fine fellow, too.

"I suppose you are wondering what shape it left me in. Well, so am I. Am afraid I'll never take any prizes in a beauty show, unless it is for Boston bull terriers. Unless I have some very good luck I'll be somewhat disfigured. Broke my nose and smeared it around my face; dented my forehead and it's an awful bruise; jawbone splintered, I'm sure, although dentist has not yet examined me; five or six teeth gone; left ankle sprained; neck muscles wrenched and otherwise bruised on thighs, hands, etc.

"I say it is pretty tough luck, for I transferred into aviation from infantry because I imagined that if I did get it, I would get it for keeps, and not be simply disfigured. Here's hoping I may get by without very bad scars."

## CANADIANS BOOST FOR ADS

### Urge Co-operation of Publishers—Want Government to Spend \$25,000,000

TORONTO, December 9.—M. R. Jennings, Edmonton Journal, chairman of the daily section of the Canadian Press Association, has addressed a circular letter to the daily newspaper publishers of Canada suggesting that they unite to carry on a campaign to promote the larger use of daily newspapers as advertising media. An appeal is made for financial assistance to permit of the preparation of suitable copy, the making of plates, etc. The proposed campaign is being promoted entirely separate from the Canadian Press Association and as an independent daily paper proposition.

Another circular letter recently in the hands of the publishers of the Dominion is one from M. E. Adamson, manager of the Winnipeg Tribune. Mr. Adamson urges the publishers to bring all possible pressure to bear on the Government to induce them to spend \$25,000,000 in advertising Canada.

A number of the Ontario home print weeklies of substantial circulation have united to sell their mediums as a group and will appoint a special representative for the purpose.

E. G. Smith, Quebec Telegraph, is sponsor for the idea that Canadian publishers should arrange for an exhibit of the industries of publishing and advertising at the Lyons Fair. The Canadian Government is already making extensive arrangements for exhibits of other Canadian industries, but publishing and advertising are being overlooked.

## BATTLE AGAINST BILLBOARDS

### Chicago City Club Begins Fight to Check Encroachments Allowed During War

A campaign against illegal billboards and miscellaneous advertising has been started by the Municipal Art Committee of the City Club of Chicago. Letters have been sent to all improvement associations asking that action be taken. Chairman Everett L. Millard writes:

"The war conditions of recent months have witnessed the encroachment of the billboards upon public properties, parks, etc. While this has probably been excusable in the circumstances, we must be on our guard lest this encroachment become the basis for a permanent extension of the general billboards nuisance."

Need a man capable of developing local advertising? Use **EDITOR & PUBLISHER'S** classified.

## RESALE PRICE LEGISLATION

### Federal Trade Commission Recommends Congressional Action

The Federal Trade Commission made a special report to the Congress on the subject of the control of resale prices by manufacturers.

The Commission recommends that it be provided by law that if the manufacturer of an article produced and sold under competitive conditions, desires to fix and maintain resale prices, he shall file with an agency designated by Congress, a description of such article, the contract of sale, and the price schedule which he proposes to maintain, and that the agency designated by Congress be charged with the duty, either upon its own initiative, to renew the terms of such contract and to revise such prices, and that any data and information needed for a determination be made available to such agency.

Such legislation would seem to be in accord with the spirit of the times, says the report, in that it is designed to promote the efficiency of manufacturing and commercial institutions and so to serve the interest of the consuming public.

## "LIVING THE CREATIVE LIFE"

### Joseph Appel's New Book Eulogizes Original Thought as the All-Creator

"Living the Creative Life" is the title of Joseph H. Appel's new book, published by Robert M. McBride & Co., in which he enlarges upon the idea that "all creative power comes from within, from the all-originating force of original thought."

This principle holds within it the elements of success, according to the author, and he shows the working out of the principle when applied to the problems of everyday business.

### Writes on Successful Advertising

E. C. Raynor, who has just been released from the United States naval training station and rejoined the special edition department of the Chicago Herald and Examiner, is author of "The Book of 500 Successful Advertising Plans and Ideas." A reproduction of each advertising lay-out is printed above a full description of how the campaign was promoted, details of conduction, the method of solicitation, length of campaign, and the newspaper under whose auspices it was run.

One modest little membership in the "A. B. C." is worth a whole barrel full of Government affidavits when it comes to proving circulation.

That's why the Standard Union is "Number One" in Brooklyn.



READY PRINTED

**Planographic Pictorial, Complete Novel,  
Photo-gravure, Full Page Comic,  
Tabloid Comic and Fiction Magazine  
SECTIONS**

ALSO THE FOLLOWING FEATURES

**FICTION**

- No. 1 Complete Novel Section
- 2 Novel-a-Week
- 3 Whole Page Novel-a-Day
- 4 Half Page Novel-a-Day
- 5 One Column Novel-a-Day
- 6 Novel-a-Month (Serials)

**SERIOUS**

- No. 13 The Business Doctor
- 14 The Keystones of Life
- 15 The Open Grate

**WOMEN'S**

- No. 22 The Shop Windows of Fifth Ave.
- 23 The E. Z. Pattern Transfers
- 24 The Home Harmonious
- 25 My Hero of the Marne

**COMICS**

- No. 7 U. & I. R. Inbad
- 8 Nut Scout Pete
- 9 Mat the Matrimony Man
- 10 Keyhole Squints
- 11 This Daily Life
- 12 Horrible Horoscopes

**CHILDREN**

- No. 16 The Junior Partners of Uncle Sam
- 17 Billy Whiskers
- 18 Children's Verse
- 19 Sam Loyd's Puzzles
- 20 The E. Z. Transfers
- 21 Cut-Outs

**POEMS**

- No. 26 A Poem a Day

**SPECIAL STORIES**

- No. 27 Poker Stories

**Titles registered and copyrighted**

**LARGE, DISTINCTIVE, DOMINATING FEATURES  
MEASURED FEATURES, SAME AMOUNT OF COPY EACH WEEK  
ALL FEATURES ILLUSTRATED AND PREPARED FOR PUBLICATION FOR  
SEVEN DAYS A WEEK**

**RELEASE DATES AND SAMPLES ON REQUEST**

**ONE PRICE ONLY**

**SEE CATALOG AND PRICE LIST OR WRITE US**

**THE SLOAN SYNDICATE, Inc.**

JOSEPH V. SLOAN

47 West 34th Street, New York, N. Y

## LONDON PAPER PUBLISHERS LAUD WAR WRITERS FROM AMERICA

Sir George Riddell, Viscount Northcliffe, and Many Others  
Voice Appreciation as Yankee Newspaper Stars  
Start for Versailles

By VALENTINE WALLACE.

London, November 19.

THE war having been covered in the field in a highly creditable manner by as accomplished and even as brilliant a corps of observers and writers as has graced any of the conflicts of the past—in spite of the cry of the croakers at the beginning that the knell of the war correspondent had been sounded by modern conditions of warfare—all eyes journalistic now naturally are turned towards the next great assignment to be striven for—the covering of the Peace Conference at Versailles.

The consensus of expert opinion in that lively but unflattering capital of newspaperdom, Fleet Street, is that in the matter of the excellence of their reports the work of the American correspondents in the field has been second to those from no other nation, not even excepting that of the veteran English correspondents, with the advantage of experience of previous conflicts.

### "Turns With Eager Interest to American Report"

For instance, such an authority as Sir George Riddell, proprietor of the News of the World, and owning the chief interests in a half-dozen other important publications, not long since declared that he always turned with equal and perhaps more eager interest to the reports of American correspondents on the western front than to accounts by English war reporters.

Other great authorities who have paid equally glowing tributes to the triumphs of American correspondents in the world war include Viscount Northcliffe, proprietor of the Times and the Daily Mail, as well as a score of other important publications; Lord Burnham, proprietor of the Daily Telegraph; Edward Hulton, owner of the Daily Sketch, Sunday Herald, and Evening Standard, all of London, as well as several large Manchester dailies, and Sir Henry Dalziel, the new proprietor of the Daily Chronicle and Lloyd's Weekly, along with other influential dailies and weeklies.

And as if this list of distinguished judges could be improved, Sir John M. Le Sage, the veteran editor of the Daily Telegraph, a former war correspondent of notable achievements, recently described in his reminiscences in EDITOR & PUBLISHER, has been persistent in the expression of his appreciation of the work American war correspondents have done in the conflict.

Besides the talent which has left, or will leave, the United States to represent American newspapers at the great peace front at Versailles, these papers also will receive reports from many noted writers now in England or in Europe.

### Some of the Noted Ones

Charles H. Grasty will head the talent that will be depended upon by the New York Times and its syndicate for the latest and most accurate word to emanate from Versailles, which during the conference will be converted into the greatest rumor factory of either modern or ancient times. And woe unto that reporter without a gifted sense of discrimination with unlimited cabling facilities at his disposal, or, rather, woe unto his readers! Charles H. Selden, Paris correspondent of the Times, will assist.

In the absence of definite information, it is almost safe to say that James M. Tuohy, London correspondent of the New York World, and in capacity and general ability recognized as one of the ablest correspondents in Europe, will play a leading part in organizing and

actually forwarding the World's peace conference service.

Frank Cobb, chief editorial writer on the World, is in London at the moment, and his presence may not be unconnected with plans for covering Versailles. World men who are practically certain to be drafted for Versailles include Cyril Brown, whose articles on the interior of Germany were written from information obtained while stationed in the Scandinavian countries, chiefly from Stockholm and Amsterdam or The Hague.

Milton F. Snyder, London correspondent of the New York Sun, and for several years a gifted student of international politics during his connection both with the Paris edition of the New York Herald and as the Sun's Paris correspondent, is certain to have something to do with the Sun's Versailles service. He is leaving presently for Paris for the Sun.

### The London Correspondents

Perhaps the most eminent international expert of whose services at the Peace Conference American readers will have the advantage will be Dr. E. J. Dillon, the famous correspondent of the London Daily Telegraph, whose reminiscences recently appeared in the EDITOR & PUBLISHER, and whose reports from Versailles will by arrangement also appear in the Philadelphia Public Ledger. Ray Carroll, who has been a war correspondent in the field for the Public Ledger, will likewise probably be engaged at Versailles during the conference.

Edward Price Bell, London correspondent and chief of the foreign service of the Chicago Daily News, will probably receive orders to organize and direct the special service to his paper from the seat of the Peace Conference. Mr. Bell occupies the unique position of being generally accepted in England as the most authoritative spokesman of the American press in this country, and his services are frequently in demand at public functions.

Generally speaking, the London papers have not as yet effected arrangements for the covering of the Peace Conference. An exception is the Daily Chronicle, the great and influential publication recently purchased by Sir Henry Dalziel, as announced in EDITOR & PUBLISHER. It will send to Versailles the gifted G. H. Ferris, whose dispatches from the French front were syndicated throughout America by the New York Times.

## Leaves Every Family a Paper on Annual Subscription

Newburg Philanthropist Devises Choice of Boston Herald or Christian Science Monitor to Neighbors

Every householder of School District No. 3, Newburg, Me., may receive one of two Boston newspapers daily for a year, according to the terms of the will of Leroy M. Bickford, of Hyde Park, Mass., a native of Newburg.

The paragraph in the will in which Mr. Bickford makes this novel bequest is as follows:

"I request that my trustees cause to be sent to the Selectmen of said town of Newburg, the Treasurer and Auditor, and to each and every family then living in what is known as School District No. 3, of said town of Newburg, a copy of the morning edition of the Boston Herald or a copy of the Christian Science Monitor. The person or persons who are to receive said papers are to receive an annual subscription, and they may express to my said trustee a desire concerning which paper they are to receive. The cost of said newspapers is to be paid out of the balance of said trust fund."

Mr. Bickford was formerly engaged in the laundry business in Hyde Park, and was a director of the Hyde Park Coöperative Bank.

### PRESS REPLACES POSTCARDS

Tarrytown News Induces Local Clubs to Advertise Meetings

The unique scheme of appealing to secretaries of business and social organizations to use newspaper space for announcing meetings instead of mailing postcards to members has brought results to the Tarrytown (N. Y.) Daily News, as recent issues of the paper, each carrying two or more such announcements in display type, indicate. "Postcards cost two cents each, and

in addition to the cost of printing, it takes time to address them. By advertising in a newspaper, you can reach your members the same night," was the argument used by the News to obtain this kind of advertising. The announcements have an added value in that they induce club members to scan the advertising columns of the paper regularly.

### FINDLAY ON TORONTO GLOBE

Leaves Ottawa Journal-Press for Newly Created Position of Advertising Manager

TORONTO, December 11.—The newly created position of advertising manager of the Toronto Globe has been filled by the appointment of William Findlay, business manager of the Ottawa Journal-Press. Following the resignation last summer of J. F. Mackay, business manager of the Globe, his duties were assumed by W. G. Jaffray, president of the Globe Printing Company, and it was decided that an advertising manager should be added to the staff.

William Findlay started his newspaper career on the Barrie (Ont.) Examiner. He is prominent in the Canadian Press Association.

### Says Church Advertising Pays

Church advertising pays "big," according to the Rev. A. N. Stubbleine, pastor of the Second Presbyterian Church of Dallas, Texas. The Rev. Mr. Stubbleine has used printer's ink liberally since he went to Dallas and through this means has built up his church and greatly increased interest in his services. "In advertising my sermons, I am applying to the ministry the same principles that a business man would apply to his business—I am telling the people what I have to offer. That is why my church is crowded at every service," he says.

### Armours Open Campaign

Armours, the Chicago packers, have started a Canadian campaign, placing the business through the Hamilton Advertisers' Agency, Hamilton, Ont.

"America's Largest and Best Newspaper Industrial Advertising Agency"

**This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.**

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

Representative sent upon request.

**JOHN B. GALLAGHER COMPANY**  
Home Office, Ninth Floor, Dexter Building, Boston, Mass.

**STEEL**  
Manufacturers Learn Lessons Taught by War  
Traveling!  
SAFETY BATH COMPANY  
COCHRAN, HARPER & CO  
LINDY & ENNET  
The Boston Tea Company  
Wheeler  
American  
SAFETY BATH COMPANY



# The New York World SETS THE PACE IN THE FIRST CITY

## For November 1918:

The World published

**1,217,493**

Agate lines of advertising, which was a gain of

**91,935**

Agate lines more than its November record of last year and a greater lineage gain than that of any other New York newspaper.

## For 11 Months 1918:

The World has beaten all its previous records for AN ENTIRE YEAR, with the exception of 1917.

January to November inclusive the WORLD published a total of

**13,518,815**

Agate lines of advertising

Leading its nearest competitor by 1,298,046 lines during the same period.

## For Past 5 Years:

The total volume of advertising annually published by the WORLD has always been the record for the rich

FIRST CITY

For the past five years the WORLD'S records are:

*Agate Lines*

1914—10,657,812

1915—10,506,927

1916—12,767,920

1917—13,741,045

11 months of

1918—13,518,815

# The New York World SETS THE PACE IN NEW YORK

## WAR-TIME EXPERIENCES DEVELOP NEW COMMERCIAL SPIRIT

American Manufacturers, to Win World-Markets, Must Work  
"Up to a Standard" and Not "Down to a Price"—  
Facts Must Be Faced

It has long been the vaunt of American journalism that it has led the thought and action of the American people. This has been a proud boast, but not without facts that support it.

Heretofore, however, much of the thought-leading has been along lines political; a leadership which does not mean so much to-day as it did some years ago, because politics in this country of ours is getting to be less and less a factor among men. Great political parties are getting so close together in thought and action now that there is very little choice between them.

### Things of More Importance Than Politics

This does not mean a tendency toward the decadence of American journalism. On the contrary, it means that journalists may now turn their attention to matters greater and more important than politics, and do more for the up-building of the country than they have ever done before.

The foreigner's idea of America has changed radically during the past year. There is nothing left of the snarl of pitying contempt for people who were supposed to be too busy to fight.

American soldiers have done a few things in that direction which prove, beyond question, that such an attitude was held by only a few contemptible, sneaking, money-grubbing, cowardly pacifists, and also that America can and will "carry on" quite scandalously, once America gets a little bit peeved.

Now that the human population of the earth has finished polishing the barbarians; now that Germany has been brought to the mat, with both shoulders fairly down, there is to be a reconstruction period.

If the good people of America take advantage of the opportunity which will be freely offered, there will be big business enough for everybody for many years to come.

There is where American journalism can do its bit, and do it in a big way.

Commercially speaking, America has never been the important factor in the world trade that it should have been. That is an admitted fact, a regretted fact, and one which has never been fairly and properly faced.

Plainly speaking, with very few exceptions, American merchandise has never measured UP to the STANDARDS set by our foreign friends. American goods have not made good.

This is a fact, a regrettable fact, a humiliating fact, but a fact nevertheless.

It has been side-stepped. Attempts have been made to hide it, and all that sort of thing; but Americans, in dodging the real truth, have been in the attitude of the man who wears a glass eye. Every one can see through it but him.

A bill is now before Congress to provide for a national trade-mark. It is being bitterly opposed by some, though others seemingly favor it. Look, if you will, at the great national trade-mark of Germany, "Made in Germany."

How this trade-mark came to be adopted, and what it did for German manufacture, is an old but very interesting story.

