

ER 3  
V. 52



# EDITOR & PUBLISHER



*The Oldest Publishers and Advertisers Journal in America*  
1884 1919

SUITE 1117 WORLD BUILDING, NEW YORK

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Weekly: \$3.00 a Year; 10c Per Copy

NEW YORK, THURSDAY, NOVEMBER 6, 1919

Vol. 52, No. 23

## Concentration vs. Diffusion In Chicago Advertising

The sun's rays diffuse over the earth, lighting it uniformly. Concentrate those rays and you start a fire.

Advertise in a paper that circulates over a large territory and you get scattered, lukewarm results.

Use a paper that concentrates an enormous circulation in a small territory and you strike sparks!

The Chicago Daily News serves a population of 2,544,229 people—and serves it so well that 77.7 per cent. of those who speak English read it.

It is the kind of a paper you can use to strike sparks. 94 per cent. of its circulation is concentrated in Chicago and its suburbs,

The 7-out-of-10 Chicago families who read THE DAILY NEWS form probably the biggest single buying unit in the country—and they all buy from Chicago dealers.

If you advertise in a paper that diffuses over a large territory you waste effort on those who habitually buy *where you may have no dealer*.

The average daily net paid circulation of The Chicago Daily News during the period October 1, 1918-March 31, 1919 (the latest A. B. C. figures available), was 386,474. Of this 364,445 was city and suburban circulation—107,555 more than the week day city and suburban circulation of the second paper, a morning paper.

Using The Daily News it costs you less to concentrate on and win this great market than it does to fuss with enough smaller markets to make up the same bulk.

To *strike sparks* in the great Chicago market, concentrate on the paper that concentrates on that market.

## THE DAILY NEWS

*First in Chicago*

# Canada a Vast Treasure House of Natural Wealth

The quality of Canada's manhood was put under the world's spotlight at Vimy Ridge. At a critical hour of the great war the courage, grit, tenacity and fidelity of the strong men of the Dominion thrilled the allied peoples with a new faith and a new confidence in victory.

Vimy Ridge afforded a measure of that spirit which has made Canada one of the virile and forward-moving nations. That spirit was not born on the firing lines. It simply demonstrated itself anew under the fiery test. It has always lived in Canadians, for they have been pioneers, doers, creators, developers, dreaming dreams of commercial and industrial expansion which have come true.

Her world-task done, Canada has turned to her gigantic domestic problems with the same conquering spirit which flamed forth on the European battlefields. Her heritage of natural wealth is almost unmatched. Her treasuries of raw materials are inexhaustible. Her vision of development is sane and sound. Her people are busy with the tasks of peace. They are highly prosperous—as all busy people are apt to be.

Canadians buy the goods they want—whether they are made in England or in the United States. This great market is at the doors of manufacturers in the United States.

Canadians not only use the English language, but the same "trade language" which prevails with us. Advertising does not have to be toned down, or cut or otherwise denatured in order to "get over" its selling appeal in Canada. If it is good advertising in the United States it is equally good advertising in Canada.

In Canada, as in the states, the daily newspapers are the dominant mediums for advertising. There, as in the states, the newspapers have demonstrated their prestige and influence with the people by making successful the great issues of war bonds. There, as in the states, display advertising has come into its own—as the most powerful sales force known to man.

The daily newspapers listed on this page open the door to the rich and growing CANADIAN MARKET!

PROVINCE OF ONTARIO									
Population 2,523,274									
Lines					Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		Circulation
Border Cities Star (Windsor).....(E)	12,403	.03	.03	London Free Press.....(MN&E)	37,481	.07	.06		
Brantford Expositor.....(E)	10,100	.025	.025	Peterborough Examiner.....(E)	6,100	.02	.015		
Brockville Recorder-Times.....(E)	4,225	.17857	.107	St. Catherines Standard.....(E)	7,736	.0275	.02		
Chatham Daily News.....(E)	2,512	.015	.00875	St. Thomas Times-Journal.....(E)	9,115	.0275	.02		
†Galt Reporter.....(E)	3,974	.015	.0125	*Toronto Globe.....(M)	86,388	.15	.11		
Guelph Mercury.....(E)	3,921	.015	.01	Toronto Star.....(E)	91,176	.15	.13		
†Hamilton Spectator.....(E)	31,932	.065	.065	Toronto Star.....(S)	81,035	.15	.13		
Hamilton Times.....(E)	11,200	.035	.03	Toronto World.....(M)	39,981	.09	.06		
Kingston British Whig.....(E)	6,328	.025	.02	Toronto World.....(S)	98,208	.12	.09		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
Lines					Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		Circulation
*Montreal Gazette (3c-\$8 yr.).....(M)	32,140	.085	.07	*Montreal Star.....(E)	111,151	.13	.11		
†Montreal La Presse (2c per copy)(E)	144,040	.13	.11	Quebec Le Soleil.....(E)	41,462	.07	.07		

Publishers' Statements.  
 \*A. B. C. Reports, April 1st, 1918.  
 †A. B. C. Reports, October 1st, 1919.



# Here's Proof

Order Record	
The Cleveland Plain Dealer	
March 14, 1918 . . .	1 Roller
July 3, 1918 . . . .	8 Rollers
September 18, 1918	12 Rollers
November 13, 1918	12 Rollers
January 2, 1919 . . .	5 Rollers
March 4, 1919 . . .	14 Rollers
July 15, 1919 . . .	12 Rollers



## They Must Be Good

CONTINUITY and regularity of orders for "ONE-SET" Rollers prove that they must be good.

The Cleveland Plain Dealer from March 14, 1918, (the date they first installed a "ONE-SET" Roller), have been regularly equipping their presses with them.

The Cleveland Plain Dealer are installing these rollers, because they have convinced themselves that they are by far the most practical and efficient roller for them to use.

Goodrich "ONE-SET" Rollers require no re-adjustments from time to time and are immune from temperature changes. Hot or cold weather—slow or fast speed—they function and distribute perfectly. "ONE-SET" Rollers need no wash-ups and water does not affect them. They're long wearing, save trouble, worry and money.

Over one hundred large progressive newspapers throughout the country have already ordered "ONE-SET" because they realize the tremendous saving and increased efficiency to be gained.

Let us cover a core for you, or at least write today for prices, stating core diameter, finished diameter and length of cover face.

THE B. F. GOODRICH RUBBER COMPANY  
The City of Goodrich—AKRON, OHIO

# GOODRICH

## ONE-SET

# AUTOMATIC SUCTION ROLLERS

# 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.

## Dominate Philadelphia

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

# The Bulletin

Net paid average for  
six months ending  
October 1st, 1919

**446,311**

Copies  
a  
day

*“The Philadelphia Bulletin is the only Philadelphia newspaper  
which prints its circulation figures each day.”*

The Philadelphia Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is the third largest in the United States.

*No prize, premium, coupon or other artificial methods of  
circulation stimulation have ever been used by  
The Bulletin.*



# EDITOR & PUBLISHER



Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52

NEW YORK, THURSDAY, NOVEMBER 6, 1919

No. 23

## CONGRESS IS ASKED AGAIN TO HELP SOLVE NEWS PRINT SHORTAGE PROBLEM

### Representative Reavis Declares Smaller Publishers' Supply is Being Cut Off in Favor of Metropolitan Dailies--Reed Committee Promises to Hurry Investigation--Sizes Being Restricted

RECOGNIZING news print shortage in the United States as the forerunner of a possible national calamity, another effort to have the Government intervene in the crisis that is menacing American newspapers was made by Representative Reavis of Nebraska on the floor of the House, November 3.

Small daily and weekly newspapers are threatened with destruction because of inability to obtain print paper, the House was told by Mr. Reavis. He charged that newsprint manufacturers are refusing to sell to small publishers in order to fill the wants of the metropolitan dailies.

Paper consumption by the big city dailies and magazines has been greatly increased, Mr. Reavis said, by an "extensive national advertising campaign, conducted to defeat the Government in collecting taxes."

#### Sees Plot Against Nation

He urged that the Internal Revenue Bureau investigate the returns of concerns conducting the campaign to disclose to what extent their excess profits taxes were reduced by the costs of the advertising.

The action by Mr. Reavis was caused directly by the recent notices sent out by the International and other large paper companies to smaller customers that they will have to look elsewhere for their news print supply in 1920. The publishers affected are demanding that instead of their being cut off entirely, the total news print output should be pro-rated among all newspapers and not given entirely to the metropolitan dailies.

At the same time, it was announced in Washington that hearings by the Senate sub-committee of the committee of manufacturers named to investigate the news print situation will be opened as soon as the treaty of peace has been farther advanced or disposed of. Senator LaFollette of Wisconsin made the announcement November 4.

#### Reed Committee Will Hurry

The inability of Senator Reed, of Missouri, who sponsored the resolution for the investigation, to devote any of his time to it was given as the reason for delay.

"It is our desire to have the full sub-committee present when the matter is taken up," said Senator LaFollette in discussing the situation. "Undoubtedly exhaustive hearings will be held, but so far we have been unable to proceed. There have been requests from both sides for a chance to present testimony.

"Numerous publishers and consumers of news print have written to the committee for a chance to be heard, and in one instance there has been a request

from a manufacturer of news print to be allowed to present his side of the case.

"When circumstances do permit the committee to meet, ample advance notice will be given so that all those who are interested may appear before it."

Senator Reed has been unable to devote any attention since the adoption of his resolution more than a month ago. He was absent from Washington until ten days ago on a speaking tour against the League of Nations, and soon after his return became ill and has not attended the sessions of the Senate.

Senator Reed is understood to have received numerous communications from publishers on the news print situation and he has promised to throw consid-

erable light upon conditions in the industry as soon as he is able to devote a brief time to other matters than the treaty, in which he is most deeply interested.

#### Coal Strike Protection

The importance the Government attaches to the uninterrupted publication of the nation's newspapers is illustrated again by the steps taken to prevent possible curtailment of news print manufacture and printing during the present coal strike.

Newspapers and news print manufacturers have been given the same preferred status in the matter of fuel supply as they enjoyed during the days when Dr. Garfield was rationing coal during the stress of war emergency. The

publishers are in no danger of being cut off from coal until there is a shortage of such gravity as to make it necessary to close industries in order that homes and hospitals might be kept warm. The possibility for such a contingency is extremely remote.

News print producers enjoy the priority rating by reason of their inclusion in the preferential districts of the war industries board during the war. They are, therefore, placed ahead of the papers themselves in accordance with the theory that the paper must first be manufactured before the publishers can use it.

#### "E. & P." Figures Proven

Officials in Washington do not believe it will be necessary to revise this list in such form as to exclude newspapers, as there is a very general sentiment, especially in Congress, that the dissemination of news at this particular time is one of the first duties to the nation. Many members of Congress would very much prefer to see industries curtailed before newspapers were allowed to cease publication in the event of a prolonged strike and an acute fuel shortage.

Facts and figures on the news print that have been printed for several months past by EDITOR & PUBLISHER in predicting the crisis that has now arrived are proved to have been entirely correct by a review of the 1919 paper production issued November 5 by the Federal Trade Commission. The report says: "The figures indicate that the 1919 news print production will be approximately the same as that of 1917, which represents an increase of about 6 per cent. over 1918."

#### Advertising Rates Too Low

With a 1919 increase of only 6 per cent. over last year's news print production, the newspapers are averaging fully 25 per cent. more consumption. The result has been the wiping out of many smaller papers' entire 1919 contract paper, driving the publishers into the open market, where prices as high as 8 cents a pound are reported to have been paid for "spot" paper in New York during the past week. Prices of 6 to 7½ cents a pound have been common up to this new high point.

On the close of September there was only four days' output of news print ahead of shipment at all mills in the United States and Canada and the stocks in the hands of the publishers totaled only 21 days' consumption, most of this being held by the publishers in the Metropolitan newspaper centers.

In speaking of the situation to EDITOR & PUBLISHER this week, a leading news

(Continued on Page 33)

### PAPER SITUATION DEMANDS HIGHER RATES

BY CHARLES I. STEWART

General Manager Lexington (Ky.) Herald and Chairman News Print Committee of the S. N. P. A.

My view is that the only way to meet the news print shortage is to raise advertising rates. This crisis has been brought about by the demand for advertising space. Publishers have met this demand at the sacrifice of their own interests.

When they consider the increase in cost of production and the decreased value of the dollar, advertising space is the cheapest commodity today. It has advanced in price relatively less than anything else and the flood of advertising at low rates has brought about a situation threatening the newspapers with disaster.

I believe there should be an advance in rates sufficient to reduce the volume of advertising. A 40-page New York morning newspaper is not only a waste of paper bordering on the criminal, but it is an imposition on the public.

Most of the page advertisers could tell their whole story quite as effectively in half a page, and often in a quarter of a page, and the rate should be high enough to reduce the size of these ads and the size of the 40-page city newspaper.

This, like news print conservation, is a matter that is beyond the control of the smaller publisher. Naturally the publisher in the small city feels that he ought to be able to get paper for 20 and 24-page week-day issues, if papers with 300,000 to half a million circulation can get the necessary supply for 40-page papers.

If New York would agree not to print more than a 24-page morning paper or more than a 30-page afternoon paper, with other cities agreeing to scale down in proportion, we would very soon have surplus news print on the market.

If all newspapers will make a sufficient advance in advertising rates to bring about a 30 per cent reduction in the size of their publications, they would make more money and rescue the publishing business from its present danger.

One little newspaper can accomplish nothing, so far as the general situation is concerned. But the Lexington Herald plans to make advertising rates for 1920 sufficiently high to reduce the size of the paper and to meet the increased cost of production. All contracts made hereafter will be subject to rate revision on thirty days' notice.

In this period of great advertising activity, it is quite as important to educate the advertiser in the matter of rates as it is to secure the regular and permanent patronage of the new advertisers.

## NEWSPAPER AD CHIEFS TO CONSIDER VITAL PUBLISHING PROBLEMS

Meeting of National Association in Chicago Comes at Crucial Period—May Affiliate With A. A. C. W. Departmental.

BY HARRY A. AHERN

President National Association Daily Newspaper Advertising Managers

THE newspaper advertising managers throughout the United States will confront some very large problems within the next few years; the great volume of advertising now running in the newspapers and the shortage of print paper at present being only one of those which they will have to face.

At the coming convention of the National Association of Daily Newspaper Advertising Managers, which will be held at the Congress Hotel, Chicago, on November 10 and 11, the advertising managers may propose some plan which can be suggested to the publishers that will help solve these vital questions.

### Round-Table Talks Promise Big Results

Some very interesting matters will be discussed during the round table talks, which will be divided into four groups.

The first group will be attended by advertising managers representing newspapers in cities with a population of from 25,000 to 100,000; the second group by advertising managers representing newspapers in cities with a population of from 100,000 to 200,000; the third group by advertising managers representing newspapers in cities with a population of from 200,000 to 300,000; the fourth group by advertising managers representing newspapers in cities with a population of from 300,000 and upward.

The latter group will take in the big metropolitan papers, whose problems will be entirely foreign from those of newspapers printed in smaller cities.

### May Affiliate With A. A. C. W.

The plan should work out very advantageously, insofar as solving large and small problems now confronting advertising managers all over the country.

The round table group plan at conventions is not at all a new one; it has been successfully worked by circulation managers at their conventions and there is no doubt that a great deal can be accomplished by the same method carried on by the Newspaper Advertising Managers' Association.

One of the principal discussions at recent meetings of the New York Advertising Managers' Association has been the wisdom of the affiliation of the National Association with the Newspaper Departmental of the Associated Advertising Clubs of the World.

There seems to be a very strong feeling among the local New York advertising managers that the National Association should become as a unit, a part of the Newspaper Departmental of the A. A. C. W.

At the opening session of the advertising managers' convention this subject will be thrashed out thoroughly and it is hoped by the New York association that the plan will be adopted by the national association, so that the aims of the National Association of Advertising Managers and the Newspaper Departmental of the A. A. C. of the World will be mutual.

If the plan is adopted, the Newspaper Advertising Managers' Association will not lose its identity as an individual, but will simply be affiliating with another association, whose

Stewart, Philadelphia Record; second vice-president, J. B. Woodward, Chicago Daily News; secretary-treasurer, E. W. Parsons, Chicago Tribune.

Board of Directors—W. G. Bryan, chairman, New York American; Wm. McKay Barbour, New York Globe; W. C. Rogers, Boston Transcript; E. L. Clifford, Minneapolis Journal; George M. Burbach, St. Louis Post-Dispatch; Otis Morse, Detroit Free Press; Charles Miller, Atlanta Georgian; H. R. Young, Columbus Dispatch; F. R. Hussey, Chicago Evening Post; A. A. Carrington, Omaha Bee; H. A. Robert, Cleveland Plain Dealer; H. E. Grant, Milwaukee Journal; Rowe Stewart, Philadelphia Record; J. B. Woodward, Chicago Daily News; E. W. Parsons, Chicago Tribune; H. A. Ahern, New York Journal.

### Favor Joining A. A. C. W.

The New York Association of Daily Newspaper Advertising Managers at its meeting on November 3 endorsed a proposal that the national association of daily newspaper advertising managers affiliate with the A. A. C. W.

### Tarheel Dailies Organizing

ROCKY MOUNT, N. C., Nov. 4.—Daily newspaper publishers of North Carolina will meet on November 8 at Greensboro to organize a state association.

Frederick Henry Mosler, who was special art correspondent for Harper's Weekly in the Civil War, is dangerously ill with pneumonia at his home in New York. He is 78 years old.

## ADVERTISING IS CURE FOR STRIKES

Education Through Press Will Enable Workmen to Refute Lies of Unscrupulous Agitators

BALTIMORE, MD., Nov. 1.—Frank D. Webb, advertising manager of the Baltimore news, in an address before the Baltimore Advertising Club, on "Are Red Labor Agitators Beating Advertising Men at Their Own Game?" advocated education of the people by advertising as a preventative of strikes.