### What Germany Learned

Germany aimed to capture foreign trade by producing merchandise that measured down to a price. It was rotten merchandise. It was awful. Pot-metal "steel" was sold for real steel, and

at a lower price. Shoddy-mixed cloth was sold as "wool," and many other "short cuts" were adopted to get the stuff down to a price before anything else.

This German competition was felt in England. English manufacturers have ever had certain set standards, and they could not compete successfully with the German short-cut method.

They seemingly did not conceive the idea of meeting this competition by lowering their standards, but they realized that something must be done, and so they went to the law-makers.

A law was passed compelling foreign countries to label their goods, so that the purchaser could tell just what country his purchases came from. This, it was thought, would warn the Englishmen against buying fake stuff from Germany, and would kill German competition.

When the matter was presented to Germany, Germany took the bit in its teeth, so to speak; and, so the story goes, orders went out from the Government that all the shoddy, fake, crooked merchandise was to be recalled, and that, in the future, all merchandise should bear the trade-mark, "Made in Germany," regardless of where it was to be sold. Not only were the goods to be trade-marked, but they were to be so good, so worthy of every confidence, that people everywhere were to be taught to demand German goods in preference to goods made anywhere else.

This policy was followed for more than twenty years, and it built German reputation to a very high standard, and put German merchandise in practically every country in the world.

It did more. It stimulated German ingenuity. It trained German manufacturers along hitherto unthought-of lines, and it elevated standards, increased profits, and created a commercial juggernaut that nothing, except Germany's military lust, could stop.

Now Germany's markets are all closed. Every favorable sentiment has been wiped out, and Germany's commercial territory is going to be open territory for some one to get into and hold.

### Must Measure Up to Standards

Can American manufacturers get in? Can they STAY in once they ARE in? Yes—if—

It has been demonstrated that, in too many cases, American manufacturers have not shown an inclination to make their wares measure UP to STANDARDS. Through a very short-sighted policy Americans have not established standards that would build trade.

The past year has taught us that, in the last analysis, American institutions, owned by private individuals, really belong to the country at large, and the manufacturer who produces anything that does not measure up to what it

ought to, hurts the whole country, and should not be tolerated.

It is obvious, then, that if Congress passed a law compelling the use of a national trade-mark, the law should be framed so as to compel everything on which that trade-mark went to measure UP to a STANDARD, and to force out of business those who do not live up to the proper standards, AND KEEP THEM OUT.

The only possible excuse for lack of standard is the lack of moral decency by manufacturers—or those of them who have failed to take advantage of their opportunities, and it is plainly the DUTY of journalists of America to expose such manufacturers, so that they will either have to face the situation fairly and squarely, or drop down and get out.

### Facing the Facts

Now, to verify some of this argument. It is no secret that, in buying clothing, we are inclined to give preference to English woollens, or Scotch woollens. Why?

The reason is that English and Scotch woollens are better than American woollens. They measure UP to a STANDARD that has never been reached in America. The only reason for this is a lack of vision on the part of American wool growers and manufacturers.

British woollens are made, almost entirely from Australian, English, or Scotch wool. This is better than American

wool. Not because the wool is grown on superior sheep, but because the sheep are better cared for. The wool is taken care of in those countries while it is on the animal. Here in America the sheep run half wild, their wool grows rough and unkempt, and when it is sheared it is coarse, short, and unkempt, commercially inferior. Obviously that condition can be met and overcome.

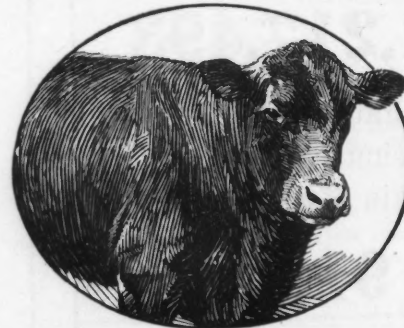
Then, the woollen mills of England and Scotland are owned and operated by men who have inherited their property from their fathers. They take a sturdy, British pride in the reputation of their product. That is another thing that seems to be lacking in America.

An official in a big factory in America, a plant that has a high reputation, told me that when the war broke out his institution was given over to war work, and it became necessary to practically reconstruct the factory, installing new and more accurate machinery, because the machinery that was good enough to do the work formerly was not good enough to produce goods of a grade to meet the requirements of a foreign nation.

Absolute accuracy was demanded. It was promptly met. It could have been met all the time, but carelessness and the spirit of "good enough to get by" had dominated.

It is said that not a few "imported" silks, used by fashionable ladies of the country, are really made here in Amer-

(Continued on Page 37.)



## What Determines Meat and Live-Stock Prices?

Some stock men still think that Swift & Company—and other big packers—can pay as little for live-stock as they wish.

Some consumers are still led to believe that the packers can charge as much for dressed meat as they wish.

This is not true. These prices are fixed by a law of human nature as old as human nature itself—the law of supply and demand.

When more people want meat than there is meat to be had, the scramble along the line to get it for them sends prices up. When there is more meat than there are people who want it, the scramble all along the line to get rid of it within a few days, while it is still fresh, sends prices down.

When prices of meat go up, Swift & Company not only can pay the producer more, but has to pay him more, or some other packer will.

Similarly, when prices recede all down the line Swift & Company cannot continue to pay the producer the same prices as before, and still remain in the packing business.

All the packer can do is to keep the expense of turning stock into meat at a minimum, so that the consumer can get as much as possible for his money, and the producer as much as possible for his live-stock.

Thanks to its splendid plants, modern methods, branch houses, car routes, fleet of refrigerator cars, experience and organization, Swift & Company is able to pay for live cattle 90 per cent of what it receives for beef and by-products, and to cover expense of production and distribution, as well as its profit (a small fraction of a cent per pound), out of the other 10 per cent.

Swift & Company, U. S. A.





# PENNSYLVANIA

*Every Business Demands Advertising  
in the Great Keystone State*

Despite the croak of the grouch, the world is steadily growing larger, opportunities are multiplying over night and there is much more room for advertisers now than there was a year ago.

Always profitable advertising mediums, Pennsylvania Newspapers during the period of reconstruction will be more profitable than ever.

**They have long ranked among the foremost. They ARE foremost in producing traceable results, not only in Pennsylvania itself, but in the world-wide field which they cover.**

To advertise in Pennsylvania Newspapers is to construct business.

To construct business is the definite aim of every National Advertiser and Manufacturer.

The chief implement of construction in any line of business is the NEWSPAPER, and the more prosperous the state in which the newspaper is circulated, the GREATER are the possibilities of the advertiser.

**The possibilities in Pennsylvania are unlimited.**

Big Business is ahead for advertisers who will use this list.

It will beat Doubting Thomases into insensibility, and revive a half-dead institution or factory to new life and activity.

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
Allentown Call (M) .....	22,175	.03	.03	New Castle News (E) .....	12,503	.025	.025
Altoona Mirror (E) .....	22,265	.04	.04	Oil City Derrick (M) .....	6,135	.023	.018
Altoona Times (M) .....	14,940	.025	.02	Philadelphia Press (M) .. ...	34,777	.12	.12
Altoona Tribune (M) .....	7,500	.02	.02	Philadelphia Press (S) .....	95,076	.20	.20
Chester Times & Republican (M & E) .....	13,174	.04	.03	Philadelphia Record (M) ....	123,277	.25	.25
Connellsville Courier (E) ....	6,996	.015	.025	Philadelphia Record (S) .....	133,680	.25	.25
Easton Express (E) .....	8,368	.018	.018	Pittsburgh Dispatch (M) .....	{63,285}	.12	.08
Easton Free Press (E) .....	15,835	.025	.025	Pittsburgh Dispatch (S) .....		.19	.14
Erie Herald (E) .....	8,632	.02	.02	Pottsville Republican (E) ....	11,533	.0329	.0329
Erie Herald (S) .....	8,491	.02	.02	Scranton Republican (M) ....	28,331	.07	.06
Harrisburg Telegraph (E) ....	22,388	.045	.045	Scranton Times (E) .....	35,344	.08	.07
Johnstown Democrat (M) ....	9,841	.03	.025	West Chester Local News (E) ..	11,962	.03	.03
Johnstown Leader (E) .....	6,718	.015	.015	Wilkes-Barre Times-Leader (E)	20,292	.035	.03
Lancaster Intelligencer and News-Journal (M&E) ...	21,098	.05	.05	York Gazette (M) .....	15,026	.03	.03

Government statement October 1st, 1918.

## MAXWELL SCORES 'HOP' IN ADVERTISING

Vice-President of Thomas Edison, Inc., Tells New York Ad Club That Sensationalism Is Poor Business Stimulant

"Advertising Hop" was the subject of an interesting address delivered by William Maxwell, vice-president and manager of the Musical Phonograph Division of Thomas Edison, Inc., before the New York Advertising Club, at luncheon, December 11. He said:

"We must admit that a drink of booze has a temporarily stimulating effect on the person who drinks it. We are so much impressed by the similarity between booze and a certain kind of advertising that we call it 'Advertising Hop.' A man feels bad and takes a stimulating drink or a shot in the arm. Almost instantly he feels better. A subsequent repetition has apparently the same result, but, as time progresses, larger doses are required and the sinking spells between doses grow more acute. Abnormal forms of advertising have somewhat the same result, particularly when the advertiser seeks to accomplish the difficult feat of making his advertising actually sell a relatively high-priced article.

"When a man feels that he has to get drunk to have a good time, he is in a rather bad way, and when a dealer in high-priced merchandise believes that he must advertise sensationally to do a profitable business, it seems to me that he, too, is in a pretty bad way.

"We don't think a great deal of 'advertising hop,' but we may experiment with it a little at one of our experimental stores. However, we feel a good deal as the Maine man expressed himself when a friend asked where he was going. 'Down to Bangor,' he asserted. 'What ye going to Bangor fer?' his friend persisted. 'I'm a-going to Bangor to get drunk, and, by gorry, how I do dread it.'

### Stores Are "Laboratories"

"We operate four experimental retail stores, one in New York, another in Newark, a third in East Orange, and a fourth in San Francisco. These stores, although conducted for profit, are continually used as sales laboratories for the purpose of developing and testing new sales methods that seem appropriate to our product. Should we decide to experiment with advertising hop, it will be at our San Francisco store—as far away from home as possible.

"Perhaps a year hence we shall be able to give you the confessions of an Advertising Hophead, but thus far the interlocking newspaper copy which we furnish to our dealers has been in concordance with our magazine copy. This latter has for a long time been the despair of the several advertising agents who feel that they could write much better copy. "It isn't selling copy," they tell us, and when we reply we don't particularly want selling copy, they look at us either in alarm or pity.

"To our minds, our magazine advertising should be a good deal like the backdrop of a stage set that gives the desired atmosphere to the scene. The dealers' newspaper advertisements are the stage setting, our numerous sales helps are the properties, and the salesmen of our dealers are the actors. The actors, otherwise salesmen, are our chief concern.

"Bad salesmanship is the bane of most manufacturers of high-priced merchandise. The new Edison Phonograph should be properly demonstrated. It rarely is. I do not mean that it is not properly played. I mean that he is the exceptional salesman who starts his demonstration properly. We have staged two plays with professional actors for the sole purpose of showing how the demonstration of an Edison Phonograph to a prospective buyer should be begun. These plays have probably been witnessed by 2,000 Edison salesmen, but I'll venture to say that not more than 200 of them are following the methods thus depicted, although practically all no doubt believe they are doing so.

"One of our greatest difficulties is to impress on a salesman that he should properly prepare the mind of his customer for what the customer is to hear. This necessarily means a little delay at the outset of the demonstration. Salesmen, like to break the ice quickly. Many of them try to close a sale before they have fairly begun it.

"The various methods of demonstrating and selling the new Edison Phonograph which we have developed in our experimental stores would be of no particular interest to you. The interesting fact is that they are all tried thoroughly before they are advocated to our dealers, and I believe it will pay any manufacturer to maintain an experimental retail store or department or salesman under conditions identical with those which surround the average merchant who handles the manufacturer's goods."

## Des Moines Ad Club Gives Soldiers Rousing Welcome

Cheers, Handclaps, Coffee, Rolls, and Cigarettes Help to Make Wounded Heroes Happy on Return From France

The Ad Club of Des Moines gave a big hearty welcome on December 7 to wounded soldiers from France when they arrived at a railway station. Another group of wounded men had come back to Des Moines a few weeks before without having any one to greet them, and when the Des Moines ad men heard of this they decided that such neglect should not be repeated.

C. A. Baumgart, of Successful Farming, W. S. Arant, James Le Cron, Chester Coggsell, W. L. Eddy, and many more mounted a truck and led a crowd of men, women, boys, and girls, in a yell:

G-L-A-D!

That's what we are;

P-R-O-U-D!

That's the way we feel;

W-E-L-C-O-M-E!

You bet you are!

The eyes of some of the wounded boys became suspiciously moist at this greeting, and more so when the ad men ran up and cheered and grasped their hands as they alighted from the train. Then Red Cross canteen women passed around hot coffee, rolls, and cigarettes.

"You are all good scouts," said one youthful hero, fervently.

### Editor Weds Newspaper's Cashier

Joseph D. Scanlan, editor and chief stockholder of the Miles City (Mont.) Daily Star, and Miss Sarah MacDougall were married last week. Mr. Scanlan is vice-chairman of the Montana Republican State Committee and president of the Montana State Press Association. The bride was cashier of the Star.

## PEACE REPORTERS READY FOR BIG STORY

Reach France in Advance of President Wilson—No Evidences of Censorship and Officials Assure There Won't Be Any

The party of American journalists who left the United States last week to cover the Peace Conference arrived in Brest on December 11 and went immediately to Paris. They beat the Presidential party on the George Washington across the ocean, despite the early fears that they would be too late to witness the arrival of President Wilson in France.

All sorts of reports of censorship plans continue to be heard, but so far nothing has developed to show that they have any foundation. A plan for rationing the cables on news matter has been flatly rejected by the American Information officials in France, according to the latest reports from Paris. They say there will be no restrictions on transmission of news, except those imposed by wire limitations. The cables are in poor condition because of lack of repairs during the war, and the companies are not at all optimistic about improvement in time for the flood of Peace Conference news, because of the practical impossibility of making thorough cable repairs in the North Atlantic in the winter months.

The Committee on Public Information says it is in France to help the sending of news, not to hinder it. One specific thing it proposes to do in this

connection is to send routine official statements from members of the American Government by wireless to New York for distribution there to all publications and news agencies asking for it. Such statements will be sent after the manner of battle communiqués, without comment or attempt at interpretation. This is to relieve the cables.

The correspondents have been assured that they will have copies in Paris of all such communiqués, and be allowed to send such comment and other supplementary matter concerning them as they see fit.

### Facilitating Casualty Lists

To render the newspapers all possible aid in their handling of casualty and citation lists, the War Department has inaugurated a system of sending out advance copies of lists to eliminate the delay and trouble incident to last-minute typesetting. The new service is being supervised by Marlin E. Pew, representing the Secretary of War for publicity. Attached to each advance list is the following note to editors:

"Sent by the United States Government from lists supplied by the several press associations acting for the newspapers. Faith of editors in respect to release notices is pledged by the press associations, which will act on violations. No use is to be made of this list prior to publication date."

### Northrup Adds to His List

The Middletown (N. Y.) Times-Press has appointed Frank R. Northrup, of New York and Chicago, to represent it in the foreign advertising field.

## LUDLOW TYPOGRAPH

A Profit Factor in any Office, Big or Little, on Three Separate Counts

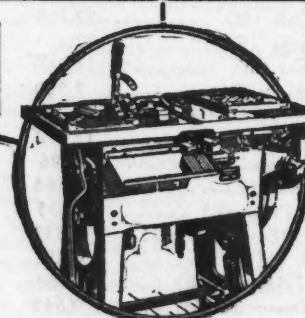
NUMBER TWO

### No Type Storage

No storage problems are involved in the Ludlow All-Slug system—no traveling back and forth from case to storage cabinets. You cast your display as you need it, using only the metal that goes into the forms. And the entire system requires but a few square feet of floor space.

How Does This Compare with Your Present System of Display Composition?

NUMBER ONE  
Unlimited Display Material



NUMBER THREE  
Low Operating Cost

Selling Agents

MERGENTHALER LINOTYPE CO., New York, U. S. A.  
Chicago San Francisco New Orleans

Manufactured by

LUDLOW TYPOGRAPH CO., 2032 Clybourn Ave., Chicago



**NEW AD MANAGER FOR COURIER-NEWS**



WALLACE ZIMMERMAN.

Wallace Zimmerman, son of Alfred Zimmerman, of the New York World, has been appointed advertising manager of the Plainfield (N. J.) Courier-News to succeed the late Herbert B. Smith.

Mr. Zimmerman has been associated with the Arkenberg Special Advertising Agency in the World Building, New York city, for some time, and previous to his connection with this agency he was with the Courier-News in the circulation department, where he acquired considerable knowledge of the value of that department of the paper in its relations to the success of advertising in a daily newspaper.

He is well posted in both local and foreign fields of advertising, and no doubt will prove a valuable man in the right place on this rapidly growing newspaper of northern New Jersey.

**ADMITS AIDING GERMANS**

**Hammerling Helped Collect \$200,000 Publicity Fund in 1915**

Organization in 1916 of a \$200,000 advertising campaign, by which it was hoped to stop the manufacture in the United States of munitions for the Allies, was admitted by Louis N. Hammerling, president of the American Association of Foreign Language Newspapers, in testifying this week in Washington before the Senate committee investigating activities of brewers and German propagandists.

Edward A. Rumely, recent owner of the New York Evening Mail, and Dr. Heinrich F. Albert, a German propagandist, were connected with the campaign by the witness, who declared that the money for the insertion of the advertising in practically all of the 619 newspapers of the Association of which he is president was contributed largely by Rumely. He said his dealings with Albert consisted in the collection through the German propagandist of a portion of the \$200,000 which Rumely contributed.

Hammerling denied it was used for any purpose other than payment for publication of "an appeal to the American people" and for advertisements in more than 400 newspapers. Hammerling said that two years ago he threw Leon Trotzky, now the Russian Bolshevik Foreign Minister, out of his office after the latter had threatened his life unless he received a sum of money.

**High Production Discussed by Canadian Publishers**

**Small City Dailies of Ontario in Conference Seek Means to Meet Heavy Demands Upon Resources**

TORONTO, December 9.—There was an interesting conference here last week of the publishers of small city dailies of Ontario, its purpose being to consider ways and means of overtaking the higher costs of publishing. The meeting was held at the King Edward Hotel and was presided over by W. J. Taylor, Woodstock Sentinel-Review, president of the Canadian Press Association.

The first item under discussion was advertising rates. While no definite resolution was passed, several useful suggestions were forthcoming. For one thing, the secretary was instructed to make a canvass of all publications in the group with the idea of finding out the minimum advertising rate, the rate for composition, etc., the idea being to secure information which would enable the publishers to establish a standard rate in relation to circulation. Another suggestion which met with approval was that small city publishers should conform to the practice of the large city dailies and quote rates at so much per agate line instead of so much per inch, as at present. This would make it easier for advertising agents to calculate the cost of campaigns and it would also facilitate increases in rates.

Considerable time was spent in considering subscription rates and subscription practice. It was found that the majority of the papers represented at the meeting were getting only \$3 per annum for mail subscription and \$4 for delivered subscriptions. A resolution was passed that at least \$5 for delivered subscriptions and \$6 for mail subscriptions should be secured, but only when paid in advance.

The question of copies of the paper for the staff was then taken up, and a resolution was passed that the practice of giving free copies should be discontinued.

With respect to exchanges, it was felt that the recommendation of the Paper Controller, by which exchanges were abolished altogether was a little too drastic, and instead it was suggested that a 50 per cent. subscription rate should be accorded to other papers and that checks should be passed in order to secure credit in circulation statements for the business.

Labor problems were up for discussion. At the present time there is no arrangement in Canada for arbitrating with the I. T. U. except in the case of daily publishers who are members of the A. N. P. A. The latter are, of course, protected by the arbitration agreement between the two bodies. One solution of the difficulty would be to have all Canadian publishers become members of the A. N. P. A. The matter was left for further consideration.

**To Speed Up Canadian Production**

The pulp and paper industry of Canada, in which about 25,000 men are employed, requires at least 2,500 more workers, according to a statement made to the Canadian Minister of Labor by the Canadian Pulp and Paper Association. A shortage of labor, due to the withdrawal of many men for war work, has prevented maximum production in the Dominion, and it is hoped to remedy this during the coming winter by additions to the man-power employed in the woods.

# 14 Evening Papers Cover Michigan

## No Other State Has Such Economical and Thorough Coverage

### These Invaluable Advantages Available

- 1st** The Detroit News has the largest circulation in the middle west outside Chicago. The News city circulation exceeds the number of English speaking homes.
- 2nd** The Grand Rapids Press is the largest paper in Grand Rapids, reaches practically every home in the city, has 5 times the circulation of its only evening competitor and 2½ times that of the local morning paper.
- 3rd** The Flint Journal, Bay City Times-Tribune, Lansing State Journal, Saginaw News-Courier, Pt. Huron Times-Herald, Kalamazoo Gazette-Telegraph, Pontiac Press-Gazette, Muskegon Chronicle, Adrian Telegram, Ann Arbor News are ten splendid modern newspapers without any local competition. Each covers its field with practically 100% thoroughness.
- 4th** The Jackson Citizen-Patriot is the only evening paper in Jackson and has three times the circulation of the morning paper.
- 5th** The Battle Creek Moon-Journal has a much larger local circulation than any other paper in its city.

### Here Are the Circulations and Rates

Newspaper	Net paid circulation	5,000-line adv. rate
Adrian Telegram	9,976	.02
Ann Arbor Times-News	7,300	.0215
Battle Creek Moon-Journal	6,457	.015
Bay City Times-Tribune	16,814	.035
Detroit News	217,000	.23
Flint Journal	25,947	.05
Grand Rapids Press	84,435	.10
Jackson Citizen-Patriot	24,781	.05
Kalamazoo Gazette-Telegraph	23,893	.04
Lansing State Journal	26,094	.05
Muskegon Chronicle	13,574	.025
Pontiac Press-Gazette	10,912	.02
Pt. Huron Times-Herald	11,257	.028
Saginaw News Courier	24,000	.05

# EDITORIAL

## PAPER PRICE HEARINGS.

SEEKING relief from the conditions of a continually hardening paper market, the A. N. P. A. has asked the Attorney-General of the United States, constituted trustee for the publishers of the country by the agreement between the Department of Justice and paper manufacturers upon which the suits against a number of them for infringement of the Sherman Anti-Trust law were dismissed last winter, to reopen before the Federal Trade Commission the question of cost of manufacture.

The Commission, it will be remembered, fixed the maximum price of newsprint in car lots at \$3.10 per hundred, which was afterward advanced to \$3.50 by the judges of the Second Circuit Court, sitting as arbitrators. Upon the application of the manufacturers, and accepting the decision of the judges that 15 per cent. was a fair profit, the Commission again increased the price to \$3.63½, and again to \$3.75¼, where it now stands.

Since these actions, however, the investigation conducted in Canada, in which some of the signatories of the agreement were involved, has shown that the costs upon which both the judges of the Second Circuit Court and the Commission acted have decreased materially; so much that it is believed the publishers can show a drop of from \$5 to \$9 a ton in production expenses.

The argument of the publishers is that if the manufacturers can go before the Commission on an increase in costs, the publishers should have, and in actuality have, a similar right when they can show a decrease in costs.

What immediate effect upon the paper market the expected consent of the Attorney-General will have is problematical. As matters stand now, however, the situation is critical and the condition menacing. With the close of hostilities exports are increasing, naturally, and the supplies now on hand are insufficient to satisfy the demands of American publishers. The removal of the Government restrictions, effective December 15, finds many publishers ready and anxious to enlarge their papers and resume the printing of supplements that were abandoned during the war. All of which tends to make larger demands upon an already depleted market, with the consequence that the manufacturers may do practically what they choose and the publishers are at their mercy. The small publishers, especially, have little chance to get their supply of newsprint at anything like a reasonable figure, and many of them are facing discontinuance because of inability to bear the cost of production.

An answer from the Attorney-General is expected before the end of the month. The attorney for the A. N. P. A. is already at work upon his brief, and preparations are being made to begin testimony at once upon receipt of Mr. Gregory's decision, which all believe will be favorable. It is to be hoped that this time the publishers will prevail, and that the Commission, which is known to look without favor upon the decision of the arbitrators, will lower the maximum price, and that the judges of the Circuit Court, upon the review which is bound to come, will coincide.

## PROTECT OUR MERCHANTS.

IN the rush of activity to supply our armies with all necessary equipment for the war, industries have been speeded up and the normal production of many commodities useful in peace as well as in war magnified many fold. Far-seeing men, with recollections of what occurred after the Civil War and after the Spanish-American débâcle, have long been apprehensive that now, war needs having ceased, conditions as they existed in certain markets in these periods would recur within the next few months. To assuage this apprehension and to actually protect the markets of the United States, the Secretary of War has stated publicly that "accumulations by the War Department of either raw material or finished products will be distributed when and where liquidation of such supplies will least interfere with the return of industry to normal conditions."

It is to be hoped that this decision will apply to the retailing of all surplus war supplies, and that established merchandising concerns will not be in-



terfered with as they were when speculators in the two periods mentioned above gained possession of immense quantities of war-created material used ordinarily in civil life, located themselves in temporary stores, advertised their goods, and sold them direct to the public at prices with which established merchants not fortunate enough to get them at the bargain rates could not compete in goods of like quality.

By the thousands, for instance, the Government will dispose of shoes, socks, sweaters, blankets, underwear, and many other articles that are found ordinarily on the shelves of department stores and other similar establishments in city or town. If business is to be restored to normal conditions as speedily as possible these merchants should have first call upon the goods to be disposed of by the Government, all other things being equal, that their regular trade shall not be upset by a lot of fly-by-night speculators. To this end merchants and organized trade bodies should take cooperative measures immediately, with the purpose of seeing that every established concern among them gets its share, at a proper figure, of the goods the Government will offer for sale.

An opportunity affords, too, for publishers to aid in seeing that established trade has its fair and reasonable regard. In every community there are merchants who have built up their businesses by advertising in the newspapers, and publishers owe to them the service that every purveyor of a commodity, white space or anything else, owes to a regular customer engaged in a recognized and legitimate line of endeavor.

It would seem the part of wisdom, therefore, for the newspapers to begin now to create a healthy public sentiment favoring the distribution of the Government's surplus goods through merchandising channels already established, and not through vehicles that will come into being for a day and a night if irresponsible speculators are allowed to make bulk purchases and retail sales, flitting when once their brief function has been performed.

## HEARST ON THE GRILL.

IF memory retains her accustomed seat, never before, in this country at any rate, has the solely responsible head of a newspaper been so severely arraigned on the score of the news and editorial policy and conduct of his paper as is William Randolph Hearst, of the New York American and a number of other newspapers, in the hearing now going on before the Senate Judiciary Committee at Washington. A. Bruce Bielaski, head of the Bureau of Investigation of the Department of Justice, has adduced a mass of evidence which proves conclusively that prior to the entry of this country into the war Mr. Hearst was perhaps virulently outspoken in his hostility to the present Administration, and more especially to its head, the President of the United States, and resentful of the attitude of the British Government towards America, and strenuously hopeful that we should not ultimately come into martial conflict with Germany. The col-

lection of telegrams that passed to and fro between Mr. Hearst and his editors, containing on the one hand instructions and on the other information, indicates a most thorough and careful investigation by the Government implement of which Mr. Bielaski is the head quite in keeping with others of its activities by which it has rendered signal service to this country, the full value of which, probably, will never be known.

It is true, however, and this is said in no spirit of defence of Mr. Hearst nor as apology for any of his acts, that so far as the disclosures have progressed they do not pass the decisive hour when the United States was forced by unbearable conditions to declare war against the unspeakable Hohenzollern and his dynasty. From that day to this, so far as the pages of his record have been exposed to the public gaze, in neither public utterance nor private message has Mr. Hearst taken any stand that can properly be construed as un-American or as giving aid or comfort to the enemy. That much must be said in justice to all.

There is, however, one thing that stands out prominently in the many telegrams that passed between him and those whom he left in control of the process of getting out his publications—wherever he was he not only kept in close contact with developments of affairs, domestic and international, always with keen appreciation of their effect upon his papers and their policy, and never for a single moment gave over the absolute control he exercises to his subordinates. James Gordon Bennett did this to a theretofore unprecedented extent, but it is doubtful if even he exercised such meticulous dominance or exacted such implicit obedience in every detail.

Judging from the length of the telegrams the question of cost of publication, always a matter most carefully looked after by publishers, found no place in his mind. The toils on even those adduced at the hearing must have been staggering to any paper. Judging by their contents, every one of which entered into a wealth of detail concerning his desires and instructions, one at least even going to the length of specifying the various type faces to be used in setting certain articles, there is not a man in his employ to whom he confides the execution of any matter the handling of which he considers of paramount importance to his interests. If this exposition shows nothing else, it thrusts Mr. Hearst forward as the personality of his papers, the one being who is individually and absolutely responsible for all they do or say.

IT is a far cry back to the days when New York was but little more than a village, when Noah Webster was an editor, when "these United Colonies" had but recently achieved their independence, and when not one of twenty of the inhabitants of this city was a newspaper reader. The New York Globe, though, is to-day looking back through that vista, 125 years long. It noted a century and a quarter of life on December 9 by producing a supplement that told the history of the paper since the foundation in 1793. Here are our congratulations to the Globe and to its present publisher and editors. May the establishment, in another 125 years—when all of us have passed to a happier state, we hope, where the difficulties of the publisher and the trials of the editor are unknown—still be as flourishing as it is now.

IT is something new in the newspaper world for a journal to be established with the idea of dying the first chance it gets. That, however, is the proclaimed intention of "The Come-Back," just issued, the father of a string of weeklies to be established by the War Department to bring the news to our convalescing soldiers, returned from the theatre of war, in a dozen army hospitals. It will cease publication when the wounded are all recovered. EDITOR & PUBLISHER, for the first time in its history, wishes a contemporary a speedy demise and a quick burial.

THE Executive Committee of the Press Congress of the World announces that, at the meeting of the organization to be held in Sydney, Australia, April 21, 1919, English is to be the official language. Careful observers of signs, omens, and trends will see in this decision something of more than passing interest to the world.

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 Toronto: W. A. Craick.  
 Chicago: D. F. Cass.  
 San Francisco: Geo. R. De Vore.  
 Boston: M. J. Staples.  
 Washington: Robert T. Barry.  
 Philadelphia: John B. Geraghty.  
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PERSONALS

IN THE EDITORIAL ROOMS

Clarence W. Higgins, late market editor of the St. Paul Dispatch-Pioneer Press, has been made political reporter for both papers, in place of William T. Bell, who becomes exchange editor.

Bernard Vaughan, Sunday editor of the St. Paul Daily News, and Miss Peterson, stenographer of Mr. Briggs, the editor, are victims of influenza.

D. D. Meredith, agent of the United Press in St. Paul, has influenza.

M. J. Staples has severed his connection with the Boston Herald to join the financial staff of the Boston Evening Record.

Fred Mack, Providence, R. I., correspondent of the Boston American, and Dr. Hortense M. Brown, of the same city, were married recently.

Arthur D. Holland, after several months of illness, has recovered sufficiently to return to his former position on the Providence Tribune.

Roger Ferri, former sporting editor of the Providence Evening News, has gone to the New York World.

J. Harold Williams has resigned as reporter on the Providence Journal to become Deputy Scout Executive of the Providence Council of Boy Scouts of America.

Roger Williams, formerly of the Philadelphia Ledger, is now with the Providence Journal.

Hinson Stiles, recently in the aviation service in Canada, expects to be able to return soon to the Boston American.

H. B. Crozier succeeds the late William S. Bowers as city editor of the St. Paul Dispatch.

Roy J. Dunlap has been made head of the St. Paul Pioneer Press copy desk.

Arthur W. Vance, city editor of the St. Paul Daily News, who, after a long siege of illness, resumed his duties, is suffering from pneumonia and is in a serious condition.

R. C. Bland, back from a military training camp, has been appointed night editor of the St. Paul Pioneer Press.

William F. O'Connell, city editor of the Buffalo Evening News, has returned to his desk after an absence of several weeks, due to influenza.

Raymond C. Meyer has returned to the staff of the Buffalo Commercial, after a leave of absence. He was in the South, acting as editor of a military camp paper, and was also engaged in publicity work for the United War Work Campaign.

Valentin T. Karnes, city editor of the Buffalo Times, is convalescent, after an attack of the Spanish influenza.

George Wright has joined the staff of the Buffalo Times.

Frank Hopkins has resigned as a member of the Buffalo Times staff.

George E. Richmond, who is at Great Lakes Naval Training Station, is expected to return soon to the staff of the Buffalo Times.

C. J. Cunningham, formerly sporting editor of the Waterbury (N. Y.) Republican, is now sporting editor of the Schenectady Union-Star. He succeeds W. T. Meenam, who leaves the newspaper field to become advertising agent for the W. T. Hanson Medical Company.

Ill-health has caused Harry Estcourt to resign as assistant city editor of the Syracuse Herald. He is now resting at his home in Schenectady.

Sidney T. Whipple, feature Sunday writer of the Syracuse Herald, has accepted the managing editorship of the Syracuse Journal.

**"THE United States is the richest of all countries. It possesses one-third of the wealth of the world. . . . We shall be a creditor nation, with a large interest income, more virile, more progressive, more successful, wiser and better than ever before."—Elbert H. Gary.**

John L. Grunwald, editor of the Milwaukee Kuryer Polski, has been appointed private secretary to Congressman-elect John C. Kleczka.

John R. Wolf, assistant city editor of the Milwaukee Journal, has been appointed by Mayor Daniel W. Hoan as the representative of the Milwaukee Press Club on a committee appointed at the request of the Aerial League of America to promote aeronautics.

W. E. Harmuth, news editor of the McAlester (Okla.) Daily News-Capital, has resigned to accept the secretaryship of the McAlester Commercial Club.