In the course of his speech, which was replete with quotations from labor experts in support of his points, Mr. Webb said:

"Did it ever occur to you that the strike is an advertising medium? Isn't that precisely the same sort of a reaching out for certain individuals or firms through the public which we see every time a manufacturer takes up an advertising campaign with his first object to get dealers to stock his goods?"

"The principle of the two propositions is precisely alike—to influence a third party through the public. Can't we accomplish everything a strike can achieve through full-page advertisements in the newspapers, stating both sides of the case fully and completely, answering the whispered lies, admitting facts which are not right, having speakers address meetings, as the agitators do—forming committees to represent both sides in the attempt to try reconciling the point of difference?"

"Let's substitute real advertising for the advertising medium of the strike. In 60 to 90 days, if we do our part, and spread this idea broadcast at the same time the whole face of things should change.

"It should be possible to kill the idea that strikes are the only possible way of getting differences adjusted in less time than that, and with the various communities all over the country thinking peace instead of internal war, as at present—with a spirit of get-together instead of fight-it-out, universally abroad in the land, these stand and deliver monstrosities would be impossible because the great mass of labor would have been won away from false radicals, and, instead of following blindly towards ruin for themselves and everyone concerned, would be fighting to achieve the wonderful possibilities which are now open before this country as never before in the history of the world—if we can once get together.

"And with advertising we can get together.

"Let's advertise so well that the strike agitator will run up against working men who know the truth in advance of his coming. Let's do the work so thoroughly that in time we won't be put in the position of having to answer lies, but will have told the truth to labor so well that they will detect the lies when they hear them first recited.

"And crooked agitators when that state of affairs comes to pass, will address falsehoods to enlightened working men in peril of their lives.

"Let a few of them get beaten to a jelly by men angry at being lied to. Let a few of them get the medicine which is now administered by strikers to decent men \* \* \* \* \*

"More and better advertising was the slogan on which we were founded. There will be more and better advertising of American goods all over the civilized world if we can once get full steam ahead and every plant in the land on a twenty-four hour a day quantity production basis."



HARRY A. AHERN

President National Association Newspaper Advertising Managers

# FRAZIER HUNT, BETTER KNOWN AS "SPIKE," OFTEN JUMPS BUT IS NEVER PUSHED

(EDITORIAL NOTE—Frazier Hunt, who has just started on a tour of the world for the Chicago Tribune, won an enviable reputation for enterprise and daring as a correspondent during the World War. His two greatest journalistic feats were the bringing of the first copy of the German peace treaty to America and presenting it to the United States Senate and his entry into Soviet Russia, where he was the first American correspondent to interview Lenine and Trotsky and write first hand reports of conditions.)

## Correspondent Who Presented U. S. Senate With Copy of the Peace Treaty Always Knows What He Wants and Goes After It.

BY WILLIAM SLAVENS McNUTT

"I know," said Spike. "But I think I can get the assignment to Archangel because there are American troops up there. If I get to Archangel I'll get to Petrograd and Moscow someway."

### Told Him He Was Crazy

I told him he was crazy. He said sadly that he had always suspected as much and went to Brest.

Late in October I was in bed in the Lotti Hotel, Paris, trying to cough out a cold that I had contracted in the Argonne, when Spike blew in like a January gale making time over the Grand Banks.

"Going to Petrograd, Bill," he shouted "Petrograd and Moscow."

"By what route?" I asked.

"Well, I'm going to stop at Archangel first," he admitted reluctantly.

I told him he was a fool to go to Archangel and that he couldn't get to Petrograd and Moscow. Every other correspondent in France told him the same thing. Spike agreed that we were probably right—and went to Archangel I saw his stuff from North Russia and

the next I heard of him was a postcard from somewhere in Sweden. On the card was written: "I am on my way to Petrograd and Moscow." My next news of him I got in his cables—from Petrograd and Moscow. He got in and he got his stuff—and himself—out. How he did it is his own story, and not for telling here. But anyone who says that Spike Hunt fell into his present assignment has me to contradict. I saw him jump. He jumped into the dark and chance may have had a good deal to do with the selection of the velvety moss bank on which he finally lit. However, he neither fell nor was he pushed. He jumped!

### Won Race Out of Mexico

Hunt's training has been a varied one. He infested the University of Illinois for four years and spent his vacations "cubbing" as a police reporter in Chicago. Then he wrote advertising till somebody caught him at it, after which he took charge of a coffee plantation in Mexico. The revolution broke out and Spike entered himself in a race with a

flock of bullets which he managed to beat into Vera Cruz by a narrow margin.

Having run himself so successfully in Mexico he next undertook to run a weekly newspaper in Alexis, Illinois, but he couldn't whip the sheet out of a walk so he migrated to New York and free lanced till the rent came due, upon which date he went to work on the New York Morning Sun. He handled the draft at Camp Upton for the Sun, writing "Yap Hank Benny," a humorous series on the side, until he hooked up with the Red Cross Magazine to go to France as their war correspondent. He has committed every form of literature with the exception of poetry and plays—and he's a young man yet. If enough people tell him not to write poetry and play he probably will.

### Acts Against the Majority

He always does what everybody tells him not to do, thereby achieving a certain originality. No man seeks advice more insistently than Spike Hunt. He asks all his friends what to do and then does the exact opposite of whatever the majority advise. He is an original and an independent person, but like all strong men he has his weakness.

His weakness and his five year old son, Bobby, are one and the same. Spike was a brave bird bucking the Bolsheviks but whenever young Hunt says "chewing gum" the poor old man coughs up a nickel like an automatic vending machine.

The youngster is the one person who has Spike subsidized and inasmuch as the boy and his mother are accompanying Mr. Frazier Hunt on his journey around the world anybody who wants to influence Spike's cables can put it over by currying favor with Bobby. And Bobby's weakness is chewing gum!

### LORIMER IS HONORED

#### War Work Brings Decoration From France

(By Telegraph)

PHILADELPHIA, Nov. 4.—George Horace Lorimer, editor of the Saturday Evening Post, has just been made a chevalier of the French Legion of Honor.

Mr. and Mrs. Lorimer were long identified with war work. Mrs. Lorimer is chairman of the Independence Square Auxiliary of the Red Cross. Mr. Lorimer has been editor of the Post since 1899. He was born in Louisville and received his education at Colby and Yale. He is the author of several books of which "Letters of a Self Made Merchant to His Son" is probably the best known.

### Unions Defied in Nashville Strike

(By Telegraph)

NASHVILLE, TENN., Nov. 4.—Printers of the three Nashville newspapers continued on strike tonight, although the papers have not missed an edition. I. M. Campbell, Southern representative of the International Typographical Union, said tonight that both the International and local union are insisting that the contracts with publishers be strictly adhered to. The men walked out when they were refused a fourth bonus over the contract scale. The papers are being issued with type set at a local job office, and the editorials and some advertisements are being photo engraved.



FRAZIER HUNT

SOME fall, some are pushed and yet others jump.

A friend of mine said to me recently that Frazier Hunt—better known as Spike because of his striking resemblance to a long and limber split nail—now on the way around the world for the Chicago Tribune with Yokohama as his first stop en route, had fallen into a pretty soft thing. If Spike Hunt fell into his present assignment then Jack Dempsey was beaten into the champion of the world at Toledo, and the German Army bravely retreated to a glorious victory in the Argonne! He neither fell nor was he pushed. He had been gathering speed during a long hard run and when he got to the take-off—he jumped.

In April of 1918, Spike Hunt and I were dauntlessly lying for our country in the Baccarat trench sector, which was then being held by the Rainbow Division.

### Breakfast, We Drank

Spike was there as war correspondent for the Red Cross Magazine, while I was cussing the Kaiser for Collier's. We were drinking breakfast one morning in the Hotel De La Gare in Baccarat, after a rude night in a damp dug-out with a captain who believed that the flesh was more willing when the spirits were strong, when Spike announced, without preamble: "Bill, I'm going to Russia."

"When?"

"I dunno."

"Going for the Red Cross?"

"I dunno."

"Whereabouts in Russia are you heading for?"

"I dunno."

I decided that Spike had had enough breakfast so I drank the rest of it myself and suggested bed for both of us. In July, when those of us with the American Army in France who went nearly to war and lied for our country were meandering around between the Marne and the Vesle with press headquarters at Meaux, I heard that Spike had transferred to the Chicago Tribune and was going to Brest to do some stuff on the navy. I met him in Paris before he left and congratulated him over a bottle of lunch.

"Ought to get some good stuff at Brest," I suggested.

"I believe I could get in by way of Archangel," Spike replied.

"What are you talking about?"

"Russia," he replied. "I'm going to Petrograd and Moscow. That's where the big story is now."

"I thought you were going to Brest."

"I am just now. But I'm going to Petrograd and Moscow later."

"Got the assignment?"

"No, but I'm going after it."

"You can't get in by way of Archangel," I said. "Might as well try to get to Berlin by going through the lines on the Western Front."

# NEWSPAPERS' DUTY IN THE NATIONAL CRISIS TO IGNORE FALSE LABOR LEADERS

RECENT contact with those supposed to be leaders in big business and with those who, while representing organized labor, assume to talk for all labor, in connection with a plan which I tried to work out for the intelligent covering of the big Industrial Conference at Washington, which went on the rocks, would seem to indicate that neither side knows us in the newspaper business very well and that they don't trust us.

In the controversy between "selfishness" representing business purpose and "ignorance" reflecting the indefinite and often impossible demands of labor, for that is the situation in a nutshell, both sides either outspokenly or quietly feel that they cannot get a square deal in the press. If this is so, and it unquestionably is, we are in a very bad way and should do what we can to remedy a false position.

## Between Two Fires

Foster, the chief agitator of the big steel strike, until recently the utterer of revolutionary propaganda, refused to talk openly before a committee of the United States Senate unless reporters should be barred from the room, on the ground that they would distort what he had to say, while Fitzpatrick, of Chicago, the stimulator of innumerable strikes, regularly howls at the capitalistic press, as outrageously unfair to the working man.

Not many weeks ago at a meeting of leaders in American industry, I was almost aghast to learn how general the feeling was among them that they could not get their side of any controversy fairly before the people in the news-

## Give Space to and Play Up Constructive Efforts of Those Trying to Hold Labor and Industry Together—Tenth Article on "Newspaper Making."

BY JASON ROGERS

papers. They felt the thing just as deeply as did the labor agitators.

If conditions are as bad as both sides seem to feel they are, and there is reasonable ground to admit that there is much justification in their views, there is something radically wrong with our newspapers, and the sooner we cut into the sore spot and find out what is wrong and how we can correct it the better it is going to be for us and American industrial prosperity.

If our editors think that the wild and sensational utterances of some trouble maker, pretending to represent labor, is bigger news than a big constructive effort by some sane labor leader or captain of industry, which we must admit is often the case, we had better show them the light, and bring home to them the error in such treatment.

There are good newspaper reasons not fully appreciated by the uninitiated, why many of our newspaper readers give preferential treatment to the destructive utterances of the radical agitator, but it is high time that we gave such individual the absent treatment. Without our playing them up they would never arrive nor get their grip on a following.

Newspaper circulation reflects the popularity vote of the community for

one newspaper in preference to another or others. Many newspapers seeking largest possible circulations just as naturally as a duck takes to water incline toward playing up the side of the story that will please the greatest number.

Employers, manufacturers and capitalists, being in a small minority, get very scant notice, except in our editorial columns or on the society pages of our Sunday newspapers, or when we can hurl stones at them for the purpose of gaining the applause of the mass. In the view of many newspaper editors, there is circulation in roasting the big fellow, and they also believe that it proves their courage.

There is no use talking about it, our newspapers are hated by those who are doing things. The labor men call us a capitalistic press and the employers call us cheap panderers to sensationalism and industrial unrest. Despite these conditions we are inclined to take ourselves very seriously and to think that we wield great influence.

The unreasonableness of what either side would consider fair is only paralleled by the effort of the "German-Americans" who sought to conduct a "fair" newspaper during the war—one that played up the German side. That is exactly what both sides to any controversy want, when they complain of

a newspaper for being "unfair" to them.

Honest and sincere labor leaders who are seeking to establish constructive betterments in relations between employes and employers and who have nothing to hide, realize as fully as we do that a grossly unfair newspaper which uniformly and consistently eried down labor and the workers would have little or no circulation, as is proven in the cases of the small number of newspapers made to please the bourbon class.

## Cannot Cry Down Labor

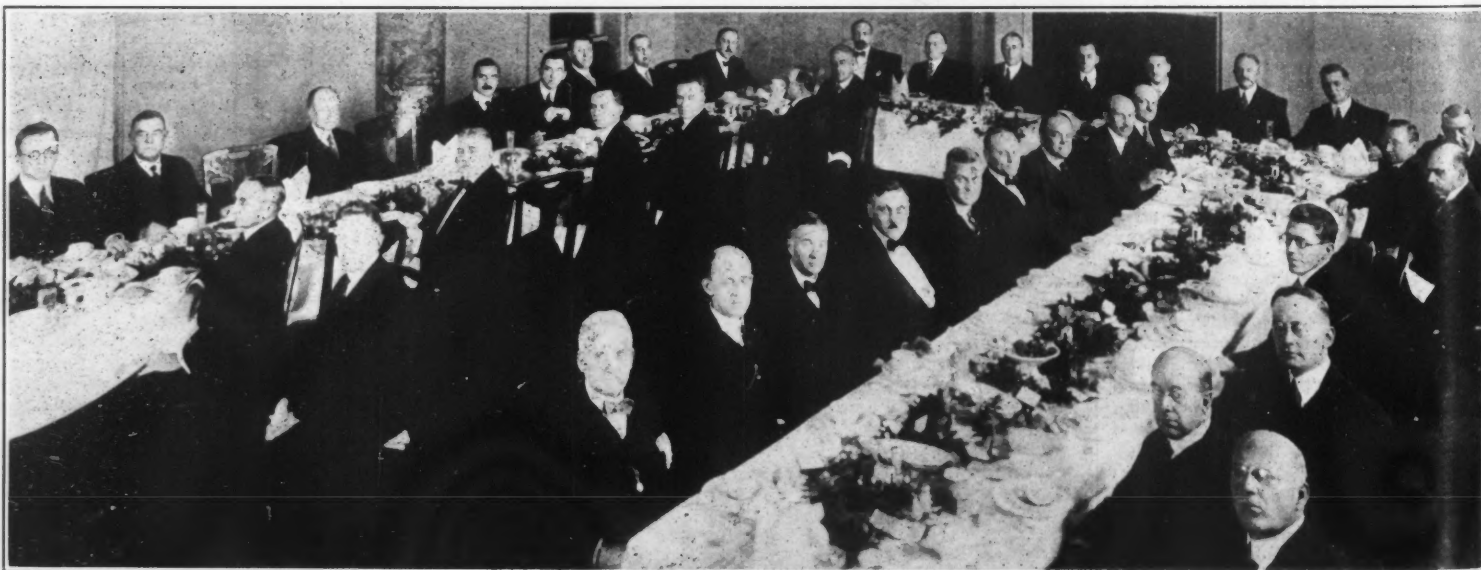
On the other hand our great captains of industry as sane business men, if they could but rid themselves of selfish greed, know as well as we do and as the labor leaders do, that if we complied with their demands for "fairness" we would be making newspapers like those referred to above, which have neither circulation nor influence.

The press of the country is no more capitalistic than our candy stores, grocery stores or any other business. To wield any considerable influence, a newspaper must be successful and known to be such, or it will either be a cheap grovelling beggarly enterprise or the organ of some interest, in either case of little weight and without possession of that broad public confidence that is so necessary to give it influence.

Notwithstanding all the twaddle to the contrary, our newspapers as a rule are making more money today than at any previous time. Those among them who are not making money today have no right or license to be considered newspapers. I know of a few unsus-

(Continued on Page 12)

## NEW YORK WELCOMES EMIL SCHOLZ HOME FROM THE FAR EAST



FRIENDS of Emil M. Scholz, former publisher of the New York Evening Post, welcomed him home from a long tour of the Far East at an informal dinner in the New York Athletic Club Saturday evening and presented him with a gold watch as a token of esteem.

The speakers were Harry Ahern of the New York Evening Journal, toastmaster; David Lawrence of the Lawrence Syndicate, Washington; and Os-

wald Garrison Villard, editor of The Nation. Mr. Scholz treated all present to an instructive talk, with stereopticon views, on places he visited in the Far East.

James Wright Brown, publisher of EDITOR & PUBLISHER, who was to have been a speaker, was unable to attend on account of an injury to his son, sustained playing football at the Borden-town Military Academy, and sent a telegraphic address of congratulation to Mr. Scholz.

The committee that arranged the dinner consisted of Harry Ahern of the Evening Journal, Sam Booth of the Globe and Col. Emmett Thompson.

Those present were: Emil M. Scholz, Raymond Wakeman, J. M. Hopkins, Ernest Scholz, Robert McLean, J. R. Pollock, H. A. Ahern, S. P. Booth, J. C. Dayton, Col. Emmett Thompson, Dr. Jos. M. de Birmingham, Carl Byoir, Charles Hart, Joseph Barry, David Lawrence, Richard Jackson, Alexander

Spear, L. B. Palmer, Charles Scholz, Charles Molesphinni, I. A. Klein, William C. Freeman, F. W. Nash, George Larke, Walter Pollak, J. D. Whitney, Oswald Garrison Villard, W. A. Stone, R. Fanciulli, Edward Watson, David Plum, R. B. McClean, J. Woodhouse Colver Gordon, Robert Frothingham, W. L. Miller, G. S. Winant, W. J. Morton, E. B. Wilson, Hugh O'Donnell, J. F. Redmond.



# BIGGEST AND MOST TIMELY FEATURE GETS PAGE ONE

Western Pennsylvania, Ohio and West Virginia—PUBLISHED DAILY—Friday, Oct. 24, 1919. See page 1, 6, 10, 11, 12.

## The Pittsburgh Post



GOOD MORNING!  
With Pittsburgh and West Virginia  
in the heart of the country, the  
Post is the only paper that covers  
both sides of the Ohio River.  
It's there, by day, by night.

78TH YEAR—NO. 44.

TWENTY-TWO PAGES.

FRIDAY MORNING, OCTOBER 24, 1919.

88888

TWO CENTS A COPY.

### PRESIDENT WILSON A CASUALTY OF THE GREAT WAR NO LESS THAN THE DOUGHBOY WHO STOPPED A GERMAN BULLET; THE DRAMATIC STORY OF HOW, SINGLE HANDED, AN AMERICAN COLLEGE PROFESSOR MADE OVER THE MAP OF THE WORLD AND THE CONSCIENCE OF HUMANITY, FROM PEN OF HIS FRIEND

By RAY STANNARD BAKER.  
(Copyrighted by United Features Syndicate.)  
Ray Stannard Baker gives the intimate, personal story of the President's activity in Paris and the physical and mental strain that led to his collapse. He reveals much that has not been told of the President.

...him every day and clearly had his confidence. We felt that Mr. Baker was on better terms with the President than any other man in Paris.

...must belittle the immensity of his task or undervalue his exertions; himself has not told of the first...  
...inary redoubtance, energy, courage, both mental and physical.

NEW YORK.

FINAL  
★ ★ ★ ★

## The Evening Telegram

FINAL  
★ ★ ★ ★

THE WEATHER—PROBABLY SHOWERS TODAY AND MONDAY.

NEW YORK, SUNDAY, OCTOBER 26, 1919—TWENTY-SIX PAGES.

PRICE FIVE CENTS

# BATTLING FOR IDEALS CAUSE OF PRESIDENT'S NERVOUS COLLAPSE

## EXTRA!

### Mr. Wilson Often "Dog Tired" from Strain of Peace Battle

#### Thanks Mr. Baker For Writing Truth About the President

To the Editor of the *New York Evening Telegram*:—  
Tell Ray Stannard Baker that an humble citizen wishes to express sincere appreciation of the remarkable articles that he is writing on President Wilson's work at the Peace Conference.

Opposition to the League of Nations and opposition to Wilson are not to be criticised so long as they are kept within the bounds of decency; without forceful opposition great issues like the League of Nations could not be thoroughly threshed out to the satisfaction of the public mind.

Ray Stannard Baker's articles are timely and of national importance.

Jamaica, N. Y., Oct. 25. W. H. Cunningham.

#### Ray Baker Throws New Light on President's Work at Paris

...the President than almost any outsider has. Stannard Baker, that master of English, is unceasing and who places that news, before you, takes the readers of the key to the second installment of "The real cause of President

...is better than Mr. ...hem in such con-

...master-

...to the

...ad

#### Self Discipline Alone Saved Him from Serious Breakdown in Paris After Five Decisive Struggles for His Principles.

(By RAY STANNARD BAKER.)

Once, as is well known, President Wilson broke down entirely and was ill in bed for several days at a very critical moment in the peace conference. Yet such was his power of self-discipline and such the care of Dr. Grayson that he recuperated swiftly, and each morning seemed a full of energy and as eager to go on with the fight as ever.

Even when hardest pressed he never failed to make powerful impression upon every one who came into contact with him. I saw many of his visitors soon after they and the reaction was unfeeling. I remember a Dutch editor, a man who had come into per-

...th nearly every important leader in Eu-

...ht of the President.

...any man," he said, "who gave an im-

...and dignity than your President

...ward gentleness."

...comes at home—and he has

...on any occasion whatso-

...represent America and

...never represented

...faithfully what

...ed in capti-

...made one

...work.

...

...

...

...

...

Interest in this feature has been so keen that we are arranging to release the entire series a second time starting November 18th.

Insure reservation of your territory by wiring us to-day.

## UNITED FEATURE SYNDICATE

WORLD BUILDING

NEW YORK CITY

## ACKNOWLEDGES ENGLAND'S BIG DEBT TO A FREE PRESS

Lord Amthill, Presiding at Dinner to H. A. Gwynne, Editor London Morning Post, Lauds Service of Newspapers

BY HERBERT C. RIDOUT

London Editor of Editor and Publisher

THE independence of the British press during the war and the influence thereby exercised on the affairs of the nation, was strongly exemplified at a complimentary luncheon to H. A. Gwynne, the editor of the London Morning Post in appreciation of his services to his country by his capable editorship.

Lord Amthill, the head of the National Political Party presided, and the company included Sir Edward Carson, Sir Henry Dalziel, proprietor of the Daily Chronicle; Sir George Riddell, Sir Emsley Carr, Sir Arthur Pearson, Robert Donald, and many representative names of high political and journalistic service.

### "We Are Governed by the Press"

Lord Amthill said that although Mr. Gwynne was but little recognised by the public at large there were few more responsible or arduous posts, or any more closely concerned with the public welfare, than that of editor of a great newspaper at the present time. We were to a large extent governed by the Press, or perhaps to speak more accurately, we owed it to the Press that our affairs were not completely mismanaged, and that we were not hopelessly misgoverned.

The Press alone made popular or democratic government possible in the circumstances of modern civilisation. Upon the Press far more than upon Parliament we depended for the preservation of our liberties, the assurance of justice and progress, and the maintenance of national honour. Without the Press, patriotic and courageous as it had shown itself to be, we should not have won the war. The newspapers, far more than the statesmen, had given the leadership to the nation during the last five years.

Mr. Gwynne, as editor of the Morning Post, was conspicuous among those journalists who did so much to bring about the victory for civilisation and humanity. But like many a good soldier he had neither sought nor received honorary distinction or material reward. Neither rank or ribbons could add anything to the high esteem in which he was held.

### Served Best in Editorial Chair

Mr. Gwynne's services as editor were nearly lost to the nation, because he had the defects of his qualities. When there was a fight he liked to be in it, and he had at all times displayed an adventurous and sporting spirit. When the war broke out he was desperately keen to join the new army, and was only deterred by the peremptory orders and wisdom of the proprietors of the Morning Post.

If he had been allowed to join up he would have distinguished himself in the field. Few men were better qualified by experience and ability to take part in the training and campaigning of the citizen army. But however gallantly and skilfully he might have acquitted himself, he could not have served his country half so well as he had done in the editorial chair.

No doubt he regretted and would continue to regret that he was not in the trenches and over the top, but he had no real right to complain, and he had seen as much of warfare as most men. He began life as a war correspondent, going first to Don-

gola with Lord Kitchener, and he went right through the Turco-Greek war and the South African war.

Under Mr. Gwynne the Morning



H. A. GWYNNE  
Editor London Morning Post

Post had been more than ever the foremost advocate of a national policy.

Was it wrong when it asserted the right of free and independent comment within the limits of the censorship, when it successfully claimed for the British Navy the right to stop German reservists returning to their country, when it forced the Government to make cotton contraband, when it clamoured for the tightening of the blockade, when it urged compulsory military service not only for Great Britain, but for Ireland as well?

In paying a compliment to Mr. Gwynne they were paying a tribute to the whole profession of journalism.

### "Colonel-in-Command"

Mr. Gwynne, who was enthusiastically received, thanked the assembly. He said he had done less than the humblest soldier, and much less than those who had died. But he accepted all that they had said about the Morning Post with pleasure because he could pass it on to his loyal colleagues and splendid helpmates in the paper, for without them he could have done nothing.

The Morning Post was a regiment. The colonel commanding-in-chief was the proprietress, (the Countess Bathurst) without whom nothing could be done in the way of independence of thought and action. He was the lieutenant-colonel commanding the bat-

talion. With him he had the best officers and the best men that any editor ever had.

Sir Edward Carson said he had wondered whether any good thing could come out of Wales.

Certainly. But as he read deeper into the Prime Minister's suggestion for the creation of a new world he asked himself, "Where will Gwynne be in the new world?" He had always thought Mr. Gwynne was far too good for the old world! That thought had been further impressed upon him as he found close to him Mr. Robert Donald, Sir H. Dalziel, Sir G. Riddell, and many others, and he could not help wondering where the Press would be in the new world. The new world was to be a great brotherhood of friends. Just imagine in that brotherhood of friends all the newspapers writing exactly the same thing to bring about Mr. Lloyd George's new millennium!

Instead of reading half a dozen papers every day he would content himself with buying his Morning Post in the absolute certainty that he would find exactly the same articles and the same suggestions in every other paper. "But," said Sir Edward, "I have come here to honour Gwynne, who is an old friend.

"There is no one more sincere, no one straighter, no one more courageous, and I am glad to be present on such an occasion as this."

### REAL RESULTS HERE

#### Eighty Per Cent of Real Estate Sales Traceable to Newspaper Ads.

"Eighty per cent. of the applications from prospective buyers of real estate can be traced to newspaper advertisements," J. Clarence Davies, a real estate broker, told the delegates to the recent Real Estate Convention in New York.

"It pays to advertise real estate," said Mr. Davies. "It is safe to say that 80 per cent of the advertising in America is wasted because advertisers do not know how to sell in print. But, of all the exploitation methods, newspaper advertising is the mainstay of the real estate business."

#### Rice Beats Tribune Golfers

Grantland Rice led the field home in the New York Tribune's golf tournament last week at Mrs. Whitlaw Reid's golf course at Ophir Court, near White Plains, N. Y. Mr. Rice's score was 94. Roy Durstine was second with 96, winning the low gross prize, and Edgar M. Alexander won the low net with 101-14-87. C. E. T. Scharps, with a net 97, winning second net honors.

#### Editor Accused of Bribery

JAMAICA, N. Y., Nov. 1.—James F. Sullivan, editor of the Long Island Daily Farmer and the Richmond Hill Courier was arrested last night on a charge of attempted bribery. The attempt at bribery consisted in an alleged offer of Sullivan to support a Republican candidate for the district municipal court provided a relative was appointed to office.

#### A. P. Representative Changed

SHEBOYGAN, WIS., Nov. 1.—The Associated Press membership of the Sheboygan Press has been transferred from C. S. Weisse to C. E. Broughton, its editor, following the recent death of Mr. Weisse, who was president of the company.

### Nation Has Been Wenige's Circulation Field

H. A. WENIGE, chairman of the general welfare committee of the International Circulation Managers Association and in working



H. A. WENIGE

hours circulation manager of the Glens Falls (N. Y.) Post-Star, was born in Detroit, Mich., in 1882 and entered newspaper work at the early age of ten years. His first position was on the Detroit Free Press. He carried a route and worked in the mail room. A little later he added a news route and a mail

room job with that paper to his daily labors and for his combined efforts received the wonderful sum of \$6 per week. Since then he has traveled far and climbed upward.

After working on various Chicago papers as a canvasser Mr. Wenige went to the old Des Moines Register and Leader, now Register and Tribune, and it was there that he first started to advance in his chosen profession and finally reached the position of assistant city circulator. Next he joined the Lee Syndicate and was first with the Davenport (Iowa) Daily Times and then the La Crosse (Wis.) Tribune.

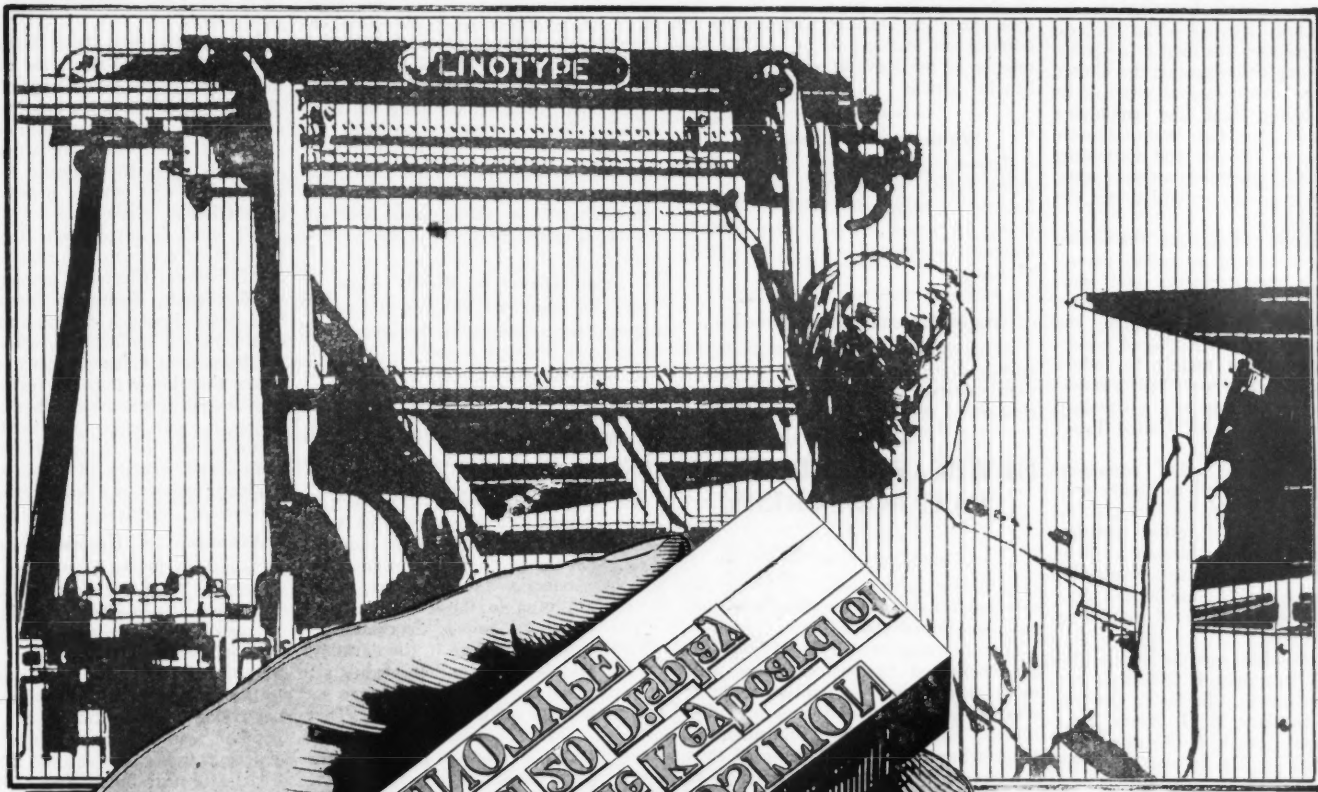
While with the Tribune, Mr. Wenige received his first offer to become a circulation manager, with the Cedar Rapids (Iowa) Gazette, and accepted it. Next, he became circulation manager of the Boise (Idaho) Capitol-News and was with that paper when the editor and publisher were sent to jail for criticizing a decision of the Idaho Supreme Court. Leaving the Capitol-News he went to Spokane, Wash., to take charge of promotion for the Spokesman Review.

Mr. Wenige was circulation manager of the Bridgeport (Conn.) Standard-American when he enlisted in the army in 1918. Prior to that he was circulation manager of the Worcester (Mass.) Post and for a time was engaged in magazine promotion work.

Now being back in the newspaper field to stay, Mr. Wenige is an advocate of the application of the policy of consulting the salesman about the commodity he is going to sell to the newspaper business. In expressing his views to EDITOR & PUBLISHER recently he said:

"I believe in clean advertising and think that the time is coming when the circulation manager will have something to say about the kind of newspaper he is going to sell. The circulation manager is a salesman and should have something to say about the manufacture of the article he is going to sell. If the salesman of a stove factory knew that the goods he was trying to sell was of inferior material he could not successfully sell it. The same should hold true of the circulation manager. If he knows that his paper carries advertising that is, to say the least, misleading, he cannot be expected to make the same record of sales which would be possible if he knew that only honest ads were carried in his paper."

"A great many circulation managers have hobbies. I have one—working through boys. I believe that the newsboy is the best asset a newspaper has. This is especially true in the smaller cities. Nearly every business man in the small cities has at some time or other carried a newspaper route. The carrier boy of today is pretty apt to be the merchant of tomorrow. By treating the boy right you not only take care of the present, but you build for the future. When he grows to manhood he is going to remember the paper on which he worked as a boy. How he will remember depends to a great extent upon the circulation manager."



Showing the ease with which magazines may be changed on the Model 20 Display Linotype. A complete change of face and body requires less than 30 seconds.



**Note Carefully:**

The illustration above shows four 30-em slugs of 30-point Linotype Bodoni Bold cast on the Model 20 Display Linotype. Aside from greater economy in the production of display composition, consider the savings effected in the handling of slugs instead of movable types. This is an important Model 20 advantage which deserves the thoughtful attention of every newspaper publisher.

**Set Your Display  
in Linotype SLUGS  
Direct from the Keyboard**

Set your display in slugs with the speed and economy of Linotype straight-matter and meet the present-day insistence upon dispatch, labor-saving, and the maintenance of high quality standard. One operator producing display direct from the keyboard of the Model 20 Display Linotype will do the work of at least three good men setting type by hand.

*Without Any Obligation Let us Analyze your Paper and Submit Facts and Figures*

**MERGENTHALER LINOTYPE CO., New York, N. Y.**

CHICAGO: 1100 S. Wabash Ave.

SAN FRANCISCO: 646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

Canadian Linotype Ltd., Toronto

**UNFAIR COMPETITION CHARGED****Trade Commission Files Complaint Against United Typothetae**

WASHINGTON, Nov. 4.—The Federal Trade Commission has filed a complaint of unfair competition against the United Typothetae of America and seven of its officers, alleging that the employing printers are "coercing manufacturers into payment of bonuses and attempting to annul free competition in the printing trade by setting up standard prices for its membership."

The complaint charges that the United Typothetae is seeking to collect assessments from manufacturers and merchants of paper, printing presses, type, ink, and other printing supplies, the money "to be applied to alleged educational purposes, but mainly to induce employing printers to use a uniform system of cost accounting and a standard price list compiled by the United Typothetae."

Coercive methods, the complaint charges, have been used to obtain subscriptions to this fund, "in that the organization published monthly bulletins containing names and addresses of subscribers, in order that the employing printers could discriminate in the purchase of supplies in favor of those who had subscribed."

The organization and the seven officers named, Benjamin P. Moulton, Arthur E. Southworth, Charles L. Ginsley, George M. Gardner, E. H. James, Fred W. Gage, and Joseph A. Borden, have been directed to file answer with the commission at Washington on December 13.