Chauncey C. Brown, assistant city editor of the Dallas (Tex.) Morning News, who resigned to enter army Y. M. C. A. work, has returned to his desk on the Morning News.

James R. Kelly, for several years in the Portland (Ore.) office of the United Press, has been transferred to Montreal, where he will help to make up the news report from the Eastern United States for distribution in Canada. Lee Jernigan has been transferred to Portland from Salt Lake to succeed Mr. Kelly.

C. S. Jackson, publisher of the Oregon Journal, was publicity director for Britain Day celebration in Oregon on December 7.

Fred Vincent has rejoined the staff of the Portland Telegram. He is one of the first Western newspaper men to be released from military service. He was training as an aviator.

George A. White, former Sunday editor of the Portland Oregonian, has been promoted to the rank of lieutenant-colonel. He is a member of the headquarters staff of Gen. Pershing and went to France soon after the outbreak of the war.

Gale Johnson has been discharged from the United States Naval Air Service and has resumed his duties as managing editor of the Mexico (Mo.) Daily Intelligencer.

Clyde V. Wallis, former city editor of the Dallas (Texas) Morning News, but who resigned to enlist in the Coast Artillery Corps and who later attended the Officers' Training School at Fortress Monroe and was awarded a commission as second lieutenant, has been discharged from the army and has rejoined the staff of the News.

Lieut. Victor Eubank, who has worked on several Chicago newspapers, has received his honorable discharge from military service and has returned to Chicago. Prior to his enlistment he was general manager for the Essanay Film Manufacturing Company, Chicago.

Albert Boswell, of the old Chicago Record-Herald editorial staff, has returned to Chicago after some years of service with the New York Evening World and is associated there with the Illinois War Savings Stamp Committee.

William L. ("Bill") Veeck has been elected vice-president and treasurer of the Chicago Cubs baseball team, succeeding Walter Craighead. His daily articles "By Bill Bailey" have been one of the outstanding features of the sports pages of the Chicago Evening American for years past.

Capt. J. R. (Dick) Montgomery, well-known Texas newspaper man, has been gassed in France, according to a mes-

sage received by his wife. Captain Montgomery was with the 362d Infantry, and before entering the army was in charge of the Houston Bureau of the Galveston-Dallas News.

A. C. Woods, until recently telegraph editor of the Fort Worth (Texas) Star-Telegram, has been employed by the Texas Federated Women's Clubs to compile a history of the "Work of the Women's Clubs in the War."

Sullivan Evans, formerly a reporter for the Dallas (Texas) Morning News, is now telegraph editor on the Fort Worth Star-Telegram.

Harry B. Crozier, formerly city editor of the Galveston (Texas) Daily News, has just received his commission as first lieutenant at the Officers' Training School at Augusta, Ga. Mr. Crozier will resume his newspaper work after a brief vacation.

IN THE BUSINESS OFFICE

Patrick J. Kirkwood has succeeded J. M. Annenberg as circulation manager of the Schenectady Union-Star.

James Rice, for many years associated with the display advertising department of the Chicago Herald and Examiner, has resigned and gone to California to enjoy a little rest.

John Carr, formerly of the Atlanta (Ga.) Georgian, has joined the promotion department of the Chicago Herald and Examiner.

Louis Blaylock, publisher of the Texas Christian Advocate, at Dallas, Tex., has celebrated his fifty-second anniversary as publisher of that journal.

C. Boyer has resigned as circulation manager of the Des Moines Capital and will return to Milwaukee, where he formerly was newspaper circulation manager. No successor has yet been appointed, but Lefe Young, jr., is looking after the interests of the department.

H. K. Edwards, business manager of

the St. Paul Daily News, has taken over the management of the Rural Weekly, which he will care for in conjunction with the News. The Rural Weekly is one of the Clover Leaf publications, with headquarters in St. Paul.

WITH THE ADVERTISING MEN

J. C. Kelley, formerly sales manager for the Palmolive Company, Milwaukee, has been appointed head of the service department of the Chicago Herald and Examiner.

Joseph Mayer has resigned from the service department of the Chicago Herald and Examiner to join the same department of the Chicago Elevated Railway Advertising Company.

James W. Booth, formerly advertising manager for the Missouri Pacific Railway, and who has since been identified with various war activities in St. Louis, has been appointed advertising manager of the Roberts, Johnson & Rand Shoe Company, St. Louis.

Martin V. Kelley, president of the Martin V. Kelley Company, advertising agents, of Chicago, is the author of a new book entitled "Theme Advertising."

William B. Okie, former sales manager of the Welch Grape Juice Company, has been appointed sales manager of the Orange Products Department of the California Fruit Growers Exchange.

TELLS OF FOREIGN TRIP

Chicago Press Club Hears Wright Patterson, Just Returned from France

Wright Patterson, editor-in-chief of the Western Newspaper Union, who has just returned from an extensive observation trip over the Western European battlefield and witnessed the last great offensive of the combined American, French and British armies, spoke of his observations when guest of honor at a luncheon on Saturday, December 7, at the Press Club of Chicago.

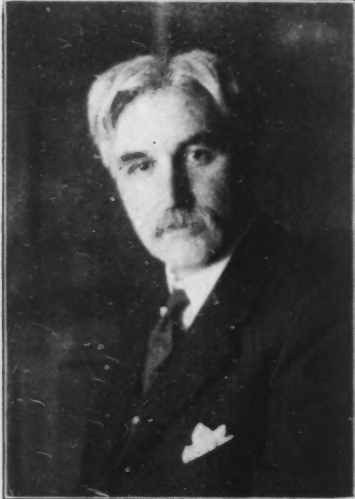
That same evening was Ladies' Night at the club, Mrs. Ada Brown Talbott, honorary member of the Mexican Geographical and Statistical Society, delivering an illustrated lecture on "Mexico, Yesterday and To-day." Frank Comerford is acting chairman of the entertainment committee.

The Baltimore Star has Renewed Its Contract for the Haskin Letter for one year.

## ETHICS AND TRUTH GOVERN SELLING

Salesman Must Be a True Psychologist, Dr. Eaton Tells A. N. A. Members—Object of Business Men Not Solely to Make Money

Seidom has a dinner audience been so thrilled by the eloquence of a speaker as was that which attended the banquet of the A. N. A. in the midst of its annual convention when the Rev. Dr. Charles A. Eaton, head of the National Service Section of the Emergency Fleet Corporation, spoke. Frequently the speaker was interrupted by applause as



REV. DR. CHARLES A. EATON.

he drove home in plain and practical language, almost homely at times, the situation of this country after the war as it appealed to him.

Dr. Eaton said in part:

"During the past generation merchandising has experienced extraordinary changes both in ideal and method. The selling of goods has ceased to be a business and has become an art. The salesman, in addition to his necessary technical knowledge of the commodity he offers, must be a trained psychologist and master of the principles of ethics. He must be much more than a salesman. He must be a man, and the bigger and better man he is the more surely will he achieve success.

"The advertiser is a super-salesman. He creates the climate in which trade can grow and ripen into golden harvest. He sells ideas rather than material goods. His business is to make men think as he does. He is after a verdict. He aims to create a favorable public opinion. His business has become a profession. Like a lawyer, he must know how to present his case by marshalling facts and developing an argument. Like the preacher, he must tell the truth.

### Truth the Foundation

"The very foundation of sound modern advertising, as I understand it, is the truth, the whole truth, and nothing but the truth. He must believe in his proposition and believe that what he says about it is true. He must have enthusiasm born of conviction, and he must clothe his ideas and beliefs in the spirit of sympathy and human fellowship. He must be able to translate his message into the language of every day life, so that the flavor and accent of reality are always present.

"There is a somewhat new point of view to which I desire to call your at-

tention and which, to me at least, appears to promise immediate inspiration and enlargement to every true man employed in your calling. It is the idea that your work can and must become a national service.

"I have frequently heard it said that men are in business for one and only one object—namely, to make money. But the real business man is much more than a money-maker. He is a good sportsman, and he is playing a fascinating game. He is a man of intelligence and conscience, and he therefore must make his business a service—a ministry. His work is the projection of his soul. He feels a sense of obligation to his associates who help him to realize his dreams and ideals. He seeks ever to keep his work a sacred thing. He wants to make good money by making good goods. And his chief pride is not in the money, but in the goods of which the money is a symbol.

"The war which has just ended has shifted the foundations of the world. Under the pale light of the dawning peace we see the hateful outlines of that abominable, unspeakable thing which for want of a worse name we call Prussianism. All the horror of suffering; the cruel waste of life; the anguish of the past four years are but the expression of a spiritual wickedness and guilt which found its chief instrument in the German Empire. That Empire of death and darkness is broken. Freedom has demonstrated its might of resistance to tyranny. Honor has triumphed over dishonor. Man has vanquished the brute. Truth has crushed falsehood.

"But Prussianism is not confined to Germany. It is a spiritual disease which, born in Hell, and begotten of the Father of lies, has infected to some degree all civilized life.

### Essence of Prussianism

"The essence of Prussianism is the elevation of the body above the soul. It makes material prosperity the only good—money the only end worth while. Power means the ability to betray, exploit, and oppress the weak. Might is the only right, and lies and deceit are the chosen instruments of Prussianism. It respects no sanctity, observes no laws. It is drunk with blood lust. It knows no shame. It grovels in hypocritical humility before its master. It despises virtue and denies God.

"The twin brother, spiritually, of Prussianism is Bolshevism. Bolshevism is Prussianism upside down. In the former the instrument of oppression is a small class. In the latter oppression is exercised by a larger class. In the latter oppression is exercised by a larger class. One functions by a clique of generals and kaisers, the other by a windy multitude of tyrannical nobodies. In both the spirit is the same. They both are materialistic to the last degree. In practice they reduce all life to a process of alimentation. They conceive of mankind as a glorified stomach. They incarnate equally that wonderful experience of the Man of Nazareth when the devil offered Him kingship over the material world if He would but for a moment renounce His spiritual kingship as the son of God and son of man.

"In place of these black horrors there stands forth that glorious spiritual ideal which we call Democracy. To this we, as Americans, give our allegiance and pledge to its support—our lives.

"Gentlemen, you are truth tellers. You are makers of opinion. You touch the keys of character. You help to create manhood. Go forth to your

great task with full conviction that you are serving your nation and through your nation the whole race of man. Think highly of your day's work because it is worthy of your best, and give yourselves to it with joyous and untiring zeal, knowing that you and your work belong to that eternal forward-moving purpose of God which is to give the world a new soul."

## Lieut. Dyer Hurt in Air Fall As He Gains Captaincy

Former Promotion Manager of New York Newspapers Cheerful in Writing Account of His Accident.

Lieut. George S. Dyer, Air Service, Tours, France, formerly advertising promotion manager of the New York Tribune, New York Sun and Evening Mail, who was about to become advertising manager of the Stars and Stripes under Guy Viskniskie, formerly manager of the Wheeler Syndicate, New York, in a letter to a friend stated that he got his transfer through October 5 to join the Stars and Stripes, with a promotion to captain.

He said on October 7: "I took my last flight—and played hell. We fell, pilot killed, crushed under engine; machine turned turtle, fractured my skull, eye socket cut, both thighs broken. Am coming home soon now, as I am almost well; will be walking soon, but don't

think I will be home until after Christmas. The only thing I will have to remember it by will be a slight limp, a beautiful scar on my forehead and bald pate."

Lieut. Dyer was awarded the Croix de Guerre by the French on account of a bombing exhibition with them.

### Belcher Heads Pen and Pencil Club

PROVIDENCE, R. I., December 18.—The Pen and Pencil Club has elected the following officers: President, Horace G. Belcher, Providence Tribune; first vice-president, Frank E. Jones, Providence Tribune; second vice-president, Thomas M. Weish, Woonsocket Call; treasurer, Henry A. Schermerhorn, Providence Sunday Journal; secretary, Herbert W. Baker, Pawtucket Times. Board of Governors, Charles B. Coppen, Milton R. Halladay, and Arthur W. Talbot, of the Providence Journal.

### Will Continue War Supplement

The Chicago Evening American, which during the latter part of the war period included in the regular paper a three-column feature captioned "Overseas Extra—Chicago American," "For Men in the Service," has announced that it will continue the supplement, in view of the fact that our absent sailors and soldiers always are eager for home news and it generally is difficult to include all local news of interest in letters written from their homes.

THE  
**PUBLIC LEDGER**  
Pays between \$15,000 and \$20,000 monthly in cable tolls for the PUBLIC LEDGER-LONDON TIMES news and cable service.

This is in addition to the Associated Press service and their own correspondents in Europe—Mr. Learoyd in London, Raymond Carroll in France, and the world-wide distinguished Journalist, Dr. E. J. Dillon, of the London Telegraph, at the Peace Conference, and afterward going to Russia for the PUBLIC LEDGER.

The circulation of the PUBLIC LEDGER (Morning and Evening) is upward of 225,000 copies daily—an enormous circulation for its extremely high grade.



**PRINT AD IN ZONES TO SAVE PAPER**

(Concluded from page 14.)

city run and in some cases both before and after. The making of a reduced edition first, a full-sized one later, and a second reduced one still later would be quite intricate and in many situations impracticable.

**Approximate Segregation**

It would be impossible, of course, to segregate the city edition and the reduced country editions in exact conformity to the A. B. C. divisions. Some points in the country might have to be supplied with the full edition. Some points in the suburban territory might have to be supplied with the reduced sized country edition, depending upon the train service.

All foreign advertising could run in the full circulation at the full rate, or if it were thought desirable the same privilege could be extended, as to local advertisers, of dropping out of the country circulation, with the same discount. The country circulation is of excellent value to most national advertisers. A few, however, which have distribution only in the large cities and to whom the country circulation is of little immediate value, would welcome the opportunity to save the discount.

It probably would be impracticable to segregate the classified advertising, because of the detail and the limitations of time. If it could be done, a very large additional saving could be effected. Probably not to exceed one-third of the classified develops results from the country.

**Subscription Costs**

Another interesting phase of the matter is that a year's issues of a 10-page eight-column paper; cost for white paper, postage, and ink approximately \$2.63, with paper figured at 3½ cents a pound. A year's issues of a 48-page Sunday paper would cost \$2.15. The daily could be sold at \$5 per year and the Sunday at \$2.50 per year, the two at \$5 with a profit over and above raw material cost. As few papers are now less than \$4 daily and \$3 Sunday, most of them being \$5 or more daily and \$3 or more Sunday, all distant circulation could be converted from an operation liability to an asset.

**Some Objections**

There are two strong objections to this plan, in addition to those which have been indicated. Undoubtedly country people, especially women, delight to read the big store advertising, even though it is of little practical value to them, being so situated that they cannot avail themselves of the offerings were they so disposed. Big city stores do not develop any great quantity of mail order business from the country districts through newspaper advertising. Those that have developed successful mail order branches have done it through other forms of advertising.

A newspaper minus a large volume of retail store advertising, which in these days is an integral part of every complete newspaper, would appear diminutive in size and would suffer some in prestige, at least until the country people got used to it and were oblivious of the omission.

On the other hand, there are many people, perhaps more than the other class, who would welcome a city newspaper with the unscrupulous advertising omitted. To many people masses of ad-

vertising in which they are not interested is a distinct blemish. A paper with only a small volume of advertising could be better "dressed" and made more convenient for the reader.

The reduction in the size of the country edition could be increased considerably, and probably with very little injury, by the elimination in the re-make-up of purely local news of interest only in the city. It is now the practice of many papers to eliminate local society news and similar classes from the mail editions, often substituting special classes of news, such as farm notes or country correspondence, in place of purely local news. This would have to be done judiciously, however, as there are many people living in country towns who formerly lived in the city, or who for special reasons have an interest in its purely local affairs.

**Not New in Principle**

Many newspapers have been doing this thing right along in principle as an expedient. In fact, there are few who do not. Where is there a newspaper which runs all local advertising in all the mail editions? Many surreptitiously omit all they can. It is a common practice to have mail editions smaller in size, both by the omission of news and advertising, than city editions. How many local advertisers care enough about mail editions to get their copy in time for them? Tremendous quantities of local advertising are omitted from "bulldogs" and early mail editions of Sunday newspapers, going into the mails Saturday afternoon and early Saturday night. Those which make "bulldogs" Thursday and Friday carry very little local display, and do not make up missed insertions in mail editions.

**Cases in Point**

The Montreal Star and Family Herald, the big weekly of the Montreal Star, which covers all of Canada from Vancouver to St. John, until a few years ago charged one rate for the entire circulation. Finding so many advertisers without complete distribution, to whom much of the circulation was a waste, it made separate rates for its Western edition covering western Canada, going to press early in the week, for its Central edition going to press later, and for its Eastern edition going to press still later. The aggregate of these three rates was considerably greater than the single rates. The change was a very successful one for both the publishers and advertisers.

The Minneapolis Tribune omits local advertising at a discount from the "bulldog" circulation of its Sunday issue. It is the understanding that most, if not all, the Hearst newspapers, which more than any other publications seek far outside circulation, omit local advertising from large portions of their distant circulation, making local rates on a corresponding basis.

The Editor & Publisher recently contained the information that the New York Times effected part of its saving of paper under the War Industries Board's orders, by the elimination of some classes of advertising from distant circulation, which is a recognition in principle of the suggestion in this article.

**Feast for Des Moines Newsies**

The newsboys of Des Moines, headed by Ray Gill, chief hustler for the Des Moines Register and Tribune, are to have a Christmas dinner. Contributions from the papers are coming in fast, and a big, fancy dinner, with useful presents for the newsboys, is to be expected.

Learn to know—

**Wisconsin**

the state that is going "over the top!"

A leader in agriculture, in education, in manufacturing, in lumber, its MINERAL production is also becoming **IMPORTANT!**

It is now 5th state in the production of IRON Ore; and its output of lead and zinc increased from \$10,000,000 in 1915 to over \$15,000,000 in 1916.

While Wisconsin is winning its way steadily forward to the front ranks of American States, no doubt you are advertising in the daily papers and keeping your NAME prominently before this Rich, Industrious and Discriminating market where everybody reads and thinks for himself.

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,376	.02
Eau Claire Leader-Telegram (M&E&S).	8,960	.027
Fond du Lac Commonwealth (E).....	5,872	.02
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	4,849	.0143
La Crosse Tribune-Leader Press (E&S)	13,064	.03
Madison, Wisconsin, State Journal (E)..	14,708	.03
Madison, Wisconsin, State Journal (S)..	10,553	.03
Milwaukee Evening Wisconsin (E)....	32,500	.06
Milwaukee Journal (E).....	119,386	.14
Milwaukee Journal (S).....	92,447	.14
Milwaukee Sentinel (M&E).....	79,425	.11
Milwaukee Sentinel (S).....	68,070	.11
Racine Journal News (E).....	7,483	.025
Sheboygan Press (E).....	6,329	.0214
Superior Telegram (E).....	16,000	.035
Wausau Record-Herald (E).....	5,102	.0178

Government Statements, October 1st, 1918.

**Aim to GROW with Wisconsin**

## WILL BE PRO-ENGLISH TO BE AMERICAN

Hearst Writes Brisbane That All Instructions to His Editors May Have Fullest Publicity—Reserves Right to Criticise Foreign Powers

Taking cognizance of the production of a great number of telegrams to his editors produced in the Senate investigation, W. R. Hearst has written the following letter to Arthur Brisbane: December 12, 1918.

Dear Mr. Brisbane:

You have noticed, of course, that some telegrams of mine have been published by a United States Senate Committee.

I have no objection to my telegrams of instruction to editors being printed, in fact, I am glad to have them printed.

There is never a telegram of instruction to any of my newspapers or to any editor that cannot be given the fullest publicity.

They are all based on a single and sincere desire to conduct my newspapers in the interest of the American people.

If our American histories are wrong in giving the impression that the selfish interests of England have at certain crises in our history very strongly conflicted with the best interests of the United States, then those American histories should be burned and English histories substituted in their place in the schools of our country.

The English history teaches that England is always right, and the Englishman has pride and patriotism enough to believe it. I admire that quality in the Englishman. I am sorry that some of our American citizens have not a similar loyalty to and a similar confidence in their own country.

Before America entered into this war I was, as I have frequently said in my instructions to the editors of my papers, neither pro-English nor pro-German. My attitude was that of Mercurio—"A plague o' both your houses."

I could see nothing but an attempt on the part of both England and Germany to involve the United States in the war, and to use the United States as a catspaw to pull their chestnuts out of the fire.

Under those circumstances, my policy of America FIRST and ONLY and ALL THE TIME led me to strive to keep America out of the war on the side of either belligerent, and to endeavor to bring about a league of neutral nations to protect the interests of neutrals against the aggressions of both the belligerent groups.

In the pursuance of this policy I sometimes wrote against the aggressions of England against American interests, and sometimes against the depredations and outrages of Germany.

If, therefore, only certain instructions to editors are printed, I might seem to be pro-English. If only certain other instructions are printed I might seem to be pro-German. But if ALL instructions are printed, it would be clear, as I say, that I am not and never was either pro-English or pro-German, but merely pro-American.

The National Democratic party was overwhelmingly defeated in the late Congressional elections. It lost both the House and the Senate; and it sustained this astonishing defeat at the very moment when the United States had concluded under this Democratic Administration a successful war.

If the Democratic party could not at that propitious time carry the country, what is it going to be able to do at a less favorable time?

The only places where the Democratic party increased its representation in the late Congressional elections were WHERE THE HEARST PAPERS WERE PRINTED and where the genuine democracy of the Hearst papers and their support of the Democratic party on genuinely democratic lines offset the Democratic party's own autocratic record.

As I say in one of the instructions to editors published by the Senate Committee:

"It would be a remarkable thing if the only hope of democracy in this country should lie in the Republican party."

The country did return to the Republican party, not because, as I believe, through any great confidence in the Republican party, but because the Republican party was the one instrument through which it could express its disapproval of the lack of democracy in the Democratic party.

But, as I say, where the Hearst papers were printed, and where they carried high their banner of true democracy, of true freedom, of true patriotism, voiced in their motto of "AMERICA FIRST," the Democratic party won overwhelmingly and INCREASED its representation in Congress, while the rest of the country was going unitedly against the Democratic party.

In New York city, where my New York American and New York Evening Journal are published, the largest majority ever given a Democratic candidate was registered in the vote for Governor.

In Boston, where my Boston American and Boston Advertiser are published, the city was carried overwhelmingly for the Democracy, and David I. Walsh, a Democratic Senator, was sent to Washington to take the place of John W. Weeks, the Republican Senator.

The city of Chicago, where my Chicago Herald and Examiner and Evening American are published, went overwhelmingly Democratic by one of the largest votes ever registered, while the southern part of Illinois, which is served by the St. Louis papers and not by the Hearst Chicago papers, went overwhelmingly Republican.

In Atlanta and in San Francisco and in Los Angeles the Democratic Congressional delegations increased or held their own.

Everywhere that the Hearst papers were published Democracy triumphed on truly Democratic lines.

What proper criticism, therefore, is there of the Democracy or the Americanism of the Hearst papers?

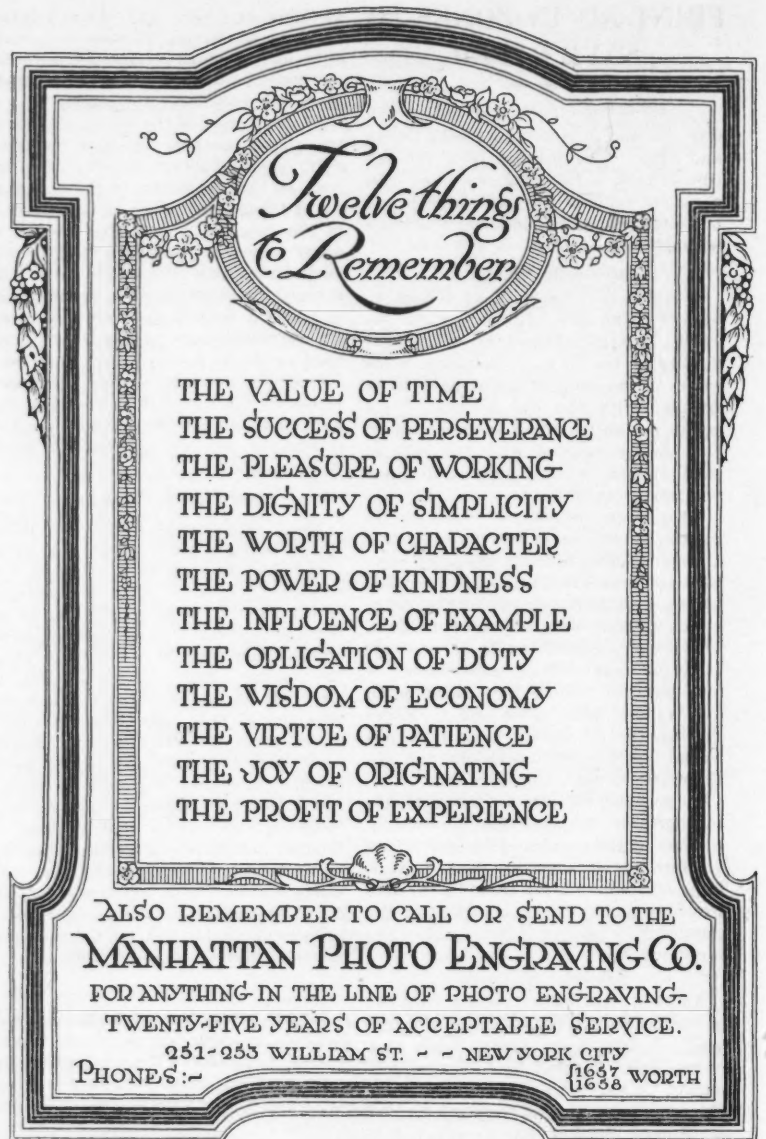
They have been vindicated by the people, to whom they appeal, and to whose voice the Democratic Representatives in Congress should listen with self-interested attention.

It is not for me or for the Hearst papers to make any defence, and I do not make any.

It is for the Democratic majority in Congress to make a defence. It has been indicted. It has been repudiated. Its policies have been impugned and rejected.

And if the Democratic party is not distinctly and definitely democratic, it will have no cause for continuance, and will go forever out of existence, as the Federalist party did after the passage by that party of its oppressive and restrictive un-American legislation one hundred and eighteen years ago.

Sincerely yours,  
WILLIAM RANDOLPH HEARST.



Twelve things  
to Remember

THE VALUE OF TIME  
THE SUCCESS OF PERSEVERANCE  
THE PLEASURE OF WORKING  
THE DIGNITY OF SIMPLICITY  
THE WORTH OF CHARACTER  
THE POWER OF KINDNESS  
THE INFLUENCE OF EXAMPLE  
THE OBLIGATION OF DUTY  
THE WISDOM OF ECONOMY  
THE VIRTUE OF PATIENCE  
THE JOY OF ORIGINATING  
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE  
**MANHATTAN PHOTO ENGRAVING CO.**  
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.  
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.  
251-253 WILLIAM ST. - - NEW YORK CITY  
PHONES: - 1637 1638 WORTH

We are now face to face with reconstruction. New ideas, new ideals, new thoughts and new standards are to take the place of the old.

Your place in the sun is to be determined. No matter where you stood yesterday, you are a new proposition today. It is up to you where you will stand tomorrow.

Modesty, however, will get you nowhere. Neither will bombast. Straightforward statements, fundamental facts, purposeful propaganda will put you where you belong in the new line of march.

Determine for yourself whether you will march in the first division or do kitchen police duty in the camp.

We want live ones, but we are going to be too busy to look for them. They must make themselves known to us—or be passed by.

Get business by giving business. Go after your share. There are millions of dollars of advertising money waiting to be spent. How much of it are you going to get? Tell advertisers what you have to offer. Let them know how keen you are; how ready to co-operate, how strong in faith and deeds.

THE EDITOR AND PUBLISHER is regularly read by paid-in-advance subscribers who spend over sixty millions of dollars annually for space. Get them to use your space. Tell them your story in the columns of the

**EDITOR AND PUBLISHER**

World Building, New York City



## WAR DEVELOPED NEW COMMERCIAL SPIRIT A. P. TAKES IN 22 NEW MEMBERS

(Continued from Page 28)

ica, shipped abroad, and, with a foreign label, reshipped to America and resold at wonderful prices. Are they better than the silks made here and SOLD here as AMERICAN-made silks? They ARE. They must measure UP to a STANDARD to get the foreign label. For home consumption they are not so well made, but they "get by."

There are no heights in manufacture that cannot be reached in America, provided the American manufacturers WILL. In view of the fact that, untrammelled and free, they have NOT done so, it seems logical that, now that America is going to have this great opportunity, they should be COMPELLED to do just so. A law COMPELLING a national trade-mark, and prohibiting the USE of the national trade-mark except AFTER the goods have passed under the critical inspection of properly equipped Government inspectors, would be a great and desirable thing.

Here is something that American journalists can do. It is something big. It is something for the good of the country. It will mean the building of the greatest commercial country of the world.

It is a big order, but it is not beyond the capacity of American journalists.

They can do it, as they have done other great things in the past, and as they will do other great things in the future. There are men in the profession big enough to do this thing, and do it right. Let them get to work. Let them expose every fraud that comes to light. Let them support the good and decry the evil in our manufactures, and they will not only have performed a function for which the freedom of the press was instituted, but will achieve untold good for the entire country, and back up the sacrifices our brave men have made who fought in the trenches in France.

### Advertising and Reconstruction

Bruce Barton, former editor of Every Week, and recently engaged in Y. M. C. A. war work, has paid a glowing tribute to advertising, its wonderful war work, and its boundless potentialities in after-the-war reconstruction in an article called, "And They Shall Beat Their Swords Into—Electrotypes," which appears in Collier's for December 14.

### Plant Bequest for a College

By the will of Morton F. Plant, of Groton and New York city, the newspaper owner and capitalist, a gift of \$250,000 will go to the Connecticut Woman's College in New London, of which institution Mr. Plant had been a trustee and benefactor since its inception. The bequest will be used for a dormitory and a home for the president.

### Knill-Burke Adds to Its Staff

Joseph A. Klein, who for several years has been representing prominent dailies in Wall Street, has been appointed by Knill-Burke, Inc., the New York and Chicago publishers' representative, as special Wall Street representative. Mr. Klein will devote his energies to securing and developing financial, insurance, and steamship advertising.

Obstacles are only things to be surmounted.

Directors Hold Quarterly Meeting Extending Over Two Days—Victor F. Lawson, Now Almost Well, and R. M. Johnston the Only Absentees

The December meeting of the board of directors of the Associated Press was held at the New York headquarters of the organization on Wednesday and Thursday. There were only two absentees—Victor F. Lawson, of the Chicago Daily News, who has not yet fully recovered from the injury to his foot last summer, and R. M. Johnston, of the Houston Post.

The two days' sessions were taken up with routine matters, among which was the election of a number of new members, whose names follow:

Deland (Fla.) Daily News, Warren (O.) Tribune, Dennison (O.) Paragraph, San Luis Obispo (Cal.) Telegram, Kenosha (Wis.) Daily News, Scotland Neck (N. C.) Commonwealth, Elizabeth City (N. C.) Advance, Nowata (Okla.) Star, Saratoga Springs (N. Y.) Saratogian, Daytona (Fla.) Journal, Atlantic City (N. J.) Press, Atlantic (Ia.) Press, Wichita Falls (Tex.) Tribune, New Brunswick (N. J.) Home News, Washington (Ind.) Herald, Salem (O.) Herald, Salamanca (N. Y.) Press, Salem (Mass.) News, Galesburg (Ill.) Daily Mail, Jersey City (N. J.) Journal, Jefferson City (Mo.) Post, and Petersburg (Va.) Progress.

President Frank B. Noyes, of the Washington Star, presided, and the other officers and directors present were: Vice-President Ralph H. Booth, Vice-President E. P. Adler, Frederick Roy Martin, assistant secretary; James R. Youatt, treasurer; Charles A. Rook, Charles Hopkins Clark, Clark Howell, V. S. McClatchy, Elbert H. Baker, W. L. McLean, Adolph S. Ochs, A. C. Weiss, John R. Rathom, W. H. Cowles, and D. E. Town, directors.

J. L. Sturtevant and H. C. Adler, chairmen, respectively, of the Central and Southwestern division advisory boards, also attended the sessions.

General Manager and Secretary Melville E. Stone was absent, due to the fact of his having gone to France to supervise the work of the A. P. staff at the Peace Conference.

The members received with delight the news that their co-worker, Victor F. Lawson, of the Chicago Daily News, has so far recovered from the injury to his foot that he has been able to lay aside his crutches and will be able to walk unaided again soon. The plaster cast also has been removed.

The Associated Press is all ready to handle the big news of the Peace Conference by every known means of service, a goodly part of which will be direct wireless, this service having been in operation for some time past from France and England.

### STEVENS & KING REORGANIZED

Harry W. King and L. C. Prudden Take Over S. C. Stevens's Interests in Agency

S. C. Stevens, formerly treasurer of Stevens & King, Inc., publishers' representatives, has retired from the company. In order that he might be relieved from business cares until such time as his health and strength are restored, he has disposed of his interest in the firm.



65% of the land surface of West Virginia is farm land.

And West Virginia stands ahead of every other state except one, New Mexico, in its farms operated by owners and free and clear! There is good credit for you: free and clear farms worked by owners! You cannot think of any better accounts than these. And you can reach them by advertising in the daily newspapers.

Spend a little money and be a BIG Advertiser in West Virginia!