**Daniels Upholds Sims**

WASHINGTON, Nov. 4.—Secretary Daniels today replied to the complaint

made by Daniel T. O'Connell, director of the Irish National Bureau, against certain statements in a magazine article by Admiral Sims to which the bureau took exception, refusing to discipline the admiral and stating that he had the permission of the Navy Department to publish his article.

**White May Be Chancellor**

EMPORIA, KAN., Nov. 4.—William Allen White, editor and owner of the Gazette, is being mentioned as the successor to Frank Strong, who recently resigned as chancellor of the University of Kansas.

**Italy Banishes Correspondent**

ROME, Nov. 2.—John Clayton, correspondent of the Chicago Tribune, has been ordered to leave Italy, following charges of sending out false news.

**NEWSPAPERS' DUTY IN NATIONAL CRISIS**

(Continued from Page 8)

Successful newspapers today and every one of them falls under the classifications I have mentioned above.

Our newspapers which of necessity are conducted by business men, with more than ordinary facilities to know what is going on in all lines of industry and affairs, are as a rule unionized from cellar to roof, and many of them are wondering at the growing pains of other industries being forced, by gradual processes and modern principles between employee and employer, into greater recognition of the workers.

Our newspapers are as anxious as anybody else for continued prosperity.

and are just as vigorously against the activities of the pernicious Bolshevik radicals, who would overturn the control of President Gompers and other labor heads representing the conservative element in organized labor.

I know what the "closed shop" means and of the great desirability of the "open shop" idea, representing the freedom of labor as contrasted with the monopoly that labor seeks to set up with its "closed shop," and confidently expect that through profit sharing and representation in management we will be able to solve the great problems now before us.

**Some Travel in Middle Ages**

Mr. Gompers at the present time is on record against profit sharing, which he characterizes as a means for holding non-union men in non-unionized industry, and as a sort of a hold-out.

Progress is not made through calling the other fellow a fool or a crook or worse, but by laboring with him to produce co-operative understanding.

The wisest heads in modern business seem to think that the successful solution of the readjustment in industry throughout the world hinges on the question of production rather than on hours or compensation to those who labor.

The Bourbons among the manufacturers are still traveling in the darkness of the Middle Ages, and in reality are just as dead as if they had given up the ghost forty or fifty years ago. They are not aware of what has happened since the entire resources of the United States were concentrated on defeating Germany.

It is up to our newspapers, as I see it to bring home to our people generally the superior condition of workers in all industry in the United States, as compared to that of workers in the same

industries in other countries, and to show to them how thankful they should be for the liberty and freedom assured them under our representative form of government.

My contact with both sides in the controversy has led me to the conclusion that if employers would handle their individual situations with absolute frankness and a sincere recognition of the rights of those who are working for and with them, there would be mighty few strikes and greater prosperity and production in every line.

We don't hear of labor troubles in the case of concerns like that of Henry Ford, General Electric Company, Proctor & Gamble, Hydraulic Pressed Steel Co., Sears Roebuck & Co., and a hundred others I could name, where workers have been given a square deal and where they know they always will.

It would seem to me that the sane course for our newspapers in the emergency would be to quietly omit the names, and pictures of those who seek to lead orderly working people into lawlessness, disloyalty and worse.

**Attention for Reconstructionists**

By making heroes or martyrs of them we make it all the more difficult for those who would lead them along lines of sanity for their own best interests and well-being to do so.

Rather let us give space and play up the constructive efforts of those who are trying to hold labor and industry together than to magnify into seeming achievement the illogical and illusionary dreams of near-Bolsheviks.

The time is coming if it has not already arrived when all of those who believe in American institutions and freedom must stand up shoulder to shoulder to show those who would overturn our civilization that it can't be done.

# AUSTRALIA

## Australia's Greatest Service of Influential Newspapers

The SUNDAY TIMES    The REFEREE    The MIRROR  
The ARROW    The GREEN ROOM

The Honourable Hugh D. McIntosh, Managing Director

Head Offices, 137 Castlereagh Street, Sydney, New South Wales

American Merchants looking for an Australian Market can have no better publicity Medium than is offered by the great Sunday Times group of newspapers.

American Merchants seeking Business Expansion can look to no more promising field than Australia and New Zealand offer. A solidly Prosperous people consistently Maintain a High Standard of Living, and American Men and American Products are nowhere More Popular than in the Island Continent.

**The SUNDAY TIMES**

Australia's leading representative Sunday newspaper. It gets all the best people weekly on the one day when they all have time to read.

**The MIRROR**

Sunday, illustrated. Goes everywhere.

**The GREEN ROOM**

A monthly illustrated epitome of everything that matters in the theatrical world of Australasia. The most popular periodical medium of the picture people.

**The REFEREE**

Although published in Australia, it is the most famous of the great British sporting weeklies. It is courageous, scrupulously honest and it knows.

**The ARROW**

The pith of week-end sport items.

## Live Newspapers with an Ideal of Quality and a noteworthy Democratic Punch

For Rates, Copies and Further Information Refer all Inquiries to

**BRITISH & COLONIAL PRESS, Inc.**

140 N. Dearborn St., Chicago, Ill.

Exclusive U. S. A. Representatives.

150 Nassau St., New York City, N. Y.

# Logic

Many attractive markets are relatively unprofitable through prohibitive selling expense. The market may be too scattered, too poor, too far away from adequate transportation facilities. Most likely the market itself is desirable but the divided newspaper competition makes it necessary to use several newspapers for adequate coverage.

In other words to thoroughly saturate most desirable markets, it is necessary to double, treble, occasionally quadruple your advertising expense through the absolute need of several newspapers.

Figure out your rates on a proportional basis, and you can't get away from the fact that your profits decrease in proportion to the increase of the number of advertising units.

Conversely your profits will increase in proportion to the decrease of the number of advertising units necessary for saturation.

Now isn't it perfectly logical therefore to select advertising centers which will give you largest, quickest and easiest profits?

One of the exceptional situations in the United States is

## ERIE

Pennsylvania

The Market 157,000

Erie Population, 105,000; Suburban (35 mile radius), 52,000

Erie controls a large, concentrated, prosperous, desirable territory.

There selling expense is reduced to absolute minimum through the dominance of one paper:

## ERIE DAILY TIMES

(A. B. C. Member)

Paid Circulation 27,079

Line Rate 6c. flat. Evenings except Sunday.

The Erie Times has 50% more than the combined paid circulations of its two competitors, and over *treble* the circulation of either.

Consider that in Erie's population of 105,000—21,000 homes—the Times has 19,222 paid subscribers. Consider that in Suburban Erie, 35 mile radius, 52,000 population—10,000 homes—the Times has 6,709 paid subscribers. In fact, so thoroughly does the evening Times saturate Erie and environs, that in the entire United States there are but few parallels.

The very obvious conclusion is that Erie, Pa., and the Times should be in *every* national campaign.

Advertisers interested in actual net profits are thoroughly justified in making an exception to include

this unusual city and exceptional paper, though the campaigns may call for only the very largest population centers.

Details regarding the market and the newspapers will be supplied gladly upon request.

If you have no distribution, let us know. We may be able to assist you. You must be interested in the market.

In this advertisement is little opinion. It is mostly a recitation of facts. You cannot get away from the logic, and therefore, you must be interested in placing a contract. May we hear from you?

*The Erie Daily Times for EVERY National Advertiser*

Representatives

**E. Katz Special Advertising Agency**

Established 1888

15 E. 26th St.  
New York

Harris Trust Bldg.  
Chicago

Waldheim Bldg.  
Kansas City

Monadnock Bldg.  
San Francisco

## CREEL ANSWERS CRITIC'S "C. P. I." CHARGES

**Contents Only Gross Negligence  
About Bureau's Affairs Was Con-  
gress' Prevention of Set-  
tling Its Business**

George Creel, who was chairman of the Government Committee on Public Information during the war, has sent to Secretary of War Baker, as chairman of the Council of National Defence, a letter in which he says that the E. K. Ellsworth report, making charges of gross negligence against the committee, is "false and unjust" and begs an early opportunity to appear before the council to answer them.

Investigator Ellsworth, who was appointed in August as Liquidation Officer, made a report to the Senate Appropriations Committee that uncashed checks for thousands of dollars were filed away or on the floor when the bureau ceased to function. Mr. Ellsworth said he was refusing to pay some accounts approved by Chairman Creel.

The report said he found a balance of about \$1,500,000 left out of the \$5,650,000 from President Wilson's special war fund and \$1,250,000 provided by Congress, included in the committee's assets. Unpaid bills aggregating several hundred thousand dollars were still in the committee's files. An item of \$10,000 in the hands of a New York auctioneer was listed "several thousand dollars with an army officer in Rumania."

Mr. Creel said in part:

"The Committee on Public Information cost the taxpayers just \$4,464,602.39 for two years of work in the United States and every foreign nation, less than the amount spent in a single country in one year by some belligerents. The sum of \$2,385,397.61 was paid into the treasury of the United States before our final accounting because the Government was in desperate need of money by reason of the failure of Congress to pass the sundry civil bill."

## KELLOGG PLANS CHAIN PAPERS

**Cities Near Los Angeles Will Get  
New Journals**

LOS ANGELES, Nov. 3.—F. W. Kellogg, business manager of the Express, is planning to establish a number of daily newspapers in Southern California cities adjacent to Los Angeles. He states that the newspapers will be his own property and will not be established in the interests of anybody but himself and his own newspaper organization.

His first venture in this field is the Pasadena Evening Post, which has been issued since September 1. He expects to establish his next newspaper in Long Beach, a city of about 60,000 population. Other cities whose newspaper possibilities are being investigated by Mr. Kellogg include Santa Barbara, Santa Ana, San Bernardino, Pomona, Riverside, Whittier, Redlands and Santa Monica.

Fred C. Veon, well known in Los Angeles and Detroit newspaper circles, has been appointed business manager of the Rural World, which is owned and operated by the Express Publishing Company.

## NATION'S MAGAZINES UNITE

**National Association of Periodical  
Publishers Chartered**

ALBANY, N. Y., Nov. 3.—The National Association of Periodical Publishers obtained a charter of incorporation today. The Board of Directors include Arthur J. Baldwin, vice-president McGraw-Hill Publishing Company; R. J. Cuddihy, Funk & Wagnalls; Charles D. Lanier, Review of Reviews; A. C. Pearson, George E. Cook, Graham Patterson, George B. Buckley, Joseph A. Moore, Roger W. Allen, Frank C. Hoyt, N. E.

Lewis, B. A. Mackinnon, and Thomas A. Barrett, all of New York; P. S. Collins, Charles F. Jenkins of Philadelphia, Henry Newell of Boston, E. L. Shaw of Chicago, Clarence Poe of Birmingham, Ala., and E. T. Meredith of Des Moines, Ia.

The organization will take the place of the Periodical Publishers Association, which has been in existence for twenty years. In connection with the troubles which have tied up the printing industry in New York the move on the part of the publishers is understood as an effort to prepare for future labor disturbances.

## SKEWES BUYS DANVILLE PRESS

**Former Weekly Publisher Enters  
Daily Field**

DANVILLE, ILL., Oct. 31.—The Morning Press has been sold by Clint C. Tilton to the Danville Press, Inc., of which James H. Skewes is president and manager.

Mr. Skewes received his preliminary training on the Racine (Wis.) Journal-News. Later he spent five years in the editorial and business management of the Milwaukee News and two years ago he purchased the Chicago Heights Signal.

Guy T. Robinson will remain as editor, with Lafayette Feidler as city editor and the rest of the staff is unchanged.

## BRITISH EDITORS HERE

**A. G. Gardiner Seeks American Aid  
for Europe**

Alfred G. Gardiner, formerly editor of the London Daily News, arrived in New York November 2 on the Caronia.

Although he is here primarily to see America and study its problems in relation to those of England, and expects to return home before Christmas, he will deliver several lectures on "After the War," and will appeal to America "to rescue Europe."

J. Cowley, of the London Daily Mirror, is also in New York. He expects to spend several weeks in the United States.

## Dilnot Edits London Globe

LONDON, Nov. 1.—Frank P. Dilnot, who has been American correspondent of the Daily Chronicle since 1914, has returned to England to take up the duties of editor of the Globe. John W. Harding of the New York Times editorial staff, is acting as American correspondent of the Chronicle and George H. Perris, whose arrival in New York was recently noted, will write of the American labor situation during the next few months.

## New Post for Gamble

(By Telegraph)

ST. LOUIS, Nov. 2.—J. Carr Gamble has been appointed manager of the Globe-Democrat's artgravure advertising. For the past six years he has been local manager for the S. C. Beckwith Special Agency and he has been active in newspaper advertising for twelve years. He is a member of the St. Louis Advertising Club and was prominent at the A. A. C. W. convention in St. Louis in 1917.

## Stovall Quits Swiss Post

WASHINGTON, D. C., Nov. 3.—Pleasant A. Stovall has resigned as American Minister to Switzerland after six and a half years' service. It is said that he intends to quit the diplomatic service and that he will devote all his time to the Savannah Press, which he edited from 1891 to 1913 and which he still owns.

## BRIEFS

The Southern Council of the American Association of Advertising Agencies will meet in New Orleans on November 15, in conjunction with the executive and advertising committees of the Southern Newspaper Publishers Association.

John R. Waters of Birmingham, Ala. is now in New York as assistant to W. G. Langdon, the general auditor of all the Hearst corporations, instead of being chief auditor of the New York American, as was recently stated in error by EDITOR & PUBLISHER.

Lee J. Young has been appointed business manager of the Cadillac (Mich.) Evening News, succeeding Richard T. Allen. He has been on the advertising staff of the Battle Creek Moon-Journal since his discharge from the army.

The Virginia Press Association will hold a special meeting at Newport News on November 13 and 14.

Ray H. Haun, formerly of Oklahoma City, has been appointed manager of the new Detroit offices of the Capper Publications.

Alexander H. Coulter, for many years on the staff of the Brooklyn Daily Times, died on November 3 in Brooklyn, aged 64 years.

Under the auspices of the Advertising Council of the Chicago Association of Commerce, an agricultural advertising conference and exhibit, the first of a series of conferences to be devoted to the various branches of the adver-

tising business, was staged by the Agricultural Publishers' Association in the Red Room of the Hotel La Salle, Chicago, on October 27, 28 and 29.

C. J. Eastman has been appointed space-buyer of Williams & Cunnyngham, Chicago.

Charles M. Hughes, formerly of the New York Evening Sun staff, has joined the Tribune's local advertising force.

Laurent Tailhade, French poet and writer on public affairs, died in Paris on November 3.

John Allaire Smith, a former New York newspaper man, died in Brooklyn on October 31.

Edgar Stanton Maclay, aged 56, who wrote "The History of the Navy of the United States," died in Washington on November 2.

E. M. Wilson has been appointed New York representative of the Curtis Publishing Company, Philadelphia.

Louis Tracy, the English novelist, is being entertained this evening at the City Club, New York, by the Association of Foreign Press Correspondents.

Victor C. Moore, business manager of the Raleigh (N. C.) News & Observer, has resigned to enter another business in Raleigh.

H. E. Pettingill, circulation manager of the Fitchburg (Mass.) News, is ill in a Fitchburg hospital.

# CONDENSED FICTION

## Full of Action

Well and Fully Illustrated.

NOVEL-A-DAY, Feature No. 5

Any Length and to Meet Any Requirements

In copy with mat of title and illustration.

A Large Number of Illustrated Stories

running from 1,000 to 100,000 words, among which are stories by

Robert W. Chambers

Sir Gilbert Parker

Rex Beach

F. Hopkinson Smith

Jack London

George Randolph Chester

Gouverneur Morris

Hall Caine

Mary E. Wilkins Freeman

Gellett Burgess

Jacques Futrelle

Wm. Hamilton Osborn

H. G. Wells

Ellis Parker Butler

Arthur Stringer

John Kendrick Bangs

Newton Fueselle

George Ade

Carolyn Wells

Edith Sessions Tuppere

Edwin L. Sabin

John Strange Winter

Edgar Wallace

Frank Stanton, Jr.

Robert Barr

Roy Norton

See our catalog and price-list.

THE SLOAN SYNDICATE, Inc.

1834 Broadway

New York, N. Y.

# *First*

**I**N October The New York Times published 2,084,150 agate lines (7,041) columns of advertisements---the greatest volume ever printed by any New York newspaper in a single month.

The gain over October, 1918, was 794,424 lines (2,684 columns), a greater gain than that of any other New York Newspaper, and more than the total advertising published by several New York newspapers in the month.

In ten months of this year The New York Times printed 15,593,280 lines (52,680 columns) of advertisements---a gain over the corresponding period of 1918 of 4,604,751 agate lines, greatly exceeding in volume and gain the record of any New York newspaper in any ten months of any year.

# The New York Times

## J. W. GANNON FORMS OWN AD AGENCY

Retires from Royal Baking Powder Company After Sixteen Years—  
Shirley N. Carr, Lawyer and Soldier, His Associate

Joseph W. Gannon, for sixteen years connected with the Royal Baking Powder Company, has resigned and organized an advertising agency under the name of J. W. Gannon, Inc., of which he is president and general manager, with offices at 220 Fifth Avenue, New York.

Mr. Gannon began his advertising career in 1899 with N. W. Ayer & Son, Philadelphia, where he received a thorough training in the fundamentals of advertising and the various departments



JOSEPH W. GANNON

of agency work. Within a year after beginning he became a solicitor for the company and was its New York State representative in 1903, when he was invited to join the Royal Baking Powder Company, which he has since served with conspicuous success, first as assistant advertising manager and later for several years acting head of the advertising department.

His name and reputation for forceful and constructive advertising is known to publishers and advertising men all over the country.

### Prominent in Loan Campaigns

Mr. Gannon contributed his services to the Treasury Department during the fourth and fifth Liberty Loan campaigns and originated and planned the celebrated Avenue of the Allies on Fifth Avenue, New York, the daily national celebrations at the Altar of Liberty, the outdoor studio in front of the New York Public Library and a number of other notable features during the fourth loan. He is president of the Dartmouth athletic council, to which office he has been re-elected for several years, and is the representative from New York City on the council of the alumni of that college.