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
<b>Bluefield</b>			<b>Huntington</b>		
*Telegraph .. (M)	6,426	.01428	‡Herald-Dispatch ... (M)	10,691	.02
<b>Charleston</b>			*Herald-Dispatch .. (S)	10,500	.02
‡Gazette ... (M)	14,500	.02	<b>Martinsburg</b>		
‡Gazette .. (S)	16,500	.02	*Journal .. (E)	3,068	.00893
*Leader ... (M)	6,819	.0157	<b>Morgantown</b>		
*Leader .. (S)	7,351	.0157	‡Post .... (E)	3,025	.0143
*Mail .... (E)	8,735	.02	<b>Parkersburg</b>		
<b>Clarksburg</b>			‡News .. (M)	6,300	.0125
*Exponent (M&S)	8,035	.02	‡News .... (S)	6,200	.015
‡Telegram .. (E)	8,020	.02	‡Sentinel ... (E)	6,854	.017
‡Telegram .. (S)	7,745	.02	<b>Wheeling</b>		
<b>Fairmont</b>			‡Intelligencer (M)	11,366	.0325
*Times ... (M&S)	7,209	.02	‡News .. (E)	16,225	.04
*W. Virginian (E)	5,377	.02	‡News .. (S)	16,225	.04
<b>Grafton</b>			*Government statement March 31st, 1918.		
*Sentinel .. (E)	2,476	.014	‡A. B. C. statement March 31st, 1918.		
<b>Huntington</b>			‡Publishers' statement.		
‡Advertiser .. (E)	8,517	.02			

File the facts for reference

## VERY LITTLE LOSS OVER THREE-CENT PRICE

Effect in Indianapolis Was to Increase Home Deliveries—Combined Drop Was 10,000, Now Coming Back at Very Rapid Rate

INDIANAPOLIS, December 11.—The increase of from two to three cents a copy, made by the News, the Times, and the Star of this city, has had very little effect upon their circulation.

The combined circulation of the three dailies, not taking into consideration the Sunday Star, was 282,000 on November 23, immediately before the announcement that the price would go up. The net loss to all three is a little less than 10,000.

The plan of charging three cents for a single copy, or twelve cents for a week (the increase by the week having been from ten to twelve cents), was made with the idea that this would have a tendency to change street sales into home deliveries, and this has worked out admirably.

The first sharp loss, of course, was in street sales. There has been very little loss in home deliveries, because the increase in the rate of home deliveries was only two cents. At the same time, a great many people who were buying papers on the streets are now having that paper sent home, saving six cents a week.

It appears that the increase frightened the small town agent a good deal more than it did the city route manager.

For example, in one Indiana town, a local agent decreased his order for one of the papers 150 copies a day. The next day he wrote that he had overestimated the loss, and increased his order ten copies. The next day he increased it five, the next day ten again, and so he has been going.

There can be no doubt but that a good deal of the 10,000 which the papers lost would have been lost anyhow, because the change took place just as important war news ceased to come.

The outlook indicates that the Indianapolis papers will soon regain their 282,000 circulation and will pass it, as after the first shock of cancellations circulations began immediately to crawl up.

## Will Strive for Presidency of Chicago Press Club

Wright A. Patterson and H. Percy Millar Nominated, and Each Is Determined to Get Prevailing Vote

The following have been nominated for officers and directors by the Press Club of Chicago:

For President: Wright A. Patterson, editor-in-chief of the Western Newspaper Union, and H. Percy Millar, correspondent for the New York Times; First Vice-President, Christian D. Haggerty, city editor of the Associated Press; Second Vice-President, Dr. G. Cooke-Adams and Theodore R. Ashcroft; Treasurer, James D. Stepina, President of the American State Bank; Secretary, Walton H. Perkins; Librarian, Harry Hargis; Counsel, Frank Comerford.

For Directors (three to be elected): Lou Houseman, William J. Shanks, editorial writer, Chicago Journal; Frank Emerich, Chicago Tribune; P. F. Lowder, Chicago Herald and Examiner; Frank Poeton, Chicago Daily News; A.

C. Thomas, M. C. Funkhouser, ex-film censor for city of Chicago, and Thomas Devereaux, nationally known circulation booster.

A determined fight is anticipated on the presidency between Messrs. Patterson and Millar, the latter of whom held that office in the Chicago Press Club for two terms, going out of office immediately before the present incumbent, Opie Read, the novelist.

## Backbone New Business Need in Problems of Peace

Must Be as Brave in Reconstruction as It Was in War-Giving, D'Arcy Tells St. Louis Merchants

Backbone is the new need of business, according to W. C. D'Arcy, president of the Associated Advertising Clubs of the World, in a statement in the St. Louis Chamber of Commerce Bulletin. Mr. D'Arcy writes:

"One hundred per cent. American backbone, we take it, is the new need of business—just as it has always been the need. We proved ourselves good Americans on the battlefields of France and those of us who stayed at home proved our Americanism in the only way possible to us—by giving.

"Business has been brave and strong enough to give in war-time—but the real test of its heroism is presented in the problems of peace regained.

"One hundred per cent. American backbone invested in enterprise and industry at this time will yield bigger dividends than ever before in the country's brave career."

## Harrisburg Papers Now 2 Cents

The Harrisburg (Pa.) Patriot, a morning newspaper, has raised its price to two cents, as has also the Evening News of the same place. This puts three important newspapers of Harrisburg in the two-cent class, the Harrisburg Telegraph having gone to two cents several years before.

The uniformity of price will create a new situation in that field, and has already given rise to speculation on the outcome in circulation figures, the papers being quite evenly matched and contending most strenuously for supremacy.

## Sphinx Club's Story in Booklet

The Sphinx Club, America's oldest advertising organization, has issued a booklet-de-luxe in which the history of the Club is chronicled, together with rosters of the officials and the membership. The publication is interesting as an example of fine printing, as well as for the valuable data it contains.

## Trenton Times Expands

The Trenton (N. J.) Times, anticipating further demands upon its space by advertisers, has purchased the building adjoining its present plant, which will give the property a frontage of 100 feet on Stockton Street, running back 125 feet to an alley.

## Ad Man Compiles Song Book

"Bob" Frothingham, who has made an undying reputation as a successful advertising man, has ventured into a new field of endeavor. He has just compiled and published a book entitled "The Songs of Men," which has just made its appearance through the Houghton Mifflin Company. Those who have seen the work speak highly of it.

## ROSE FROM NEWSBOY TO EXECUTIVE



PAUL C. TREVIRANUS.

Gardner Cowles, publisher of the Des Moines Register and Tribune, has just announced the appointment of Paul C. Treviranus, of the Milwaukee Journal, as business manager of the Register and Tribune, effective January 2, 1919.

For several years Mr. Treviranus has been in charge of the business management of the Milwaukee Journal, and to him must be given much of the credit for the Journal's present standing among Wisconsin papers.

Beginning his newspaper career seventeen years ago as a Journal carrier, he rose rapidly to the top of the Journal organization and has made an enviable record for ability and efficiency.

## Flip Coin for Journal Monopoly

Deciding that their field was not large enough for two papers, August T. Ender, publisher of the Barron County (Wis.) Shield, and N. S. Gordon, publisher of the Barron County News, decided to flip a coin to determine which should buy the other's paper and remain with a clear field. As a result Mr. Ender sold the Shield to his competitor, and hereafter the only paper at Barron will be the Barron County News-Shield, with Mr. Gordon as publisher. Mr. Ender expects to buy a paper elsewhere.

## Postpone Canadian Ad Meeting

TORONTO, December 10.—It is unlikely that the annual meeting of the Association of Canadian Advertisers, which was postponed indefinitely on account of the influenza epidemic, will be held until after the new year. As several members will be attending the meeting of the American Association in December, it has been thought advisable to wait until after that convention is held and the holidays are over.

## "Lest We Forget" the Vandals

Fearing that Americans will be prone to forget too easily and soon the German nation's wanton acts of the past few years, James E. Wales, managing editor of the Berkeley (Cal.) Daily Gazette, has started a column called "Lest We Forget," in which he proposes to print matter that "will keep us Americans from growing lukewarm toward a nation of vandals."

## N. E. A. C. M. Next Meeting in Boston

The next meeting of the New England Association of Circulation Managers will be held in Boston, at the City Club, on January 15, 1919.

## Brompton Paper Company Expands

MONTREAL, December 9.—The Brompton Pulp & Paper Company has purchased the Odell Manufacturing Company, of Groveton, N. H., and the latter concern will now form part of the Brompton organization, under the name of the Groveton Paper Company, Inc.

## Quebec Papers at 2 Cents

QUEBEC, December 10.—Following the example of the Quebec Chronicle, three other Quebec newspapers, the Telegraph, Le Soleil, and L'Action Catholique, have increased their price to two cents. L'Evenment is now the only daily paper here selling at one cent.

## To Reach the Rich Trade of Kansas

## Topeka Daily Capital

Sworn Government Report  
for six months ending October 1, 1918

# 36,204

Its sales promotion department  
is at the service of advertisers.  
And it really promotes.

*Arthur Capper*  
Publishes

Member A. B. C.

## CAN YOU BEAT IT?

Net Paid Average Circulation of

## The Baltimore NEWS

Gains 33% daily  
and 87% Sunday

In two years

OCT.	DAILY	SUNDAY
1918.	113,840	123,205
1916.	85,352	65,745
Gain.	28,488	57,460

*Frank W. Webb*  
Advertising Manager

DAN A. CARROLL J. E. LUTZ  
Eastern Western  
Representative Representative  
Tribune Bldg. First Nat. Bk.  
New York Bldg., Chicago

We spend more  
than  
**\$500,000**

per year to produce the features  
which have created the greatest  
newspaper following in the world.

**"Hearst's Features Always Lead"**

Write for booklet.

**"Half Million Dollar Feature Service"**

The International Feature Service  
729 Seventh Ave. New York, N. Y.



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**  
Birmingham..... NEWS  
Average circulation for June, 1918,  
Daily, 48,996; Sunday, 53,795. Printed  
2,865,884 lines more advertising than its  
nearest competitor in 1917.

**CALIFORNIA**  
Los Angeles..... EXAMINER  
A. B. C. Audit reports show largest  
Morning and Sunday circulation. Great-  
est Home Delivery.

**GEORGIA**  
Atlanta..... DAILY  
GEORGIAN AND SUNDAY AMERICAN  
Circulation daily, 62,537; Sunday, 105,  
287. The largest 3c afternoon circula-  
tion in America. The greatest Sunday  
circulation in this section of the South.

**ILLINOIS**  
Joliet..... HERALD-NEWS  
Circulation, 18,100.

**IOWA**  
Des Moines. SUCCESSFUL FARMING  
More than 800,000 circulation guaran-  
teed and proved, or no pay. Member  
Audit Bureau of Circulations.

**LOUISIANA**  
New Orleans..... TIMES-PICTURE

**MINNESOTA**  
Minneapolis..... TRIBUNE  
Morning and Evening.

**MONTANA**  
Butte..... MINER  
Average daily, 14,905; Sunday, 23,676,  
for 6 months ending April 1, 1918.

**MISSOURI**  
St. Louis..... POST-DISPATCH  
Daily Evening and Sunday Morning.  
Is the only newspaper in its territory  
with the beautiful Rotogravure Picture  
Section.

The POST-DISPATCH sells more papers  
in St. Louis and suburbs every day in  
the year than there are homes in the  
city.

Circulation for entire year 1917:  
Sunday average..... 361,263  
Daily and Sunday..... 194,593

**NEW JERSEY**  
Elizabeth..... JOURNAL  
Paterson..... PRESS-CHRONICLE  
Plainfield..... COURIER-NEWS

**NEW YORK**  
Buffalo..... COURIER & ENQUIRER  
New York City.....  
..... IL PROGRESSO ITALO-AMERICANO  
New York City..... DAY

The National Jewish Daily that no gen-  
eral advertiser should overlook.

**OHIO**  
Youngstown..... VINDICATOR

**PENNSYLVANIA**  
Eric..... TIMES  
Wilkes-Barre..... TIMES-LEADER

**TENNESSEE**  
Nashville..... BANNER

**TEXAS**  
Houston..... CHRONICLE  
The Chronicle guarantees a circulation  
of 50,000 daily and 58,000 Sunday.

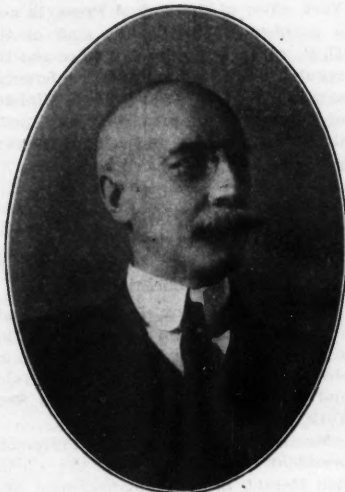
**VIRGINIA**  
Harrisonburg.....  
..... DAILY NEWS-RECORD  
Largest circulation of any daily paper  
in the famous valley of Virginia.

**WASHINGTON**  
Seattle..... POST-INTELLIGENCER

**J. W. MORTON DEAD**

Head of New York Advertising Agency  
Succumbs to Apoplexy

J. W. Morton, head of the J. W. Mor-  
ton Advertising Agency, 16th Street and  
Irving Place, New York city, died at his  
home, Plainfield, N. J., December 11,



The Late J. W. MORTON.

following a stroke of apoplexy on No-  
vember 29. He was sixty-three years  
old.

Before opening his agency in New  
York city Mr. Morton was advertising  
manager for Strawbridge & Clothier,  
Philadelphia. For twelve years his  
agency handled the Nemo Corset ac-  
count, and by using daily newspaper  
space exclusively made the business of  
this client one of the greatest of the  
kind in the world.

**Widdell, La Porte Editor, Dead**

Edward J. Widdell, managing editor  
and business manager of the La Porte  
(Ind.) Herald, died of influenza-pneu-  
monia in La Porte on December 6. He  
began his newspaper career as carrier  
boy on the paper and became a part  
owner. He was a remarkable worker,  
serving as managing editor by day and  
as business manager at night, usually  
working until midnight or later. This  
he kept up for fifteen years on two  
meals a day, omitting midday lunch.  
He was well known throughout In-  
diana.

**Dosch-Fleurot's Brother Dies**

Roswell Dosch, brother of Arno  
Dosch-Fleurot, European correspondent  
for the New York World, died from  
influenza at his home in Portland, Ore.,  
a few days ago. Mr. Dosch was a  
sculptor and instructor in art at the  
University of Oregon. The difference in  
names is explained by the fact that  
Arno Dosch-Fleurot adopted his moth-  
er's name of Fleurot only recently,  
while a war correspondent with the  
Allies. He found that the name of  
Dosch was a handicap in his work, be-  
cause of its German origin.

**James F. Mulhane Dies**

James F. Mulhane, long a member of  
the editorial staff of the Standard-Union,  
is dead, after an illness of four days of  
pneumonia. He was fifty-five years old.  
Mr. Mulhane had been on the Sun, Her-  
ald, and the old Morning Journal of  
Manhattan, and on the Times and the  
Standard Union, of Brooklyn.

**George M. Crawford Dies**

George Marshall Crawford, business  
manager of the Capper Publications,  
died December 9 from pneumonia, fol-  
lowing an attack of influenza. Mr.

Crawford was the son of former Gov.  
Samuel J. Crawford, of Kansas, and  
brother-in-law of Gov. Arthur Capper.  
He leaves a widow, a daughter, and a  
son, Lieut. George M. Crawford, now in  
France. He has been connected with  
the Capper Publications for twenty-one  
years.

**J. B. Monier Dies at Desk**

J. B. Monier, for sixteen years editor  
of the Montreal Le Canada, died in the  
offices of that paper from heart failure  
on Saturday last. Mr. Monier was born  
in Nantes, France, seventy-one years  
ago. He fought through the Franco-  
Prussian war, and at its conclusion  
came to Canada and entered journalism.

**OBITUARY NOTES**

WILLIAM AGNEW PATON, who was a  
leading figure in New York newspaper  
circles forty years ago, died in New  
York city on December 11 at the age of  
seventy years. From 1877 to 1881 Mr.  
Paton was publisher of the New York  
World, and later was prominently con-  
nected with Scribner's Magazine and  
the National Republican. He was es-  
pecially well known as an author and  
art student.

ROCELLUS S. GUERNSEY, at one time  
editor of a New York publication called  
the Journal of the Telegraph, died this  
week in New York city in his eighty-  
third year.

LIEUT. EDWIN R. ESTES, a former New  
York advertising man and representa-  
tive in the Balkans for Leslie's Weekly,  
was killed in one of the final battles of  
the war, according to information just  
received in this country. He was serving  
with the photographic section of the  
Signal Corps.

MRS. EDITH McRAE SCRIPPS, daughter  
of Mr. and Mrs. Milton A. McRae, of  
Detroit and San Diego, Cal., died on  
December 2 at San Diego, Cal., of pneu-  
monia, believed to have been contracted  
while she was assisting convalescent  
sailors in that city. Mrs. Scripps, who  
was born in Wyoming, O., a Cincinnati  
suburb, was the widow of John P.  
Scripps, former editor-in-chief of the  
Scripps-McRae league of newspapers.  
He was the second son of E. W. Scripps,  
newspaper publisher.

GEORGE F. STONEY, for four years a  
copy editor on the Portland Oregonian,  
was killed in action in France on No-  
vember 2. Mr. Stoney was a member  
of the Canadian infantry and had been  
in service only a short time.

MICHAEL KRUSZKA, owner of the Kur-  
yer Polski, Milwaukee daily newspaper  
printed in the Polish language, is dead  
from paralysis. Mr. Kruszk was  
stricken while at work Wednesday, No-  
vember 27. In 1885 he started a Polish  
weekly newspaper called the Krytka.  
It was a success, and in 1887 Mr.  
Kruszka established a daily newspaper  
called the Dziennik Polski. It lasted  
only six months, owing to dissension  
among the stockholders. The same  
year he started the Kuryer Polski. Mr.  
Kruszka organized the Polish News-  
paper Association of America.

Walter E. Nicolls, private, Head-  
quarters Company, 106th Infantry, who  
was killed on September 27 in the Ar-  
gonne Forest, was a son of Joseph Nic-  
olls, of the circulation department of  
the Herald.

John G. Seed, superintendent of the  
art department of the Oregon Journal,  
of Portland, is dead of Spanish influ-  
enza.

**For Prompt Service**

**TYPE  
Printers' Supplies  
Machinery**

In Stock for Immediate Shipment by  
Selling Houses conveniently located

"American Type the Best in Any Case"

**AMERICAN  
TYPE FOUNDERS CO.**

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

**R. J. BIDWELL CO.**

Pacific Coast Representative of

**DAILY  
NEWSPAPERS**

SAN FRANCISCO OFFICE

of the

**Editor and Publisher**

742 Market Street

SAN FRANCISCO

**12 1/4 Million Lines**

In eleven months this year The  
New York Times published 12,270,  
769 lines of advertisements, the  
greatest volume in its history in a  
similar period and a gain of 831,919  
lines over the corresponding period  
of 1917.

Net paid circulation, daily and  
Sunday, exceeds 368,000 copies.

**VIRGINIA, MINNESOTA,**

is in the heart of the Mesaba  
Range, which produces 80% of  
all the iron mined in the United  
States.

**The  
Daily Enterprise**

Representative

**ROBERT E. WARD**

225 Fifth Ave.  
New York

5 S. Wabash Ave.  
Chicago

**Food Medium**

of

**New Jersey**

**Trenton Times**

A. B. C.

2c—12c Per Week

**KELLY-SMITH COMPANY**

20 Fifth Avenue  
NEW YORK

Lytton Building  
CHICAGO

**New Orleans States**

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6  
Months Ending April 1, 1918

**41,267 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

## Covering Indiana

The Muncie Star has approximately three times the circulation of any other paper in Muncie.

The Terre Haute Star has a greater circulation than any other paper in Terre Haute.

The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper. (The Daily Star has a circulation of approximately 90,000.)

These three papers, comprising The Star League, offer the most effective and economical method of covering the Indiana market.

Combination rate of 15 cents daily and 17 cents Sunday is allowed, provided the advertiser uses equal run of copy within twelve months.

### Special Representatives

Kelly-Smith Co. John Glass  
220 Fifth Avenue Peoples Gas Building  
New York City Chicago  
R. J. Bidwell Co.  
724 Market Street, San Francisco

## A Big Circulation

More than doubled in 5 years

### Des Moines Register and Tribune

#### U. S. P. O. REPORTS

6 Mo. ending Sept. 30

1913	51,964
1914	64,994
1915	70,256
1916	80,413
1917	92,760
1918	118,180

## The PITTSBURG PRESS

Has the **LARGEST** Daily and Sunday CIRCULATION IN PITTSBURG Member A.B.C.

Foreign Advertising Representatives.  
1. A. KLEIN, JOHN GLASS,  
Metropolitan Tower, Peoples Gas Bldg.  
New York Chicago.

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
550 Fifth Avenue Lyttan Building  
NEW YORK CHICAGO

## The Morning Record

is THE ONLY

Meriden, Conn.

Newspaper member of the A. B. C.

Has over

53% more Circulation proved than other local paper claims.

## ASK NEW HEARING ON NEWS PRINT COSTS

(Concluded from Page 11.)

Paper Company, which has all of its mills in the United States. All of them are more or less affected, and I think an examination of the tariffs that are in effect will show you that on through hauls of merchandise originating in the United States and terminating in Canada, the advance freight rate applies all the way through to destination.

"The International Paper Company and the Spanish River Pulp & Paper Mills, Ltd., are, I think, with the exception of the Brompton Pulp & Paper Co., Ltd., shown here to be the high cost mills, and we have given you evidence here which we think shows the changed conditions with those two high cost mills, and they will, to a more or less degree, affect all of the other mills; and on this evidence we ask the Commission to make the prices for May 1, June 1 and July 1 for all of the companies on whatever basis the Commission thinks is a proper basis."

In reference to Mr. Wise's statement on freight rates and in summing up its plea to the Trade Commission the A. N. P. A. attorneys say:

"The proof of the manufacturers with respect to increase in freight and labor applying at various times after April 1, 1918, does not show the application of such increases to other mills. In this connection we call your attention to the statement of the manufacturers' counsel at pages 2995-2996 of the record.

"In view of this fact we contend in the light of the decision of the Circuit Judges for the Southern District of New York rendered in this proceeding under date of September 25, 1918, that the increases in the two cases proved cannot form a basis of a special rate by way of favor for their temporary misfortune, neither can they form a basis for an increase in the fixed maximum rate so as to provide an additional profit for the other manufacturers who are not shown to be similarly affected.

"Moreover, proof of the figures of Messrs. Clarkson, Gordon & Dilworth, above set forth, will furnish conclusive evidence that notwithstanding freight and labor increases the costs of Laurentide, Price Brothers, Donnacona, and Brompton, have decreased; and we believe on investigation the same will appear as to the costs of the other manufacturers."

### London U. P. Personals

LONDON, December 1.—R. F. Couch, who until recently has been a member of the Washington bureau of the United Press, has assumed his duties as a mem-

ber of the London bureau under Ed Keen. In Washington Mr. Couch was responsible for news from the White House. Before joining the U. P. staff he was on the Cleveland Press.

Don E. Chamberlain, formerly of Chicago, but more recently of the New York office of the United Press, is now a member of the London staff of the U. P., covering the foreign office and the regular naval and military conferences arranged by Lord Beaverbrook, Minister of Information, in providing news facilities for American and overseas newspaper men.

### BABCOX COMING EAST

Advertising Manager of Firestone Co. Secretary of Christian Herald

Edward S. Babcox, for six years advertising manager for the Firestone Tire & Rubber Company, Akron, O., has been elected secretary of the Christian Herald, and will assume his new duties in New York, January 2.

Mr. Babcox joins Graham Patterson, president and publisher of the Christian Herald, in active management and direction of the publication and its many allied interests, having acquired a substantial interest in the corporation.

Mr. Babcox is vice-president of the A. N. A., having held that office for eighteen months. It was a logical sequence that he would have succeeded to the presidency of that organization except for his change. He is also president of the A. B. C.

He comes to his new work after a plenitude of preparation. He has been interested in Bible class work, and is leader of the men's class in the First Congregational Church of Akron. He has written and spoken publicly upon religious topics, also. For years, too, he has had experience in organization work, and has made a host of friends throughout the country.

### Agency Manager Gets \$2,880 Verdict

Joseph C. Houck, manager of a theatrical advertising agency in the Twin Cities, has been given a verdict for \$2,880, the amount sued for, and interest, by the jury which heard his case against the Powers Mercantile Company, of Minneapolis, in the St. Paul District Court.

Are you looking for a circulator who knows how to eliminate waste and still develop circulation? Use EDITOR & PUBLISHER'S classified.

Being believed is the basis of success in advertising.

## A PRAYER

TEACH me that sixty minutes make an hour, sixteen ounces a pound, and one hundred cents a dollar. Help me to live so that I may lie down at night without a gun under my pillow—unhaunted by the faces of those whom I have wronged.

Help me to earn my meal ticket on the square and in conformance with the Golden Rule.

Deafen me to the jingle of tainted coin—to the rustle of unholy skirts.

May I be blind to the faults of my fellows and see my own clearly. Guide me so that I may look across the dinner table at my wife and have nothing to conceal.

Keep me young—that I may laugh with the children. Make me sympathetic—that I may be considerate of the old.

When comes the day of drawn shades and fragrant flowers, of quiet footsteps and hushed voices, when the wheels crunch on the gravel walk and the neighbors whisper, "How natural he looks!"—make the ceremony short and the epitaph simple:

"Here lies a Man!"

GEORGE LEE, in Popular Magazine.

## "Keeping Up With the Joneses"

is a leading comic strip included in "the essential service" issued by The Associated Newspapers only to its members.

Wire or write for membership rates and information.

The Associated Newspapers  
170 Broadway New York

## The Evening Star

Washington, D. C.

October, 106,330

Does not print a forenoon edition

Its paid circulation in Washington and suburbs is believed to be 2 1/4 or 3 times that of the corresponding edition of its afternoon contemporary in the same territory.

## Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

### WILDER & BUELL

225 Fifth Avenue New York

## Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper?

### BECAUSE

The Free Press has both quantity and quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

## The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



Take It To

## POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg. New York City



## THROUGH THE CLASSIFIED COLUMNS

of EDITOR & PUBLISHER you may sell that second-hand equipment—press, linotype, mallet, anything used in the production of a newspaper. Mechanical equipment which is still useful is marketable—and a classified ad will find the market for you.

### 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.

#### Newspaper Advertising Manager and Solicitor

Veteran of twenty-five years' experience in all save mechanical departments, forty-seven years old, married, college man, perfect health and habits, hard worker and good executive, would make change about January 1. Is now in his eleventh year of service on one of the country's big newspaper successes, and for eight years has been, and still is, its local and classified advertising manager in charge of a considerable organization. Reasons for desire to change, the fact that there is nothing ahead either in rank or in salary. Salary requirements \$4,500, with plenty of prospects in addition. Should the plans of any publisher include a man of this calibre, neither of us can lose anything by the exchange of a letter or two on the subject. Record unassailable. Address I, 1000, care Editor & Publisher.

#### Advertising Manager

Live wire, 27 years old, twelve years' thorough training and success on largest daily in Middle West; glittered references as to character and productive ability and employed at present. Desires position in city of over 50,000. Address A, 519, care of Editor & Publisher.

#### Managing Editor

Experienced in magazine and newspaper fields. Writer of strong editorials and compelling articles. Independent thinker. Now employed. Wish to make advantageous change. Have served in all branches, from free-lance and reporter to managing editor, including advertising sales and copy, and can cooperate with all departments. Aged 28; married. Want executive editorial connection with strong magazine, newspaper, or other influential publication. Address A, 518, care of Editor & Publisher.

#### Newspaperman

with all round experience, particularly strong on desk work and in executive positions, desires to change by January 1. Can come earlier. Best of references. State salary. Address I, 993, care of Editor and Publisher.

#### Advertising Manager

Also writer and solicitor, American, 32 years old; married; home lover, with eight years' practical advertising experience in field of 50,000 population, desires to connect with proposition with a purpose. Any place in United States, New England preferred. Good correspondent, possess initiative and am resourceful. Am anxious to place full information before publisher of live paper in live town who wants a man that will make good. Address A, 510, care of Editor & Publisher.

#### Manager-Solicitor

Young man, married, with eight years' experience on big and small dailies, desires change, as present field is limited. Now employed and have made wonderful record past year. Prefer city of over 50,000. For further information, address A, 515, care of Editor & Publisher.

#### Telegraph Editor

And editorial writer, employed by morning daily with 50,000 circulation, desires change, preferably to evening field. Fifteen years' experience; married; hard worker and temperate; familiar with all phases of editorial work, including special editions and make-up. Glit-edged references. Minimum salary, \$50 weekly. Address A, 518, care of Editor & Publisher.

#### Capable Newspaper Executive

now employed as general manager of successful newspaper, desires connection in larger field. Would like to correspond with publisher needing a general or business manager. No city under seventy-five thousand considered. Knows the business from all angles and is able to conduct your business efficiently and along profit-producing lines. Best reference as to ability is success in present position. Age thirty-five, married, neat appearance, good mixer, and able to represent publisher under all conditions. Address I, 1013, care EDITOR & PUBLISHER.

#### Special Writer

Young woman with four years' experience in regular reportorial work wants place as special writer on large evening daily. Now employed. Address A, 511, care of Editor & Publisher.

#### Circulation Manager

We have an opening for a competent circulation manager who will consider future prospects as much as present salary. Must be live wire with ability to reorganize circulation department and get results. Give age, experience, and salary expected to start in first letter. Address I, 1014, care Editor & Publisher.

#### Circulation Manager

Circulation manager wanted on a morning daily in an Eastern city of 125,000. Circulation of 15,000 and growing; must be experienced and capable of taking full charge of the entire circulation department. Drinkers need not apply. Reference required. State salary desired. Address A, 506, care of Editor & Publisher.

#### Circulation Manager

Fifteen years' varied and successful experience in circulation work, trained in thorough organization and economy in conduct of department, wishes to hear from publisher who has vacancy or contemplates making change. Opportunity and future prospects first consideration. Address A, 524, care of Editor & Publisher.

#### Advertising Executive

Strong, aggressive display man of successful experience as manager and solicitor desiring broader field of opportunity, seeks position with substantial daily in an Eastern city or with special agency, preferably in New York. Strong references for the necessary qualifications which, coupled with originality in ideas, copy writing, and executive ability, successfully sell space and assist solicitors to do likewise. Have conclusively demonstrated skill in creating new business and in developing and controlling hard accounts. At present with one of New England's leading dailies in city of 200,000, and have established splendid record. Position must offer opportunity in progressive organization where real merit and actual results produced will be rewarded by advancement in executive line as well as salary. Good reasons for making change. Address A, 508, care of Editor & Publisher.

#### Business Manager

Now under contract, seeks bigger field; twenty-five years' experience from job compositor and news compositor to linotype operator-machinist, make-up and foreman of city daily, advertising solicitor and layout man, city editor's desk, finally to business office on circulation, and at present business manager. Believe I have equipment to hold down a real big job and have tried to equip myself completely with that end in view. Thoroughly temperate, ambitious, and a worker every minute. Married; thirty-seven years old. State all particulars first letter to G. C. L., care of Editor & Publisher.

#### Circulation Manager

Mr. Publisher of afternoon daily, the war is about over; do you wish to recoup your circulation? If so I am ready to do the work for you; have been eighteen years in the game. Address A, 500, care Editor & Publisher.

### HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

#### Circulation Manager

Circulation manager with experience on both small and metropolitan dailies, thoroughly familiar with all branches of the circulation department, aggressive and economical with good record for producing both the circulation and cash. Address A, 512, care of Editor & Publisher.

#### Copy Writer

Southern daily in city of 75,000 desires services of good copy writer. Must have energy, experience and ability, and come well recommended. To such a man there is an opportunity for rapid advancement. Only producers need answer. Address Box A, 525, care of Editor & Publisher.

#### Advertising Solicitor

Advertising solicitor to work in Baltimore city for two near-by county papers. Big field, plenty of opportunities, papers well and long established. Exceptionally good salary with rapid increases when results justify. State fully past experience and connections, last salary, and when you can come. Full particulars on receipt of satisfactory reply. Address P. O. Box 55, Baltimore, Md.

#### Trade Paper Editor

Wanted—Trade paper editor to take charge of oldest Southern financial monthly. Must be experienced and be able to furnish A1 references. Moderate salary to start. Address A, 509, care of Editor & Publisher.

#### Wanted

Returned soldier, advertising solicitor. Permanent. Give full particulars, experience, salary wanted, etc. Mitchell Daily Republican. Morning, evening, and Sunday. Mitchell, South Dakota.

### FOR SALE

Advertisements under this classification, twenty cents per line. Count six words to the line.

#### For Sale at a Sacrifice

20 Mergenthaler Linotypes—Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice. FANTUS BROTHERS, 525 SOUTH DEARBORN STREET, CHICAGO.

#### For Sale

One Auto Press in perfect condition. Size 14x20. Model C. C. Write to Fred J. Kern, Publisher News-Democrat, Belleville, Ill.

### BUSINESS OPPORTUNITY

Advertisements under this classification, thirty cents per line. Count six words to the line.

#### Exceptional Opportunity

There exists in one of the finest New England cities an exceptional opportunity for a practical newspaperman, with a modest capital (\$10,000 to \$20,000) to put his money and training against a running, old-established and successful newspaper with full mechanical equipment. Present owner not a newspaperman and has other business interests; is willing to put property against trained newspaperman's capital to develop and broaden out. No brokers. You must identify yourself and furnish satisfactory references in first letter to get a reply. Address Publisher, P. O. Box 1231, Hartford, Conn.

## \$30,000 cash available

for first payment on a newspaper property. Must be in a city of at least 25,000. Prefer total investment shall not exceed \$50,000. Location west of Chicago or south of Chicago preferred. Proposition R. Z.

## Charles M. Palmer

Newspaper Properties  
225 Fifth Avenue, New York

### 18% Net

On account of death, the only daily newspaper in a manufacturing city of 15,000 population, about four hours from New York, can be bought at a price that will show 18% for investment and services under present net earnings. This newspaper has never had an advertising or subscription solicitor. Its business can be largely increased by modern methods. \$20,000 cash necessary for first payment.

## HARWELL & CANNON

Newspaper & Magazine Properties,  
TIMES BUILDING, NEW YORK, N. Y.

## Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

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

## Newspaper Feature Service

M. KORNIGSBERG, Manager  
17 WEST 39TH ST., New York

## The True News

## —FIRST—

## Always—Accurately

## International News Service

World Bldg. New York

## FOR SALE

## DUPLEX 12-Page Flat Bed NEWSPAPER PRINTING AND FOLDING MACHINE

Prints and folds a seven-column 4-6-8-10-or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour.