Associated with Mr. Gannon as vice-president and treasurer is Shirley N. Carr, for several years a member of the New York bar. Mr. Carr is a graduate of Princeton, 1903, and is secretary of his class. During the war he volunteered for service in the Quartermaster Corps and assisted in organizing the production and inspection branch of the hardware and metals division. He was commissioned Captain, Q. M. C., in August, 1918, and made assistant chief of the branch, which was later attached to the general supplies division, the largest procurement division in the army.

## A REMARKABLE FEAT

St. Louisian Takes 'Phone Ad from Chicago Without An Error

ST. LOUIS, Oct. 31.—E. L. Hill, assistant to President E. Lansing Ray of the St. Louis Globe-Democrat, performed the unusual feat of taking a display advertisement four columns wide by 225 agate lines deep over the long distance telephone without an error. The advertisement was that of the Stanwood Company, investment securities, and it was placed by Albert Frank & Co., Inc., Chicago. The agency was eager to place the advertisement in Wednesday's issue, as that was the last day of the convention in St. Louis of the Investment Bankers' Association of America.

Full directions were given as to size, kind of border, size of type, space between paragraphs, the size of a box and where to insert it, etc. Mr. Hill repeated the advertisement to Chicago, the whole proceeding requiring one hour and seventeen minutes. When the copy arrived the next day and was checked up with the advertisement there was not one mistake.

### 160 Journalism Students at Ohio

COLUMBUS, OHIO, Nov. 3.—The Ohio State University department of journalism, under Professors Joseph S. Myers and Osman C. Hooper, has 160 students, 70 of whom are taking the elementary course in news gathering and news writing. Practical work is done on the Lantern, owned by the college and edited by the journalism students. Thomas B. Meek, its editor, is assisted by advanced students. Once a year the students get out an evening issue of the Columbus Citizen.

### Burd Heads C. P. A. on Coast

KAMLOOPS, B. C., Nov. 1.—The British Columbia and Yukon division of the Canadian Press Association, meeting in Kamloops, elected the following officers: Past president, F. E. Simpson, Kamloops Standard-Sentinel; president, F. J. Burd, Vancouver Province; vice-presidents, L. J. Ball, Vernon News; J. Tait, Victoria Colonist; secretary, Hugh Savage, Cowichan Leader; executive committee, E. S. Duncan, Kamloops Telegram; J. A. Bates, Fraser Valley Record-Mission, and W. Jordan, Revelstoke Review.

### Not Profiteers, Say Ad Women

PORTLAND, ORE., Nov. 1.—When Mrs. J. F. Chapman at a recent meeting of the Portland Women's Advertising Club attacked as profiteers some of the firms represented by the advertising women present she started one of the liveliest controversies that the organization has ever experienced. Mrs. Chapman told the club women about the costs of various commodities and the retail prices of the same articles. At the conclusion she was met by a broadside of rebuttal from Miss Amie Brunn, Mrs. Kathryn Coffield and others who attacked her statistics with data from their own stores.

### Atlanta Ad Club Admits Woman

ATLANTA, GA., Nov. 2.—New directors and committee chairmen were elected and the first woman member has been admitted to membership of the Atlanta Advertising Club. The new directors are Frank Lowenstein, chairman; Walter C. Hill, L. E. Rogers, B. C. Broyles, George Kohn and W. W. Orr. The committee chairmen are: Charles Chalmers, membership; Robert W. Harvey, education and programs, and Hervey W. Laird, publicity. The new woman member of the club is Miss Theodora

Stansbury, advertising manager of the Royal Insurance Company. In adopting new by-laws, the club decided that only persons engaged in advertising and selling will be admitted to membership.

### Batten Clients Convene

Clients of George Batten Company, Inc., are holding a convention to-day and to-morrow at the Hotel Commodore, New York, a feature of which is a "social evening," which starts to-night at 8 o'clock. Products advertised by the Batten agency will be on exhibition until half-past nine, when dancing will be started.

### Anti-Plague Ads in Maine

LEWISTON, ME., Nov. 4.—An extensive advertising campaign is being conducted by the Anti-Tuberculosis Association in a drive to raise \$25,000. Advertising copy has been prepared by H. A. Free and is being published daily in the local newspapers during the drive, which starts today and continues through this week.

### Bank Post for Steigmeyer

FORT WAYNE, IND., Nov. 3.—Clem J. Steigmeyer, State editor of the Journal-Gazette, has become manager of the advertising and new business department of the First and Hamilton Bank here. With the exception of two years in the army, Mr. Steigmeyer has been with Fort Wayne newspapers since graduating from Indiana University in 1915.

### Now in Agency Work

KANSAS CITY, Mo., Nov. 4.—E. D. Swain, of the Journal editorial staff, and former Star reporter, has become a copy-writer with the Keeshen Advertising Company, Oklahoma City.

### \$2,000 for Film Rights

Dr. Cyrus Townsend Brady has been awarded a verdict of \$2,000 over Frank A. Munsey because a story, "A Child of God," which he sold to Munsey's Magazine for \$240, was disposed of by the magazine for film purposes. Dr. Brady contended that he had sole right to any sum received for dramatic use, and the court ruled that the picturization of the novel was embraced in the dramatic rights.

### Kansas Goes to Kankakee

KANSAS CITY, Nov. 6.—E. A. Warner, for the past two years assistant manager of the Kansas City (Kan.) Chamber of Commerce, and prior to that time Kansas side representative of the Journal, has become manager of the Kankakee (Ill.) Chamber of Commerce.

### Tax Values in Providence

PROVIDENCE, Nov. 1.—Newspaper firms in this city subject to taxation on assessed valuation of over \$50,000 include the following: Providence Journal Company, \$978,020; Providence Tribune Company, \$288,040; Hope Publishing Company (Providence News), \$58,880.

### Italy Lifts News Print Duty

WASHINGTON, D. C., Nov. 1.—Consular reports from Rome, Italy, state that the customs duty on newsprint paper in rolls has been removed until January 1, 1920. Import permits are still required. The regular duty on newsprint is about 1 cent a pound.

### Mitchell's Vacation Over

PORTLAND, ME., Nov. 1.—Wallace E. Mitchell, circulation manager of the Express-Advertiser, has returned from a vacation in Belfast and Searsmont.

## ROTOGRAVURE SUNDAY SUPPLEMENT

"A Trip Around the World in Pictures"

Issued by the

U. S. FEATURE SERVICE, Inc.

Each issue will contain:

2 pages selected illustrated news and current events, features that do not grow "stale" quickly.

2 pages of pictorial descriptions of various countries, carefully selected by experts with the co-operation of the proper authorities in every country on the globe, comparing, in pictures from authentic sources, the scenic beauties of America with those of foreign countries. An educational and highly interesting collection of illustrations which will impress on our public the advisability of "Seeing America First."

1 page exclusive fashions for women, original designs of the kind the American Woman will appreciate.

3 pages national advertising—no copy less than ¼ page. No mail order advertising or copy that will interfere with the subscribers' regular run of acceptable advertising.

This is an extremely high grade, low priced circulation builder, carefully edited, beautifully illustrated and well printed on 50 lb. supercalendered paper.

First release (limited issue) to reach publisher on or about November 23rd, 1919.

Write for reservation now. Samples and prices sent upon request.

U. S. FEATURE SERVICE, Inc.

Quality Service for Newspapers

Suite 423-424 WORLD BUILDING New York City



# EDITOR & PUBLISHER'S Space-Buyers' Chart and Market Survey of the STATE OF MARYLAND

PAGES 17 TO 23 INCLUSIVE

## MARYLAND, RICH AND PROGRESSIVE, OFFERS ATTRACTIVE MARKET OPPORTUNITIES

Great Army of Wage Earners Finds Steady Employment in the Growing Industries of State—Baltimore, One of America's Most Important Cities, a Major Market Within Itself.

**M**ARYLAND is AMERICAN. Sometimes we think of it as a Southern state. It is—but it is also a Northern and an Eastern and a Western state. It is Southern in a geographical sense. It is Southern in the traditions that govern its social life—in the charm of its hospitality and in the high ideals of its dominant people.

But the Mason & Dixon Line, forming a part of its Northern boundary, has not been a bar against the influx of Northern energy and ideas. It is Eastern in its density of population and in the vigor of its industrial life—Western in its progressiveness and in the self-reliance of its people. Any American feels that he is at home in Maryland—that he is among "his own people."

The first settlement in the colony was made in the hope of founding a state in which the broadest religious tolerance should prevail. That ideal was never abandoned.

Maryland ranks forty-first in size among the states of the union, twenty-seventh in population and seventh in density of population. The estimates of the U. S. Census Bureau for 1914 fix the population at 1,341,000.

The gross area of the state is 12,327 square miles; the land surface, 9,941. There are 130.3 inhabitants to the square mile.

### Urban Population Outgrowing Rural

The population of Maryland is very evenly balanced between the cities and rural communities. For the first time, in 1910, the census showed a slight margin in favor of the cities, the percentages being 50.8 and 49.2. Urban population, of course, includes the inhabitants of incorporated places having 2,500 or more. In 1914 there were four cities each with an estimated population of 10,000 or more—Baltimore, Cumberland, Frederick and Hagerstown. In these cities live 47.7 per cent. of all the people of the state. They reported 61.6 per cent. of the total value of manufactured products.

The state is admirably served in a transportation way. According to latest statistics there are 1,430 miles of steam railway lines and 645 of electric. Chesapeake Bay, 200 miles long, is, in a sense, "a Maryland Lake," as two-thirds of it is within the state borders. It is a tremendous factor in the transportation

situation, and in addition to affording quick and cheap freight transportation for vast quantities of farm products

destined for the Baltimore markets and for the shipment of Baltimore goods to the sections of rich country tributary to

the Chesapeake, it constitutes one of the richest fishing grounds in the country and opportunity for oyster culture unmatched elsewhere. Maryland stands first in the quantity of oysters taken from these beds.

Recent figures as to the value of farm crops in the state are not obtainable; but, at the time of the last census, before the great advance in these values, the state produced crops worth \$43,920,149. Corn and wheat are the principal crops.

During the fiscal year 1914 there were exports of merchandise through the port of Baltimore amounting to \$109,690,231. The imports amounted to \$34,489,494.

### An Important Industrial State

Among the states Maryland ranked fourteenth, in 1914, in the value of manufactured products, and fifteenth in the number of wage earners employed in its industries. The significance of these facts to advertisers who are studying market conditions appears when it is recalled that Maryland is forty-first in size and twenty-seventh in population. The conclusion must be that the state, while having no great preponderance of urban population, must be ranked as one of the important industrial commonwealths.

The total value of Maryland's manufactured products for 1914 was \$377,749,078.

The average number of wage earners employed in these manufacturing industries was 111,585.

The number of manufacturing establishments in the state in the year named was 4,797; the capital invested totaled \$293,210,925. The wage-payroll amounted to \$53,792,339. Salaries of officials, clerks, et al., amounted to \$18,008,770.

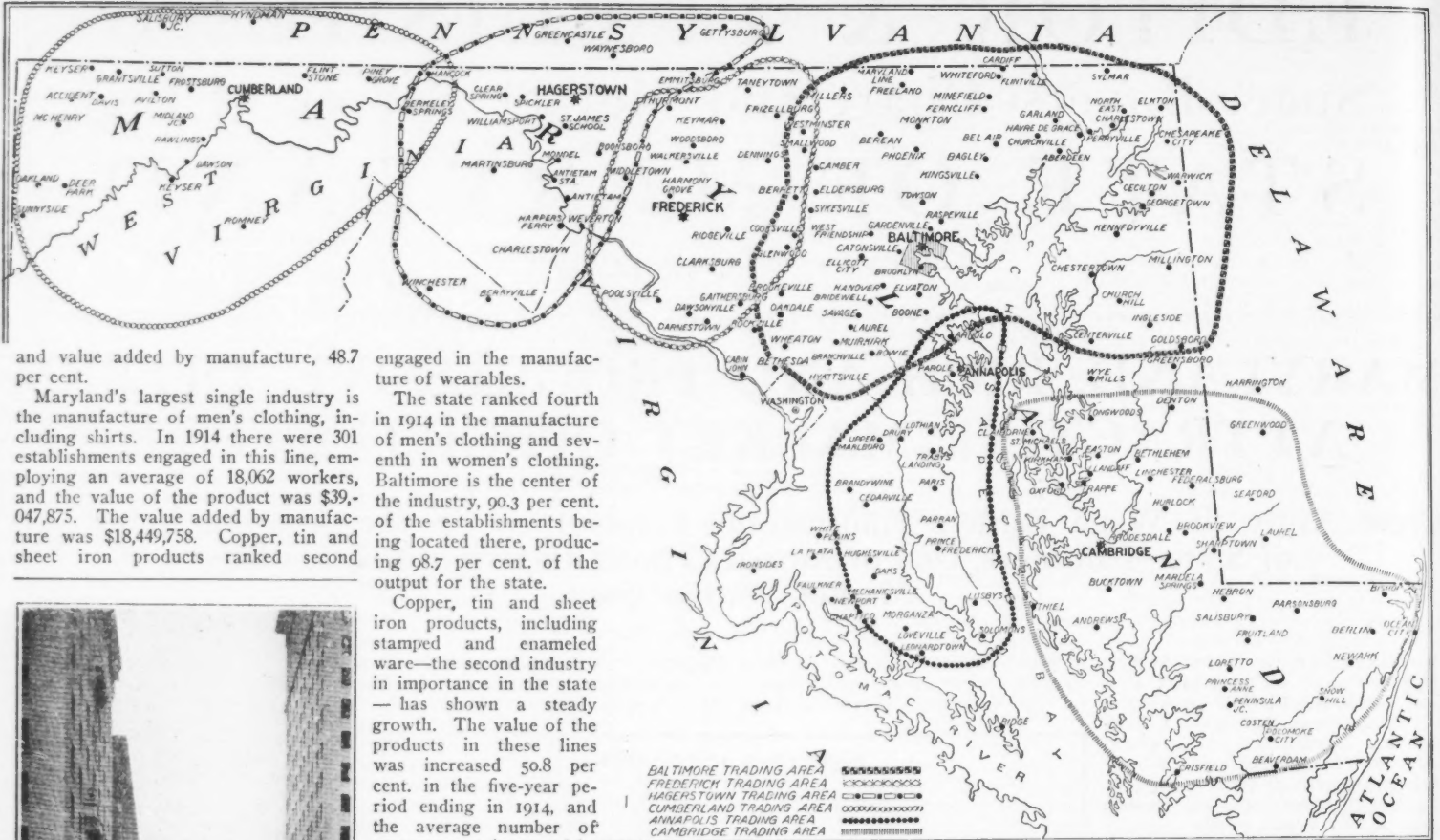
### Clothing the Most Important Line

The value added by the process of manufacture was \$138,777,105. This constitutes the difference between the cost of raw materials and the value of the finished products.

As demonstrating the growth of Maryland industries, these figures are cited: During the decade ending in 1914 the invested capital was increased by 45.2 per cent; number of wage earners by 18.5 per cent; wages, 48.8 per cent; value of products, 55.2 per cent.

INDUSTRY.	Number of establishments	Average number of wage earners.	Value of products.	Value added by manufacture.
All industries.....	4,797	111,585	\$377,749,078	\$138,777,105
Clothing, men's, including shirts....	301	18,062	39,047,875	18,449,758
Copper, tin, and sheet-iron products.	114	7,712	25,491,121	8,774,183
Canning and preserving.....	465	8,640	18,028,779	5,071,225
Slaughtering and meat packing.....	60	1,292	17,099,968	2,963,682
Fertilizers .....	48	1,991	13,986,704	4,019,102
Cars and general shop construction and repairs by steam-railroad companies .....	20	5,969	13,229,352	4,349,751
Lumber and timber products.....	493	6,115	11,911,455	5,729,616
Printing and publishing.....	398	4,173	11,262,962	7,547,522
Foundry and machine-shop products.	179	4,423	10,658,594	5,536,106
Flour-mill and gristmill products....	247	473	8,163,869	1,245,300
Bread and other bakery products....	523	2,038	8,097,586	3,467,527
Liquors, distilled, whisky and brandy	21	274	7,259,230	5,715,416
Liquors, malt .....	14	1,073	7,251,866	5,085,722
Cotton goods.....	13	3,424	6,790,935	2,338,610
Paper and wood pulp.....	13	1,586	6,149,505	2,023,778
Clothing, women's .....	90	3,026	6,015,195	2,719,126
Patent medicines and compounds and druggists' preparations .....	83	1,053	5,970,480	3,591,657
Tobacco, cigars and cigarettes.....	217	3,212	5,361,600	2,907,345
Hats, straw .....	7	2,173	4,826,068	2,433,814
Shipbuilding, including boat building	42	2,469	4,521,169	2,419,339
Coffee and spice, roasting and grinding	14	169	4,393,338	1,219,439
Gas, illuminating and heating.....	18	1,234	4,156,885	2,751,515
Furniture .....	45	1,998	3,784,496	1,961,682
Confectionery .....	65	1,442	3,763,524	1,306,841
Leather, tanned, curried, and finished	10	440	3,485,016	856,106
Food preparations, not elsewhere specified .....	43	332	2,975,025	617,976
Brushes .....	9	559	1,861,850	810,494
Marble and stone work.....	102	990	1,830,519	1,047,631
Brick, tile, terra-cotta, and fire-clay products .....	41	1,721	1,645,330	1,146,935
Umbrellas and canes.....	8	484	1,601,874	614,502
Ice, manufactured.....	62	532	1,562,983	1,141,422
Glass .....	6	1,184	1,500,982	1,101,439
Boots and shoes.....	7	595	1,447,174	622,746
Carriages and wagons and materials.	130	723	1,384,580	819,666
Boxes, fancy and paper.....	21	905	1,279,426	654,327
Brass and bronze products.....	15	392	1,173,364	420,127
Furnishing goods, men's.....	15	561	1,142,429	530,979
Hosiery and knit goods.....	10	1,077	1,115,701	472,192
Confectionery (ice cream).....	62	265	1,079,000	438,748
Paint and varnish.....	9	145	1,027,441	357,931
Silk goods, including throwsters....	5	874	910,852	457,367
Paving materials .....	16	545	888,309	504,663
Leather goods.....	54	244	813,209	355,293
Mattresses and spring beds.....	17	244	784,037	338,177
Cooperage, hogsheds and barrels...	34	259	695,790	305,313
Woolen and worsted goods.....	3	349	692,914	230,768
Cars and general shop construction and repairs by electric-railroad companies .....	5	589	653,008	420,240
Stoves, hot-air furnaces, and ranges.	7	302	650,323	404,599
Butter and condensed milk.....	32	61	583,310	120,150
All other industries.....	614	13,190	97,741,985	20,339,249

# MAP SHOWING TRADING AREAS OF PRINCIPAL CITIES OF MARYLAND



and value added by manufacture, 48.7 per cent.

Maryland's largest single industry is the manufacture of men's clothing, including shirts. In 1914 there were 301 establishments engaged in this line, employing an average of 18,062 workers, and the value of the product was \$39,047,875. The value added by manufacture was \$18,449,758. Copper, tin and sheet iron products ranked second



Calvert Street, Looking North from Baltimore Street

among Maryland's industries, employing 7,712 wage earners, producing goods to the value of \$25,491,121.

The third industry in importance is canning and preserving, in which 465 establishments were engaged, employing 8,640 wage earners and with an annual product valued at \$18,028,779. The fourth industry is slaughtering and meat packing and the fifth is fertilizers.

There are forty different lines of industry in Maryland producing goods valued at more than a million dollars annually. The manufacture of paint and varnish, the fortieth industry of the state in the value of its products, was credited with an annual output valued at \$1,027,441 in 1914.

The manufacture of women's clothing, considered as a line distinct from that of men's clothing, ranks sixteenth among the industries of the state. The annual product in 1914 was valued at \$6,015,195, and the average number of wage earners engaged was 3,026.

Combining the two branches of clothing manufacturing, the total value of the product in the year named was \$45,063,070, and the average number of employees was 21,088. Thus 18.9 per cent. of the wage earners of the state were

engaged in the manufacture of wearables.

The state ranked fourth in 1914 in the manufacture of men's clothing and seventh in women's clothing. Baltimore is the center of the industry, 90.3 per cent. of the establishments being located there, producing 98.7 per cent. of the output for the state.

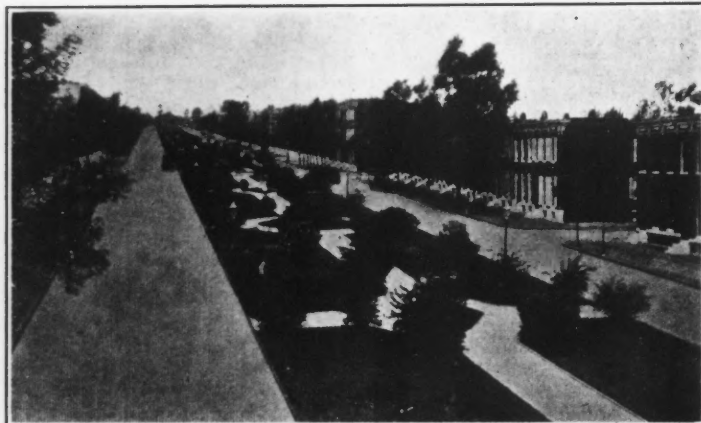
Copper, tin and sheet iron products, including stamped and enameled ware—the second industry in importance in the state—has shown a steady growth. The value of the products in these lines was increased 50.8 per cent. in the five-year period ending in 1914, and the average number of wage-earners increased by 2,437, or 46.2 per cent. The increase was due largely to the growth of the stamped and enameled ware lines.

The printing and publishing business ranks eighth among Maryland's industries. Maryland ranks fifteenth among the states in the importance of her products in this line.

Of the total number of wage earners in the manufacturing plants of the state, 78,304 are males and 33,281 females. Not included in these figures are 8,464 proprietors and officials and 11,342 clerks and subordinate salaried employees.

In seven industries—boxes and paper, canning and preserving, men's clothing, women's clothing, confectionery, straw hats and hosiery and knit goods—women wage earners outnumber the men.

The largest proportions of women wage earners—about 75 per cent.—are employed in the two branches of the clothing industry.



NORTH BROADWAY, BALTIMORE

The city has many streets that have been "parked" after this fashion. Moderately priced homes line these boulevards.

The peak of employment in Maryland industries is reached in September, with August and October also showing great activity. The low tide is reached in December, which shows a variation of about ten per cent. below the average for the year.

The canning and preserving industry accounts for most of this variation. It is, in a sense, a seasonal industry, employing in March only six per cent. of the wage earners required for September.

Baltimore shows the most constant employment for wage earners, the slowest month of the year showing 91.1 per cent. of maximum.

### Working Hours Growing Less

In 1914 the greatest number of wage earners of the state were employed in establishments where the prevailing working hours were sixty per week. In only one line, paper and wood pulp, were

a majority of workers required to labor longer hours. The general tendency, for many years, has been toward a shortening of hours of labor. In Baltimore, where this tendency has been most pronounced, 11,565 wage earners have a 48-hour week; 16,667 labor from 48 to 54 hours per week; 15,714 work on an even 54-hour schedule; 12,452 between 54 and 60 hours and 15,951 work 60 hours a week.

### The Metropolis of the South

The concentration of manufacturing industries in the larger cities of the state has been steadily progressing. Four cities—Baltimore, Cumberland, Hagerstown and Frederick—represent 47.7 per cent. of the estimated population of the state, and reported 61.6 per cent. of the total value of products and 72.9 per cent. of the total number of wage earners.

Baltimore is one of the great cities of the western world. Its history forms a romance of American life. As a settlement it fought, in the early days, for elbow room, resting its title to vast landed areas upon grants made by an English King, but disputed by other and adjoining colonies. Lord Baltimore was vested with imperial and autocratic power, but found that its exercise in a young land where the love of democracy and liberty was ingrained in the people of neighboring colonies was an impossible dream.

His great domains were, by negotiation and semi-compulsion, pared and trimmed, Pennsylvania and Virginia opposing his claims of dominion north and south. Finally, boundaries were fixed and Maryland, as one of the thirteen original states, entered the union as a sort of buffer state between Pennsylvania and Virginia—her boundaries in the south and west zigzagging on the map in a way to baffle the average student of geography.

(Continued on Page 20)

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

PART I

### Baltimore, Md.

#### Population

1910 Census	559,530
A. B. C. (date) City	578,000
A. B. C. City and Suburban	750,000
Board of Trade Estimate, City	725,000
Board of Trade, City and Suburban	800,000

Native Whites	75%	Industrial Workers	40%
Negroes	15%	English Reading	93%
Foreign Born	10%	Home Owners	45,313
Students	5,400	Summer Residents	None

#### Suburban and Farm Residents

Within a radius of about thirty miles there are many prosperous towns and agricultural districts, among them being: Havre de Grace, 4,000; Westminster, 3,500; Laurel and Relay, 14,000; Belair, 1,500; Texas, Cockeysville, Reisterstown, Pikesville and Ellicott City, and throughout the counties adjoining Baltimore City.

#### City Classed as

Industrial and Wholesale and Jobbing Center

#### Location

On Patapsco River, near Chesapeake Bay. Baltimore & Ohio, Pennsylvania, Western Maryland, Maryland & Pennsylvania, and other railroads; electric road to Annapolis. Several steamship lines operate in both transatlantic and coastwise trade.

#### Banks

Savings	18	Resources	\$116,920,076.00
State Banks and Trust Co.'s	28	Resources	158,544,930.21
National	14	Resources	200,000,000.00

Baltimore has about 600 building and loan associations which have large memberships, and with deposits aggregating many millions of dollars.

#### Schools

Public Grade	138	No. Pupils	90,150
High	5	No. Pupils	10,511
Catholic	7	No. Pupils	18,500

Among the educational institutions may be mentioned Johns Hopkins University, Goucher College, Peabody Institute, City College, Institute of Art and Design, Notre Dame College and Polytechnic Institute. There are also several high grade trade schools which are largely attended.

#### Theatres

Baltimore has ten theatres which present vaudeville, burlesque and road shows, and in addition has ninety motion picture houses. The seating capacity runs from about 400 to 2,700.

#### Churches

Baptist, 28; Christian Science, 2; Methodist, 132; Presbyterian, 45; Catholic, 67; Lutheran, 72; Jewish, 34; Congregational, 3; Disciple of Christ, 9; United Brethren, 7; Methodist Colored, 29.

#### Principal Industries

Iron and steel, auto body sheets, fertilizer, straw hats, clothing, candy, copper, cans, flavoring extracts, bottle stoppers, oyster industry, cotton duck, medicines, gas engines, umbrellas, steel rails, tin plate, drugs, spices, teas, coffee roasting, canvas and leather belting, slaughtering and meat packing, sashes, doors, blinds, lumber, printing and publishing, flour and grist mills, bread and bakeries, furniture, car building, paper bags, boxes and labels, gas ranges, water heaters and gas meters, glassware, bottles and window glass, stoves, ranges and plumbers' supplies, canning and preserving vegetables, machinery and machinists' supplies, tobacco (cigars and cigarettes), shirts, drawers, overalls, etc., enameling and stamping.

#### Special Information

Baltimore leads the country in the canning of vegetables, fruits and sea food. The largest copper smelting and copper tube plants are located here. Baltimore is fourth city in the manufacture of men's and boys' clothing; also leads in the manufacture of straw hats. There are in Baltimore over 3,500 manufacturing establishments, employing about 120,000 wage-earners, who are paid annually \$168,589,412. The Baltimore industrial district produces annually manufactured products to the value of \$612,500,000, thus making the city one of the foremost industrial centers of the United States. Baltimore has more homes to the square mile than any city in the world. In the oyster fishing industry Baltimore leads the world. More fertilizer is shipped from Baltimore than from any place in the country.

**NOTE:** The information given here was secured through the Board of Education, Board of Trade, Merchants and Manufacturers' Association, Bank Examiner, and other reliable sources.

### GET THE NEWS REPORT ON



**FIFTY** brands of pills, twelve oils, three syrups, seven waters, fourteen salts and two medicinal teas compose the eighty-eight laxative medicinal products on sale in Baltimore drug stores according to a report just completed on these products by the merchandising department of The Baltimore News.

True, many of them—particularly the unadvertised ones—were found tucked away in drawers and boxes, never to see the light of day. Some, also, were received on consignment, others were stocked on the strength of a temporary fling at advertising which did little more than get the dealer's name on the dotted line.

The relationship between newspaper advertising and number of brands, established by comparison between previous reports, particularly those of the Chewing Gum and Talcum Powder investigations, goes glimmering in the case of Laxatives and Cathartics, largely because of this fact.

### LAXATIVES & CATHARTICS in the BALTIMORE MARKET



Chewing Gums, well advertised in newspapers, do a business of approximately a million dollars a year in Baltimore, confined to 20 brands. Talcum Powders, less active newspaper advertisers, do a business in Baltimore estimated at half-million dollars scattered among 80 brands.

In the case of Laxatives and Cathartics, too much of the advertising has been of the kind to get the goods on the dealers' shelves—too little of the kind to get them off. The vast quantity of "dead stuff" among the 88 brands of laxatives on sale in Baltimore shows the need of an advertising cathartic that will wake up dormant interest in these products and restore to normal, sales possibilities that have absolutely ceased to function.

The comparative importance from a sales standpoint of pills, oils, syrups, waters, salts and teas—distribution of the various brands, best sellers, individual reports of 7 wholesalers and 100 retailers are contained in this big report of 247 pages (the most exhaustive of its kind we have ever issued) and should be of direct value to the manufacturer thinking of entering or broadening his activities in the local field. In making your request for a copy, which will be furnished without obligation, please state the name of the product you are interested in and your connection with the firm.

### The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

Frank A. Webb  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

PART 2

# Baltimore, Md.

### Wholesale Houses

Grocers .....	20
Druggists .....	12
Confectionery .....	15
Dry Goods .....	20
Shoes .....	17
Fruit .....	37
Butter, Cheeses and Eggs.....	13
Cigars and Tobacco.....	10
Meats, Provisions .....	18
Clothing .....	10
Millinery .....	8
Hardware .....	19
Glassware .....	5

These wholesale houses have a trading area extending throughout the whole southern and southwestern sections of the country, the city ranking third as a jobbing center.

### Retail Section

The retail section of Baltimore, generally speaking, is confined to the center of the city, and the inhabitants from all sections, as well as from the outlying districts, gather in the shopping district for their purchases.

Baltimore has an east side shopping district known as South Broadway, while West Baltimore Street caters to residents of the western end of the town, although the great volume of business is all done in the central part of the city. On Charles Street is located high grade specialty shops, and North Howard Street has become a busy thoroughfare.

### Residential Features

The residential sections deal with the corner grocer and the corner drug store for their daily needs, and come to the shopping district for their more important purchases.

The character of the stores in the shopping district ranges from the high grade stores carrying stocks in many cases equal to the exclusive Fifth Avenue shops in New York all the way down to the bargain stores catering to the woman who does her own housework.

Baltimore is a city of homes, with very few tenements; the houses being mostly two and three-story, built of brick, and with modern conveniences.

Nearly sixty-five per cent of the homes of the working class are owned by the occupants.

There are several beautiful suburban residential sections, among them being Roland Park and Guilford.

Green Spring Valley is a development of fine country homes and estates.

### Trading Area

Baltimore is the center of one of the most prosperous and trading centers in the country. Within its trading area are many large towns whose industries give employment to thousands of high-grade and well-paid mechanics whose families do their trading in Baltimore.

To the north this territory extends to Havre de Grace, Pikesstown, Texas, Cockeysville, Belair, Reisterstown and Towson.

On the west the area extends to Westminster, Cooksville, Ellicott City, and as far as Frederick and Hagerstown.

To the south and east are Glenburnie, Hanover, Boone, Annapolis. From the Eastern Shore comes a large number of high class buyers.

Trolley connections and express routes and excellent motor roads throughout the section surrounding Baltimore are to a great extent responsible for the growing tendency of those living in the rich agricultural and suburban areas to do their shopping there.

### Retail Outlet for Nationally Advertised Product

Automobile (Passenger) Agencies... 65	Delicatessen .....	53	Garages .....	215	Millinery .....	97	
Automobile (Truck) Agencies..... 50	Dressmakers .....	825	Grocers .....	2950	Opticians .....	61	
Automobile (Tire) Agencies..... 42	Druggists .....	365	Hardware .....	233	Photographers .....	56	
Automobile (Parts) Agencies..... 35	Dry Goods .....	600	Hats and Caps.....	63	Pianos .....	41	
Bakers .....	206	Department Stores .....	14	Jewelers .....	197	Plumbers .....	293
Cigar Stores .....	300	Electrical Supplies .....	81	Ladies' Tailors .....	84	Restaurants and Lunch Rooms.....	315
Cloaks and Suits.....	68	Florists .....	115	Meat Markets.....	332	Shoe Dealers .....	181
Clothiers .....	279	Furniture .....	169	Men's Furnishings .....	115	Sporting Goods .....	15
Confectioners .....	836	Furriers .....	47	Merchant Tailors .....	151	Stationers .....	49

#### Morning Newspapers

The Sun  
Baltimore American

#### Evening Newspapers

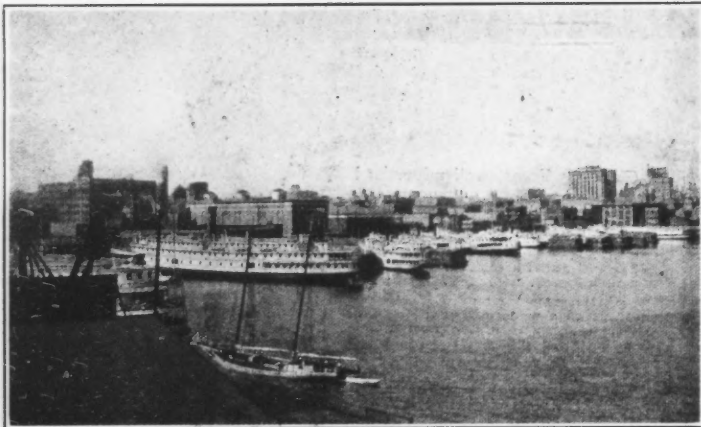
The Evening Sun  
The Baltimore News  
The Evening Star

#### Sunday Newspapers

Baltimore American  
Baltimore News  
The Sun

#### Weeklies

Afro-American



**STEAMBOATS AT LIGHT STREET WHARF, BALTIMORE**  
Showing types of vessels that carry passengers and merchandise from Baltimore to points on Chesapeake Bay and its many tributaries.

### MARYLAND RICH AND PROGRESSIVE

(Continued from Page 18)

But Maryland—and Baltimore, heart and center of the state—held the imperishable stuff out of which states are made great. In the disturbed colonial days the colony was a refuge for those suffering religious persecution. Maryland became the synonym for toleration in religion. That single policy and purpose furnished, in those times, the basis upon which commonwealths were built.

The second Lord Baltimore thought to plant in the new world outgrown political systems—and in this he failed, for America stood for the eventual realiza-

tion of democracy. But he did plant here the seed of religious liberty for all sects alike, without discrimination. Historians may deny that this was his purpose, but it is true that this was the result of his great adventure in state making, carried out, it is true, by his deputy—a younger brother.

Baltimore, birthplace of the national anthem, has played a conspicuous role in every crisis of our country's life. But all this is history, familiar to even school children, and need not be recounted.

#### A Miracle of Reconstruction

In 1904 the business district of Baltimore was wiped out by one of the greatest conflagrations ever suffered by an American city. Fire swept over 140

acres, destroying 86 blocks of buildings in the heart of the city, entailing an estimated loss of \$125,000,000.