A good press at a reasonable price.

WALTER SCOTT & COMPANY  
PLAINFIELD, NEW JERSEY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

## BURRELLE

145 Lafayette St., New York City.  
Established a Quarter of a Century.

**A RECORD BREAKER**

The LOS ANGELES EVENING HERALD published ONE HUNDRED AND SEVENTY-NINE columns of paid advertising in the issue of Tuesday, December 10th. This is the largest volume of advertising ever published in an evening newspaper in Los Angeles. The EVENING HERALD'S net paid circulation exceeds 140,000 copies daily.

Evening Herald Publishing Co.  
Member A B C  
126-134 So. Broadway Los Angeles, Calif.

**U. S. P. O. REPORT**

For the period ending Oct. 1, 1918

**The New Orleans Item**

Daily .....70,964  
Sunday .....90,242  
Average .....73,703

Foreign representatives

THE JOHN BUDD COMPANY

New York Chicago St. Louis

**Canadian Press Clippings**

The problem of covering the Canadian Field is answered by obtaining the service of

**The Dominion Press Clipping Agency**

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

**Sales Facts**

Locate the weak spots in your Boston Sales Campaign and strengthen them. Others are doing it. We will help you analyze this territory. Write the

Merchandising Service Department of the

**Boston American**

**FOR SALE**

A Scott Press with stereotype equipment; 5 linotype models, 2, 4 and 5. The property was owned by the Lynn News Company, recently taken over by the Lynn Telegram. Also Keystone Type Equipment and many fonts of the latest display type. Apply,

**LYNN TELEGRAM-NEWS**  
LYNN, MASS.

**Hemstreet's**  
**PRESS CLIPPINGS**

Tenth Avenue at 45th Street  
New York

**TIPS FOR THE AD MANAGER**

FRANK PRESBREY COMPANY of New York will shortly make up a list of mediums for the advertising of Clarke's Virginia Peanut Oil.

The PRESBREY COMPANY will handle the advertising of the Florida East Coast Hotels this season. Another big new account for the Presbrey Company will be that of the new Hotel Commodore, which opens in New York in January.

ACORN ADVERTISING AGENCY, 150 Nassau Street. Placing orders with some New York city newspapers for Herman Motor Truck, Inc., city agents for Stewart motor trucks.

AMSTERDAM ADVERTISING AGENCY, 1180 Broadway. Placing 84-l. 5-t. orders with a selected list of newspapers for Bacardi Corporation, of New York, "Bacardi Rum."

GEORGE BATTEN COMPANY, Fourth Avenue Building. Again placing copy with newspapers for Porto Rico Fruit Exchange.

BERRIEN-DURSTINE, 25 West 45th Street. Again placing orders with a few newspapers in selected sections for Dial Publishing Company.

BLAINE-THOMPSON COMPANY, Cincinnati. Placing 4-in. 26-t. orders with Sunday newspapers for Freeman Perfume Company.

BUSH ADVERTISING SERVICE, 130 West 42d Street. Placing orders with newspapers that have rotogravure sections for Locomobile Company of America.

CROOT & DENHARD, 20 Vesey Street. Placing further copy on contracts with newspapers for Ammon & Person, "Nut Margarine."

DEARBORN INDEPENDENT, Dearborn, Mich. Placing advertising direct with newspapers. (Henry Ford's National Weekly.)

DODD-DUBOSQUE & Co., 110 West 34th Street. Placing orders with some newspapers for Lionel Manufacturing Company, Toys.

DU NOYER ADVERTISING AGENCY, Utica, N. Y. Placing orders with some New York State newspapers for Commercial Travellers' Mutual Accident Association.

GEORGE W. EDWARDS & Co., Philadelphia. Placing orders with some large city newspapers for Rose Manufacturing Company, "Neverout" Auto Radiator and Garage Heater.

ERICKSON COMPANY, 381 Fourth Avenue. Places advertising for League of Free Nations Association.

ERWIN & WASEY COMPANY, Chicago. Placing orders with a selected list of newspapers for Armstrong Bureau of Related Industries.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street. Will handle the advertising for Charles B. Knox Company, using magazines only.

ALBERT FRANK & Co., 26 Beaver Street. Places advertisement for "All-American Cables," Central and South America.

FRIEND ADVERTISING AGENCY, 347 Fifth Avenue. Placing one-time orders with large city newspapers for Massada Publishing Company.

HANFF-METZGER, 95 Madison Avenue. Placing 52-l. 15-t. orders with some Eastern newspapers for E. De Raimboulville, "Vichy Celestines."

E. T. HOWARD COMPANY, 432 Fourth Avenue. Placing advertisement for

Mason, Au & Magenheimer Confectionery Manufacturing Company.

HOWE, MURRAY & Co., 30 East 42d Street. Placing 720-l. 2-t. orders on contracts with some New York State newspapers for American Ever Ready Works.

WYLIE B. JONES ADVERTISING AGENCY, Binghamton. Placing advertising for National Distributing Agency.

RUSSELL LAW, 31 Nassau Street. Placing advertising with New York city newspapers for El Magazine De La Raza.

LORD & THOMAS, Chicago. Making 20,000-l. contracts with newspapers generally for Van Camp Packing Company, and placing orders with some Newark, N. J., and Los Angeles newspapers for Security Auto Theft Signal Company.

H. K. McCANN COMPANY, 61 Broadway. Again placing orders with newspapers in selected sections for International Motors Company.

PARIS MEDICINE COMPANY, St. Louis. Placing readers and display copy with some newspapers direct.

PECK'S ADVERTISING AGENCY, Brooklyn, N. Y. Placing orders with a few newspapers for D. Auerbach & Sons.

FRANK PRESBREY COMPANY, 456 Fourth Avenue. Again placing orders with newspapers in selected sections for Aluminum Cooking Utensils Company, and again placing orders with a general list of newspapers for Atwood Grapefruit Company.

RADWAY & Co., 208 Centre Street. Making contracts with some Eastern newspapers direct.

IRWIN JORDON ROSE, 116 West 32d Street. Again placing orders with newspapers in selected sections for George H. Doran & Co., Books.

FRANK SEAMAN, 470 Fourth Avenue. Placing orders with newspapers that have rotogravure sections for Liggett & Myers Tobacco Company.

SIGNAL MOUNTAIN HOTEL, Signal Mountain, Chattanooga, Tenn. Placing orders direct with some large city newspapers.

SUCCESS COMPANY, Toledo. Placing advertising generally for Akron Trust Company.

J. WALTER THOMPSON COMPANY, 242 Madison Avenue. Placing orders with large city newspapers for Auto Strop Safety Razor Company, and again making 5,000-l. contracts with newspapers in selected sections for Arbuckle Brothers, "Yuban Coffee," and placing copy on contracts with newspapers to appear in January for Ponds Extract Company.

VANDERHOOF & Co., Chicago. Placing orders with some Western newspapers for Adams & Eiting Company.

M. VOLKMAN ADVERTISING AGENCY, World Building. Placing orders with Eastern newspapers for Colonial Line.

WALES ADVERTISING COMPANY, 110 West 40th Street. Placing orders with some New England newspapers for Skat Manufacturing Company, "Skat Polish."

**N. Y. Printers Get \$6 Wage Increase**

The National War Labor Board, in a supplemental award on December 11 in the controversy between members of the Typographical and Pressmen's Unions in New York city and their employers, granted the men an increase of \$6 a week instead of \$3.50, as in the original award. The larger increase has been agreed upon between the men and the employers.

**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

**Publishers' Representative**

**O'FLAHERTY'S NEW YORK**  
SUBURBAN LIST  
225 W. 39th St., New York  
Tel. Bryant 6875

You MUST Use the  
**LOS ANGELES**  
**EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation **150,000**  
MORE THAN  
Member A. B. C.

**Hurry up your order for**  
**Christmas Cartoon**

3, 4 & 5 Col. Sizes.  
(Use when you please.)

**Review of the Year**

4, 5 & 6 Col. Sizes  
(Released December 29th)

**The International Syndicate**  
Features for Newspapers  
Est'd 1899 BALTIMORE, MD.

**THE McCLURE**  
**NEWSPAPER**  
**SYNDICATE**

supplies continuous daily and weekly services that make and hold home circulation

ALSO  
Big Special Features on Timely Topics by Leading Writers.  
Send for our complete list and particulars of our forthcoming star features by Frank H. Simonds, John L. Balderston and Montague Glass.  
120 West 32nd Street, New York

**TODAY'S**  
**HOUSEWIFE**

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

**GEORGE A. McCLELLAN**  
President

**The**  
**Pittsburg Dispatch**

with proper conditions seldom, if ever, fails in its duty to its advertisers.

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



# NEW YORK

## Leads All States

### With Army of 328,000— or 9.5 per cent of the Total Army

—From Secretary Baker's War Department Report

This is just an indication of the resources of the Empire State. New York State is biggest in figures, biggest in its number of homes, and the foremost in bringing to advertisers in its big newspapers which have the biggest circulation and influence, the biggest results.

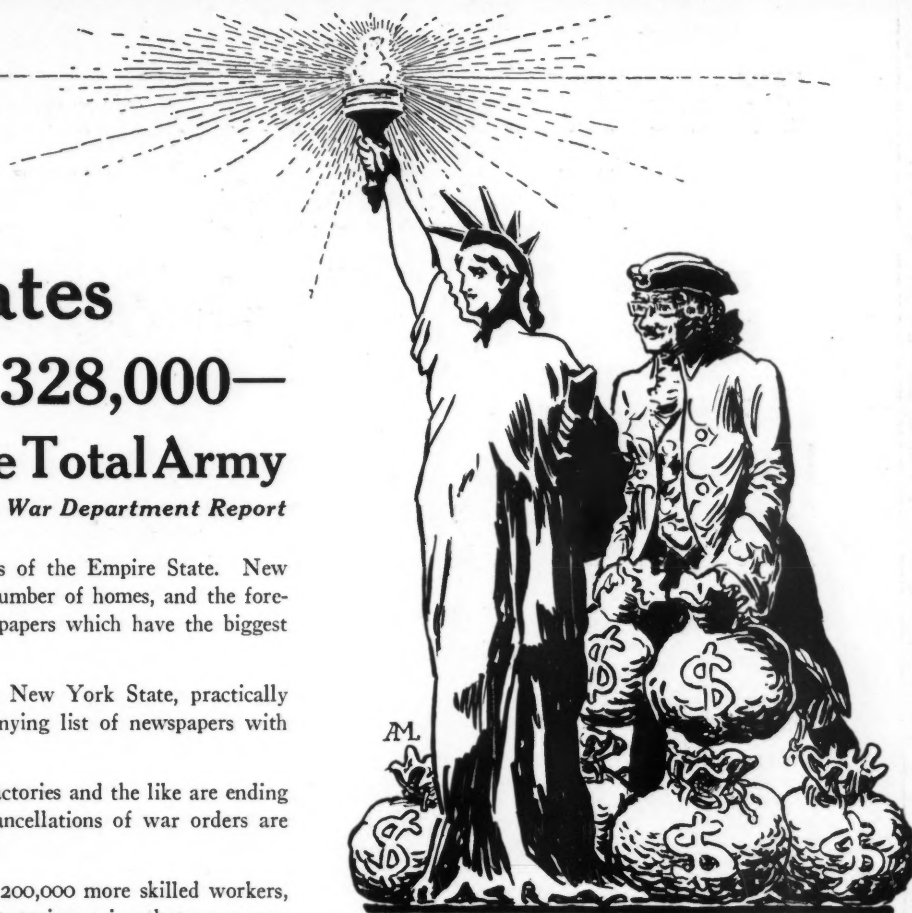
There are more than 2,000,000 homes in New York State, practically every one of which is reached by the accompanying list of newspapers with circulation of more than 6,500,000.

Because a few munitions plants, airplane factories and the like are ending their period of feverish activity and because cancellations of war orders are being made New York is still in need of labor.

For instance, the Shipping Board asks for 200,000 more skilled workers, and the subway runs a placard on every car of its trains saying that every man in the army will find his job waiting for him when he gets back and that no present employe will be displaced.

New York State's prosperous peoples need food, clothing and other necessaries of life to say nothing of luxuries. And at this particular moment these people have command of more ready money than they ever possessed before in their lives.

Advancement in YOUR business demands advertising, Mr. National Advertiser, and the surest way to that advancement is to stop dangling in the air waiting for your neighbor to start something and get busy yourself—and do it NOW—in the territory where results are assured—and in the newspapers which intensively cover this intensified section.



	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M) . . . .	33,433	.07	.07	New York Sun (S) . . . . .	121,639	.39	.36
Albany Knickerbocker Press (S) . . . .	39,917	.07	.07	New York Telegram (E) . . . . .	204,622	.342	.315
Batavia News (E) . . . . .	7,855	.0179	.0179	New York Telegram (S) . . . . .	204,622	.246	.225
Binghamton Press-Leader (E) . . . . .	27,814	.07	.06	New York Times (M) . . . . .	350,598	.50	.475
Buffalo Courier & Enquirer (M&E) . . . .	71,625	.14	.12	New York Times (S) . . . . .	475,853	.50	.475
Buffalo Courier & Enquirer (S) . . . . .	107,600	.16	.14	New York Tribune (M) . . . . .	122,310	.29	.26
Buffalo Evening News (E) . . . . .	100,912	.16	.16	New York Tribune (S) . . . . .			
Buffalo Evening Times (E) . . . . .	51,438	.09	.09	New York World (E) . . . . .	367,101	.40	.40
Buffalo Sunday Times (S) . . . . .	62,127	.09	.09	New York World (M) . . . . .	340,074	.40	.40
Elmira Star-Gazette (E) . . . . .	26,687	.06	.05	New York World (S) . . . . .	501,724	.40	.40
Gloversville Leader-Republican (E) . . .	6,339	.02	.015	Niagara Falls Gazette (E) . . . . .	13,162	.03	.03
Gloversville Morning Herald (M) . . . .	6,245	.03	.02	Brooklyn Daily Eagle (E) . . . . .	46,068	.18	.18
Ithaca Journal (E) . . . . .	6,791	.025	.025	Brooklyn Daily Eagle (S) . . . . .	46,068	.18	.18
Jamestown Morning Post (M) . . . . .	9,266	.025	.0207	Brooklyn Standard-Union (E) . . . . .	50,642	.15	.15
Mount Vernon Daily Argus (E) . . . .	6,668	.02	.02	Brooklyn Standard-Union (S) . . . . .	50,642	.15	.15
Newburgh News (E) . . . . .	10,888	.04	.03	Rochester Times-Union (E) . . . . .	60,614	.12	.10
New York American (M) . . . . .	367,969	.45	.41	Rochester Herald (M) . . . . .	35,826	.06	.06
New York American (S) . . . . .	753,468	.65	.60	Rome Sentinel (E) . . . . .	5,293	.0165	.0129
New York Globe (E) . . . . .	188,772	.33	.31	Schenectady Union-Star (E) . . . . .	17,580	.06	.04
New York Herald (M) . . . . .	128,814	.40	.36	Syracuse Journal (E) . . . . .	45,830	.07	.07
New York Herald (S) . . . . .	202,000	.50	.45	Troy Record (M&E) . . . . .	25,647	.04	.04
New York Evening Journal (E) . . . . .	657,912	.70	.70	Yonkers Daily News (E) . . . . .	3,314	.0178	.0178
New York Post (E) . . . . .	32,234	.25	.19				
New York Sun (E) . . . . .	180,998	.37	.34				
New York Sun (M) . . . . .	121,639	.39	.36				

Government statements October 1st, 1918.  
 Total Circulation . . . . . 6,074,593  
 10,000 Line Rate . . . . . 8,9635  
 2,500 Line Rate . . . . . 9.5569

## *There Never Was a Time When as Much New Advertising Was Under Consideration.*

If the newspapers are to secure their full share of this vastly increased business they must recognize the increased expenses of the agents by allowing increased commission allowances, equalize "local" and "foreign" rates, and co-operate with those who will place it.

### *Pointers*

On a ferry boat a day or two ago a big financier told me that in his opinion the Liberty Loan, which had increased the number of bond holders in the United States from 250,000 to over 20,000,000, showed the way that future capital would be raised through going directly to the people with newspaper advertising.

A great manufacturer recently stated that many concerns whose outputs had been reduced under War necessities recognized the necessity of larger newspaper advertising than ever in order to take up lost motion and get going on a larger basis than ever,

Another top-notch business executive said American business will never return to what we consider normal before the War—it must be vastly increased through creating greater needs by American people through newspaper advertising and in foreign markets.

Recent contact with men in charge of the leading agencies indicate the prospect of more business than ever for 1919.

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## **The New York Globe**

JASON ROGERS, Publisher.

*Is Meeting the New Conditions Satisfactorily to Agents and Advertisers, Enjoying a Larger Volume of Business Than Ever, and Urging Other Newspapers to do the Same.*

*America's  
Oldest  
Newspaper  
Founded  
1798*

*Member  
A. B. C.  
Now Selling  
Over  
190,000 a Day*