The disaster shocked the world, and aid and offers of aid poured in from every part of the continent. These were courteously declined, although the spirit of neighborly sympathy shown was deeply impressed upon Baltimore people and touched their hearts. Baltimoreans themselves set about, with a vigor and a faith that were inspirational, to rebuild their city. Before the flames had been finally extinguished in some quarters, crews of workmen were busy elsewhere excavating for foundations for new and modern structures. The civic spirit shown by Baltimoreans in those trying days has rarely been equaled. Quickly, out of the chaos and ruin which marked

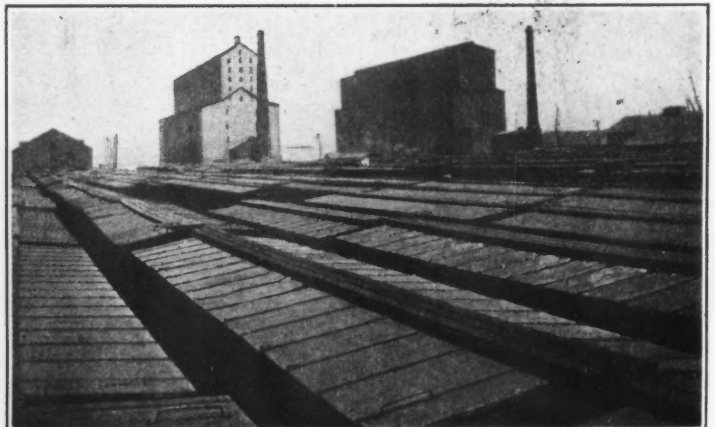
the track of the fire, emerged a new Baltimore—not a makeshift city, but one of beauty and magnificence, planned so that old defects were not to be perpetuated, designed on model lines of city building.

Some people will tell you that the fire "made Baltimore." But it could not have done that if the spirit and energy and vision of the people of Baltimore had not been adequate to meet the great test.

#### Civic Spirit Irrepressible

The builders of the new city did not stop with the completion of their program for the burned district. Great civic tasks were undertaken—a wonderful sewerage system was completed,

(Continued on Page 22)



**B. & O. FREIGHT YARDS AT LOCUST POINT**  
An impressive glimpse of Baltimore's terminal and transportation facilities!

# A "Ready-Made" Survey Is Not Our Idea of HELPFUL SERVICE

When we are asked for information regarding the Baltimore market we do not offer a report already prepared, for no market survey can be sufficiently comprehensive to be of help in solving the sales problems of all lines of business. We give you a special report made after an intelligent investigation of the local market in its relation to your product—a survey that will contribute materially to the success of your sales campaign in Baltimore.

## THE SERVICE DEPARTMENT OF THE Baltimore Sun

### *"Almost invaded the field of impossibles"*

The Baltimore Sun,  
Baltimore, Md.

Gentlemen—Recalling my very pleasant meeting with you recently, it has occurred to me that an unsolicited statement from me relative to the work done and service rendered by your paper here in connection with our sales campaign might be of interest.

There are a great many things that a newspaper can do to be helpful in the line of service connected with advertising in a sales drive, and there are a great many others which any manufacturer or distributor wishes he might have help in which are beyond the power or province of any news sheet. The fact that has impressed me most about the BALTIMORE SUN is their willingness and desire to be helpful in every way open to them, and I feel that your staff here has almost invaded the field of "impossibles" in some instances.

What I do want to say to you is that I have been thoroughly convinced, almost against my will, of the value of newspaper co-operation, and the attitude of your staff here has been and is so friendly in its readiness to put shoulders to the wheel and push with our salesmen that there is no doubt in my mind today that they can be of tremendous assistance in putting across anything which is salable at all.

I'm mighty glad to have had this experience with them, and if this word from me will assist in carrying on the good work, use it for all it's worth.

Yours very truly,

(Name furnished on request.)

will be pleased to receive inquiries from any manufacturer or advertising agency who is planning a sales campaign in the Baltimore territory.

*The unsolicited letter reproduced here tells what the district manager of a large national advertiser thinks of our "helpful" service.*

Baltimore is growing in all directions; growing in factories, in homes, in prosperity. May we help you participate in this prosperity by analyzing the local situation in its relation to the profitable distribution of your product?

The Baltimore Sun publishes regularly more advertising than all other Baltimore papers combined

Total Advertising Gain In the Nine Months of  
1919 More Than

## FIVE MILLION LINES

**Population**

1910 Census ..... 9,876  
 City Clerk's Estimate, City 12,000  
 City Clerk's Estimate, City and Suburban ..... 17,000

Native Whites ..... 63%  
 Foreign Born ..... 2%  
 Negroes ..... 35%  
 Students ..... 2,500

Banks ..... 4  
 Schools ..... 2  
 St. John's College ..... 375  
 United States Naval Academy ..... 2,000  
 Six Naval Preparatory Schools ..... 500  
 Theatres ..... 2  
 Churches ..... 12

**Classed As**

Educational

English Reading ..... 98%  
 Industrial Workers ..... 5%  
 Home Owners ..... 2,100  
 Summer Residents ..... 6,000

Resources ..... \$13,210,598  
 Pupils ..... 1,250

Total Seats ..... 2,000

**EDITOR & PUBLISHER**  
 ~SPACE BUYERS CHART~

**Location**

On Chesapeake Bay, with electric railroad connecting with Baltimore and Washington.

**Principal Industries**

Annapolis cannot be classed as an industrial center, there being no manufacturing plants of any note. It is essentially an educational center, being the site of the United States Naval Academy and numerous naval preparatory schools.

**Special Information**

There are extensive fish, crab and oyster industries.

**Suburban and Farm Residents**

Within a radius of five miles, including Eastport, 3,000; West Annapolis, 800, and Germantown, 1,200.

**Retail Section**

½ mile long on Church and West Streets.

**Residential Features**

The homes consist principally of one-family structures.

**Retail Outlets for Nationally Advertised Goods**

Auto (Passenger) Agencies ..... 8	Bakers ..... 4	Dry Goods ..... 10	Hardware ..... 3	Opticians ..... 2
Auto (Trucks) Agencies ..... 8	Cigar Stores ..... 10	Department Stores ..... 2	Hats and Caps ..... 1	Photographers ..... 5
Auto (Tires) Agencies ..... 8	Cloaks and Suits ..... 1	Electrical ..... 5	Jewelers ..... 4	Pianos ..... 4
Auto (Parts) Agencies ..... 5	Clothiers ..... 5	Florists ..... 3	Ladies' Tailors ..... 3	Plumbers ..... 6
	Confectioners ..... 20	Furniture ..... 4	Meat Markets ..... 5	Restaurants ..... 5
	Delicatessen ..... 1	Furriers ..... 1	Men's Furnishings ..... 4	Shoe Dealers ..... 10
	Dressmakers ..... 25	Garages ..... 12	Merchant Tailors ..... 12	Sporting Goods ..... 2
	Druggists ..... 9	Grocers ..... 27	Millinery ..... 5	Stationers ..... 2

**Trading Area**

The trading area extends for a distance of about ten miles, covering the entire agricultural and suburban sections of Anna Arundell County.

**Newspapers**

The Evening Capital Weekly Advertiser

**Population**

1910 Census ..... 7,053  
 City Clerk's Estimate, City 8,500  
 City Clerk's Estimate, City and Suburban ..... 10,000

Native Whites ..... 75%  
 Negroes ..... 25%  
 Students ..... None

Banks ..... 4  
 Schools ..... 7  
 Theatres ..... 1  
 Churches ..... 9

**Classed As**

Industrial

English Reading ..... 98%  
 Industrial Workers ..... 30%  
 Home Owners ..... 1,400

Resources ..... \$12,997,538  
 Pupils ..... 1,424

Seats ..... 1,500

**EDITOR & PUBLISHER**  
 ~SPACE BUYERS CHART~

**Location**

On Choptauk River; Eastern Shore of Maryland, Pennsylvania R.R.; boat line to Baltimore; connection at Claiborne Ferry to Annapolis.

**Principal Industries**

Large oyster packing industry, export of fish and lumber, canning factories, flour mills, shirt manufacturing. The largest tomato canning factory in the world is located here.

**Special Information**

Dorchester County is one of the finest agricultural sections in the state.

**Suburban and Farm Residents**

East Newmarket, 1,500; Herlock, 1,500; Church Creek, 1,000; Madison, 800; Hooper's Island, 2,000.

**Wholesale Houses**

Grocers ..... 3  
 Fruit and Produce ..... 1  
 Confectionery ..... 2  
 Supply Cambridge

**Retail Section**

About ¼ mile on Poplar; ½ mile on Race.

**Residential Features**

Large proportion of inhabitants own homes.

**Retail Outlets for Nationally Advertised Goods**

Auto (Passenger) Agencies ..... 7	Bakers ..... 2	Dry Goods ..... 6	Hats and Caps ..... 3	Opticians ..... 3
Auto (Trucks) Agencies ..... 4	Cigar Stores ..... 10	Electrical ..... 7	Jewelry ..... 3	Photographers ..... 2
Auto (Parts) Agencies ..... 6	Cloaks and Suits ..... 2	Florists ..... 2	Ladies' Tailors ..... 1	Pianos ..... 2
Auto (Tires) Agencies ..... 10	Clothiers ..... 8	Furniture ..... 4	Meat Markets ..... 15	Plumbers ..... 10
	Confectioners ..... 30	Garages ..... 4	Men's Furnishings ..... 7	Restaurants ..... 2
	Dress Makers ..... 30	Grocers ..... 40	Merchant Tailors ..... 5	Shoe Stores ..... 5
	Druggists ..... 5	Hardware ..... 3	Milliners ..... 5	Sporting Goods ..... 3
				Stationers ..... 1

**Trading Area**

On the north extends to Herlock, East Newmarket, Linwood and Salem.  
 To south and west the boundaries go to Milton, Taylor's Island, Madison, Church Creek.  
 Cambridge is in fact the shopping district for all of Dorchester County.

**Newspapers**

Daily Banner Tri-Weekly Record Weekly Democrat-News

**Population**

1910 Census ..... 10,886  
 Chamber of Commerce Estimate, City ..... 14,500  
 Chamber of Commerce Estimate, City and Suburban ..... 30,000

Native Whites ..... 90%  
 Negroes ..... 10%  
 Students ..... 300

Banks ..... 6  
 Schools ..... 6  
 Hood College (Girls) ..... 300  
 Theatres ..... 2  
 Churches ..... 10

**Classed As**

Industrial

English Reading ..... 96%  
 Industrial Workers ..... 25%  
 Home Owners ..... 1,500

Reserves ..... \$19,009,300  
 Pupils ..... 2,791

Total Seats ..... 3,800

**EDITOR & PUBLISHER**  
 ~SPACE BUYERS CHART~

**Location**

Baltimore & Ohio, Pennsylvania R. R., and Hagerstown and Frederick electric line.

**Principal Industries**

Brushes, brick, knitting mills, flour mills, large canning factories, foundries, wholesale bakeries, meat packing, silos, lumber mills, ice making plant, and a large number of smaller industries.

**Special Information**

Frederick County is the second richest agricultural county in the country.

**Suburban and Farm Residents**

Middletown, 2,000; Thurmont, 1,800; Newmarket, 1,000; Buckeystown, 1,200; Woodboro, 1,500.

**Wholesale Houses**

Grocers ..... 4  
 Meats ..... 1  
 Tobacco ..... 2  
 Dry Goods ..... 1

**Retail Section**

North and south on Market Street and east and west on Patrick Street.

**Residential Features**

The homes consist principally of one and two-family houses.

**Retail Outlets for Nationally Advertised Goods**

Auto (Passenger) Agencies ..... 6	Bakers ..... 6	Dry Goods ..... 6	Hardware ..... 5	Opticians ..... 4
Auto (Truck) Agencies ..... 12	Cigar Stores ..... 10	Department Stores ..... 3	Hats and Caps ..... 5	Photographers ..... 3
Auto (Tires) Agencies ..... 4	Cloaks and Suits ..... 1	Electrical ..... 3	Jewelers ..... 6	Pianos ..... 3
Auto (Parts) Agencies ..... 16	Clothiers ..... 5	Florists ..... 2	Ladies' Tailors ..... 3	Plumbers ..... 7
	Confectioners ..... 27	Furniture ..... 3	Meat Markets ..... 10	Restaurants ..... 5
	Dressmakers ..... 35	Furriers ..... 1	Men's Furnishings ..... 4	Shoe Dealers ..... 5
	Druggists ..... 6	Garages ..... 8	Merchant Tailors ..... 4	Sporting Goods ..... 3
		Grocers ..... 50	Millinery ..... 6	Stationers ..... 2

**Trading Area**

The trading area extends throughout Frederick County, taking in the towns of Adamstown, Walkerville, Newmarket, Middletown, Buckeystown, Woodboro, Thurmont, and other smaller places scattered throughout this rich agricultural district.

**Newspapers**

The Morning Post The Evening News

**MARYLAND RICH AND PROGRESSIVE**

(Continued from Page 20)

municipal docks built, streets paved and in many instances parked.

Baltimore has always been a city of "owned homes," but in the period of its new life it has become also the city of better homes. Its suburban development has been remarkable. The city is by no means restricted to the small space of Baltimore city proper.

The metropolitan district of Baltimore contains 184,660 acres, of which but 19,290 acres constitute the area of Baltimore. The census bureau estimates the population of Baltimore, in 1914, at 579,590, and that of metropolitan Baltimore at 113,663, or a total for the city of

693,253. Local estimates place the total population to-day at about 800,000.

Twenty-one different industries in Baltimore in 1914 reported products valued at more than one million dollars. These ranged from clothing, with products valued at \$44,482,136 down the line to men's furnishing goods, with products valued at \$1,142,429. There were 14 individual establishments, not included in the 21 industries mentioned, having annual outputs exceeding one million dollars each.

Baltimoreans are properly proud of their wonderful system of public parks, the largest being Druid Hill, covering almost 700 acres. The parks are not supported by direct taxation, but from 9 per cent. of the gross receipts of the street railroads. This affords nearly half a million annually.

Seat of the most famous of American hospitals, the Johns Hopkins, Baltimore lives up to this distinction through the maintenance of every scientific safeguard that can be established against disease. A rigid system of food inspection, extensive welfare work in the prevention of tuberculosis, strict sanitary regulations—these contribute to the high standard of health shown by the city.

**Few Labor Troubles**

The city has always attracted investors from the fact that it has suffered but little from labor troubles. The field or market for Baltimore products includes the whole of the South, in which its trade is tremendous and constantly growing. The metropolis of the South, it is natural that Baltimore should dominate its wholesale trade.

Manufacturing implements, such as

machinery, apparatus, mechanical tools actually employed in manufacture, are not taxed in Baltimore. Power, fuel and light are cheap.

The Baltimore industrial district, 15 miles square, contiguous to and including the city proper, produces annually manufactured products to the value of \$265,000,000.

As vessels travel, Baltimore is 174 miles from the Atlantic. It is on the Patapsco River, a tributary of Chesapeake Bay. The harbor channel is 35 feet deep and 600 feet wide. Steamships of 20,000 tons enter Baltimore harbor.

The city is noted as a shipping point for export grain. The railroads have built terminal elevators with facilities for the rapid unloading of cars. These elevators can place 2,000,000 bushels of grain on board vessels in one day.

<b>Population</b> 1919 Census .....16,507 Present Estimate, City.....27,871 Present Estimate, City and Suburban.....50,900 Native Whites .....94% Foreign Born .....1% Negroes .....5% Students .....None Banks .....9 Schools .....9 Theatres .....4 Churches .....12		<b>Classed As</b> Industrial <b>English Reading</b> .....98% <b>Industrial Workers</b> ..40% <b>Home Owners</b> .....1,950 <b>Summer Residents</b> ...None <b>Resources</b> .....\$16,931,009 <b>Pupils</b> .....4,967 <b>Seats</b> .....7,300 .....12		<b>EDITOR &amp; PUBLISHER</b> ~SPACE BUYERS CHART~ <b>Location</b> Baltimore & Ohio, Cumberland Valley, Norfolk & Western, and Western Maryland R.R. <b>Principal Industries</b> Wood working plants, spoke works, flour mills, machine shops, railroad shops, underwear and knit goods, iron, brass and other metal products, cigar factories, automobiles, furniture, gloves, leather products, silk mills, paper boxes, and numerous other industries. <b>Special Information</b> Hagerstown is surrounded by a very prosperous agricultural community.		<b>Hagerstown, Md.</b> <b>Suburban and Farm Residents</b> Funkstown, 2,100; Williamsport, 2,300; and numerous smaller communities. <b>Wholesale Houses</b> Beef and Provisions 1 Confectioners ..... 2 Cigars and Tobacco ..... 1 Fruits ..... 2 Grocers ..... 3 <b>Retail Section</b> Principal shopping district about 1/4 mile on Potomac Street north and south of square, and West Washington. <b>Residential Features</b> Houses one and two family. No sium or tenement sections.	
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

<b>Population</b> 1910 Census .....21,839 Chamber of Commerce Estimate, City .....32,156 Chamber of Commerce Estimate, City and Suburban.....50,500 Native Whites .....95% Foreign Born .....1% Negroes .....4% Students .....None Banks .....8 Schools .....10 Theatres .....9 Churches .....21		<b>Classed As</b> Industrial and Railroad Center <b>English Reading</b> .....92% <b>Industrial Workers</b> ..40% <b>Home Owners</b> .....4,800 <b>Summer Residents</b> ...None <b>Resources</b> .....\$15,897,953 <b>Pupils</b> .....3,884 <b>Seats</b> .....10,500 .....21		<b>EDITOR &amp; PUBLISHER</b> ~SPACE BUYERS CHART~ <b>Location</b> On Potomac River; Baltimore & Ohio; Western Maryland; Pennsylvania and Cumberland & Potomac R.R., and Chesapeake & Ohio Canal. <b>Principal Industries</b> Iron, steel, railroad cars, locomotives, automobile tires, glass, brick, cement, leather, sheet tin, chemicals, and an extensive trade in bituminous coal. <b>Special Information</b> Around Cumberland there is an extensive area of fruit and truck growing and dairying.		<b>Cumberland, Md.</b> <b>Suburban and Farm Residents</b> Frostburg, Md., 12,000; Locaconing, Pa., 6,000; Westport, Md., 5,000; Blaine, W. Va., 3,500. <b>Wholesale Houses</b> Druggists ..... 3 Dry Goods ..... 1 Fruits and Produce 3 Grocers ..... 3 Hardware ..... 1 Meat ..... 3 Shoes ..... 3 Cigars and Tobacco 1 Bakers ..... 3 <b>Retail Section</b> About one-half mile along Baltimore Street, also one-quarter mile along Center and Mechanic Streets. <b>Residential Features</b> The residential section consists of one and two-family houses and some apartment houses.	
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

5,000,000 tons of coal are exported yearly from Baltimore.

Thirteen transatlantic steamship lines maintain regular sailings from Baltimore, while seven lines take care of Baltimore's trade in Pan-American countries.

**A City of Homes**

The percentage of families living in dwellings without other occupants is about 72.6; while 20 per cent. live in two-family houses and 7.4 per cent. in houses occupied by three or more families. More than one-fifth of the private dwellings in the city are owned, unencumbered, by their occupants.

Two hundred building and loan so-

cieties have offices in the city, and home ownership is made possible for practically all wage earners.

Baltimore has practically no tenements, as this term is understood in other cities. Of the 107,427 private dwellings in the city, about half are two stories in height and modern in every detail. While essentially a city of attractive homes, of comparatively moderate cost, Baltimore has its quota of stately mansions and an environment of wealth and dignity. Some of the finest homes in America are to be found in the environs of the city.

Baltimore's famous markets, supplying fresh vegetables and all other eatables, are owned and controlled by the

city. They have contributed much toward suppressing profiteering in foods.

Hagerstown is the second city in the state as measured by the value of products, reporting \$7,412,397 for 1914. The city has a variety of industries, including railroad repair shops, flour mills and the manufacture of furniture, silk goods and organs.

Cumberland had an increase of 56.9 per cent. in the value of products and 45.5 per cent. in average number of wage earners from 1909 to 1914.

**NAVY SOLD TO NATION BY ADVERTISING**

**Recruiting Above Normal Despite Adverse Conditions—Future Campaigns Depend on Press, O'Shaughnessy Says**

Entire satisfaction with the results of of the \$300,000 naval advertising campaign, which will conclude about the end of November, has been expressed by officials of the navy, James O'Shaughnessy, secretary of the A. A. A. and of the Advertising Agencies Corporation, which placed the advertising, told EDITOR & PUBLISHER this week.

"In a time when recruiting for the navy should be below normal, far more than the usual number of men have passed through the enlistment offices, and advertising is responsible. When the campaign started in September and in October many young men had just been or were being discharged from service in the national forces—and they would not be the kind of men the navy wants if they did not desire to stay at home for a while before getting into

the service again," Mr. O'Shaughnessy said.

"Nevertheless, a steady flow of recruits continues and the naval officials are more than satisfied with the results of the advertising campaign, and they believe the newspapers should receive the credit for its success."

"Will there be future campaigns by the navy?" Mr. O'Shaughnessy was asked.

"Surely there will be," he replied. "The navy is going to continue and the advertising should continue also. There is no more reason for the navy to stop advertising now than there is for any other successful national advertiser."

"The primary object of this campaign through every one of the newspapers on EDITOR & PUBLISHER's subscription list was not the securing of recruits, but the selling of the navy to every household in the United States. It has been accomplished, and future campaigns will increase its success."

"This is the biggest thing that has ever happened for American newspaper advertising, and I think the newspapers realize it. The best thing they can do is to sell to their Congressmen on a business, not political basis, the idea of advertising for all Government departments, not merely in their own papers but in newspapers generally. If this idea is carried out unselfishly by the publishers they can safely leave the placing of the business to our organization."

"Every publisher knows at least one of our members and knows that we can be relied upon to treat the country's newspapers on a fair and square basis. Politics must be kept out of the Government's advertising relation to newspapers or failure will result, as politics and advertising do not mix in any way."



**BIRD'S-EYE VIEW OF BALTIMORE HARBOR**

The city has been an important seaport for a hundred years. Long before the advent of steamships Baltimore's sailing vessels dotted the seas and ships from all parts of the world were to be found in her harbor.

# EDUCATIONAL WORK NEEDED TO BUILD AND HOLD LITTLE ADVERTISEMENTS

THE promotion manager of a newspaper was asked to prepare copy for a folder to be distributed to classified advertisers who had property to rent. This folder was to instruct the advertisers in writing rental copy. Then the housing problem became so acute on account of war conditions that rental ads greatly decreased in volume; therefore, it was decided not to issue the folder. The idea might have been rewritten to fill some normal classification. With the thought that some classified managers can use the idea profitably, the promotion manager's copy is given herewith:

## WHY WE ARE ANXIOUS TO HELP YOU PREPARE EFFECTIVE ADS

Classified advertisements of rooms, houses, flats and apartments to let serve two purposes:

1. They help the owners get paying tenants for their property.
2. They make the paper of service to people who are looking for a place to stay.

Everything which helps make ANY of these advertisements more effective, helps make ALL of them more effective. The more reliable, complete, accurate the columns are, the more people will consult them, and the more rentals will be made through them.

The more truthful, the more complete, the more helpful and the more compact each advertisement is made, the more EFFECTIVE the whole page becomes, and that makes each advertisement more effective.

### DON'T CLAIM TOO MUCH

Advertisements of this sort should not be too long. We value our space just as much as you do the money. It's a waste of money. Present the facts BRIEFLY. Remember that people do not RENT from an advertisement, they only come and LOOK. Select your BEST points. Never exaggerate or misrepresent.

### DON'T BE STINGY

One day's rent of the average apartment, even of one room will more than pay the difference between an incomplete advertisement, that attracts no attention, and a complete statement, that brings a renter.

### YOUR SELLING POINTS

You have something to SELL. You will have to present it and sell it on its MERITS. The first thing to do, in preparing an advertisement, is to go over it in your mind and decide what ARE your strong points. The following classification may help you arrange your ideas. They are the considerations which the BUYER is likely to have in mind:

1. Price.
2. Location, Environment, Car-lines etc.
3. Accommodations.
4. Equipment, Elegance, Comfort, Convenience, Privacy, etc.

It is not intended that an advertiser should frame up his want-ad in this exact order. But classify your offering decide what one of these is the STRONGEST point, and use that to lead off with.

### PRICE

Everybody knows that price governs quality, to a large extent. MOST people have in their minds a pretty definite idea of what they intend to pay. It is

## Some Idea of Instructions That Should Be Given Patrons of Classified Columns Is Contained in Following Article, Third of a Series.

BY C. L. PERKINS

far more important that you should get into touch with a few people who are willing to pay what it is worth, for what you have to offer than that you should have arguments over the telephone with many people, attracted by your advertisement, but unwilling to pay your price. If you intend to CUT your prices, cut them in the advertisement. That is where a reduction will count most.

Some offerings are made of a grade that appeal to people to whom the price is no object. In such a case, it is not essential that the price be in the advertisement.

### LOCATION, ENVIRONMENT, CAR-LINES, ETC.

A large proportion of the people who are looking for rooms and apartments are NEW in this city. Make it clear just where you are located. Tell what car-line reaches your place. "Walking distance" is a very valuable point—if true—but don't overdo it. If your place actually is inside reasonable walking distance, explain in what direction from town—north, west, east or south. Is the neighborhood quiet? Say so. Is it a specially nice neighborhood? Say so. FREQUENT car service is a good point. Any one of these takes but a word or two to tell, but they are the material from which an inquirer can form a DECISION, and it is DECIDING which rents property.

### EQUIPMENT, CONVENIENCE, PRIVACY, ETC.

Does your rate include linen, laundrying, steam heat, light? Say so. Are the

rooms "outside"? Say so. Are they sunny, Say so. If you have special appointments—nice kitchen, laundry tray, gas grate, a restaurant handy, open fire, gas grate, maid service, trunk storage, telephone facilities—any or all of these are "talking points." Put them in your advertisement.

### ACCOMMODATION

Tell HOW MANY you can accommodate. Some families are of two persons, some of four or more.

There is a difference between a "Flat," and "Apartment" and "Rooms for Housekeeping."

A flat implies a complete unit, for housekeeping, with its separate front and rear entrances.

An apartment means a complete unit, usually including a bath, and generally a kitchen or kitchenette, but which may have neither an independent front or rear entrance, but opens upon a common hall.

Rooms for housekeeping are just that—rooms that are wholly private, bath room and halls shared with other people in the same house.

CLASSIFY your advertisement RIGHTLY. You gain nothing by getting in the wrong classification, and you may lose the customer who is looking for just what you offer—and who is looking in the right classification.

### PUTTING IT ALL TOGETHER

Consider the name, the address, the price as the primary requisites of your advertisement. The classification, if RIGHT, saves you a lot of description. Then consider which are your most IMPORTANT points, the things which people consider when they rent from you. Pick them out, and present them, at the beginning of your advertisement, in just as few words as possible.

The reason why no model or form advertisement is given herewith is because it might make the advertisements sound too much alike. Be original. Be truthful.

### Good Telephone Service Is Success Necessity

Reducing the number of errors made in receiving classified advertisements over the telephone is one of the problems in practically every newspaper office which takes business over the telephone. The reduction of these errors is more than a matter of saving the revenue lost by credit allowances or the space taken by advertisements run "Dead Head" in correction.

It is a question of service and good service is a great aid in holding customers and building good will. Advertisers who cannot speak English plainly, advertisers who do not enunciate distinctly, advertisers who are in a hurry, advertisers who do not know how to use a telephone and careless advertisers of all kinds give their advertisements over the telephone. Added to the failings of the advertisers are those of the telephone company in often providing poor service and of the advertising operators in becoming careless. Still further

cause for trouble is the English alphabet in which certain letters sound alike, especially over the telephone. All of these causes combined create errors and according to the advertiser they are always the fault of the newspaper.

As an aid in reducing these errors the Cleveland Plain Dealer has printed and given to all persons taking advertisements over the telephone a card as illustrated herewith:

### KEEP THIS CARD WHERE YOU CAN SEE IT

When in doubt as to the correctness of an initial or word, give the name for the letter or letters in question.

Always spell back a proper name. This will prevent errors due to the phonetic similarity of different letters over the telephone.

A like in Anna	N like in Nellie
B " " Boston	O " " Ocean
C " " Chicago	P " " Peter
D " " David	Q " " Queen
E " " Edward	R " " Robert
F " " Frank	S " " Sam
G " " George	T " " Tom
H " " Henry	U " " Union
I " " Ida	V " " Victor
J " " John	W " " William
K " " King	X " " X Ray
L " " Lincoln	Y " " Yale
M " " Mary	Z " " Zero

Since these cards, which are printed on white cardboard about 4 by 6 inches, were put into use the errors have been greatly reduced in number. The words on this card are those used by the Western Union in its work of receiving messages over the wire—and have been proved by experience to be easily understood over the telephone.

## Classified Advertising a Vital Force

By ROBERT H. WILDMAN

CLASSIFIED ADVERTISING MANAGER OF THE BALTIMORE SUN

What definite relationship has classified advertising to the display value of a newspaper? To what may be attributed the indisputable fact that a newspaper with classified supremacy almost invariably occupies a parallel position—in its display field—from a standpoint of both the volume and efficacy of the advertising it carries?

Let's revert through the annals of advertising history—to the embryonic stages of newspaperdom—when the thinking public dismissed with a bow the faithful "town crier," and chose in his stead the powerful, virile voice of publicity. Those were the "teething days" of advertising—when copy writers were content to "copy"—when "Ben Days," half-tones and mortises still lay hidden in the realms of the "yet unknown." Then was all advertising classified—and through classified advertising exclusively were the wants and offerings of the public made manifest.

But with the advent of the process of engraving it was realized that in certain instances an advertisement could be more forcibly presented if accompanied by illustrations and "cuts." Slowly—by gradual stages—"general" advertising, therefore, assumed a new and different aspect—single-column advertisements became of two, three or even eight-column measure; six-point type became sixty-point type, and white space found its best expression in a judicious use of black.

And yet the interesting phase of this remarkable development is the fact that

(Continued on Page 34)

### "100 P. C. Increase Rudey"

Meet "Rudey," more formally known as R. E. Seiler, classified advertising manager of the Los Angeles Examiner. At the age of 12 he started his career on the Woodstock, Ill., Sentinel. Graduated from Yale in 1915. At college he was a general press agent for the university. Joined the New York staff of System Magazine in July, 1916, and in December of that year went to the New York American as want ad manager and later had charge of the real estate and resort advertising departments. Since January 1, 1919, he has been at the head of the classified department of the Los Angeles Examiner, during which time its want ad volume has increased nearly 100 per cent. and is now the largest in the history of the paper.



R. E. SEILER

Yes, he is happily married and has two sons, one three years and another three weeks old. Father will have both of them selling classified in a few years.



### LITTLE INTEREST SHOWN IN 2ND CLASS RATES

**Hardly Fifty Per Cent of Publishers  
Express Views on Congressman  
Mansfield's Questionnaire—  
Legislators Disappointed**

Washington, D. C., Oct. 31.—Members of Congress who have been endeavoring to bring about changes in the second class postage rate system to suit the majority of daily and weekly newspapers of the country express keen disappointment about the co-operation they are receiving from publishers.

They are especially bitter at this moment over the fact that hardly 50 per cent of the publishers took the trouble to reply to Congressman J. J. Mansfield's questionnaire recently sent out for an expression of opinion on whether the present zone law should be retained or changed.

Out of the 12,152 daily and weekly newspapers to whom the Mansfield questionnaire was sent, only 5,789 replied. Of this number 3,835 registered themselves as in favor of the present zone law and 1,954 wanted a change.

Already Congressmen who have interest in second class postage are saying they will let the matter take its own course, because so few publishers are

giving them any help whatever. They take the ground that the information brought out in the Mansfield questionnaire is valueless in view of the comparatively few publishers who answered.

#### Green Guiltless of Libel

Concordia, Kan., Nov. 1.—Ray Green, editor of the Blade-Empire, who was sued for criminal libel by Rev. E. R. Beery, a local Baptist minister, because of an article on the minister's proposed disposition of funds from a lecture, was found "not guilty" by a jury in the district court. The trial of Fred Cook, former editor of the Jamestown Optimist, on a similar charge, will go over to the January term of court, but it is thought that it will never come to trial.

#### Paper Stock Burned

ROCKLAND, ME., Nov. 2.—News print owned by the Courier-Gazette valued at \$1,000 was destroyed by fire. The newspaper establishment was seriously threatened for a time, but escaped damage except to its paper storehouse.

#### Anderson Starts as Vice-Consul

Springfield, Mo., Nov. 1.—Nels Anderson, former Springfield newspaper man, and his bride, have reached Saloniki, where Mr. Anderson will serve as American vice-consul.

# An Army of Giant Industries Marching in New Jersey

With steady tread and firm resolve, great industries are on their way to locate in New Jersey.

Already the home of national giants, this State, wedged between the greatest producing states and the Atlantic Ocean, is attracting more and bigger factories, the number growing so rapidly that real estate men are in a mad scramble for sites to accommodate them.

Who can picture the future of New Jersey, the country's natural eastern gateway to South America and Europe?

A state notable for its fine home communities, a state unsurpassed in its resorts, a state rivalling any in the quality of its agriculture, a state with skilled labor in every trade, a state presenting unsurpassed facilities for enterprises of every character—this state we point out to the advertiser and urge him to use

## New Jersey Newspapers

	Circulation 5,000 lines	Rate
Asbury Park Press (E).....	7,651	.0225
†Atlantic City Press (M) Union (E).....	14,871	.035
Elizabeth Journal (E).....	17,516	.04143
Hackensack Record (E).....	4,968	.0179
†Hudson Observer (Hoboken) (E).....	43,000	.08
†Passaic Herald (E).....	8,535	.025
Passaic News (E).....	7,967	.025
†Paterson Press-Guardian (E).....	12,686	.03
Perth Amboy Evening News (E).....	8,312	.03
Plainfield Courier-News (E).....	7,749	.0214

Government Statements, October 1st, 1919.  
†Government Statements, April 1st, 1919.

### Five Hundred Factories in Louisville

These five hundred factories are engaged in 66 different lines of manufacturing; they employ 36,000 industrial operatives, with an annual pay roll of \$23,000,000, and manufacture products valued at \$234,000,000.

These manufacturing statistics, though large, are but one of the many factors that tend to make for Louisville's healthful prosperity.

You will best reach the people of this thriving community through the newspaper with the largest morning circulation in Kentucky,

## The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York  
Western Representative: John Glass, Peoples Gas Bldg., Chicago  
Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

#### The Shaffer Group

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

LOUISVILLE

The City with  
a Million-Dollar  
Factory Fund



# EDITORIAL

## WHAT IS BEST FOR "ENTIRE ADVERTISING INDUSTRY"

IN his interesting interview for EDITOR & PUBLISHER as to the motives and purposes of the American Association of Advertising Agencies, of which organization he has just been elected President, Harry Dwight Smith says:

"Our prime motive has been to consider the welfare of the whole field of advertising. . . . Whatever is right and best for the entire advertising industry will be right and best for each factor within the industry. . . . It can never be a question of what is good for agencies or for newspapers, or for any other group of advertising interests, but rather what is good for the whole course of constructive advertising and for its permanent benefit."

There is not, in fact, any conflict between this view and the purpose and mission of EDITOR & PUBLISHER to educate national advertisers to the full recognition of the daily newspaper as the mightiest of the factors in the advertising field.

If the interests of "the entire advertising industry" are to be served this must be achieved through making advertising yield to the manufacturer and merchant the largest possible results. If the advertiser, either through tradition or unsound advice, spends his money chiefly for forms of advertising which cannot, of themselves, produce adequate results, economic waste occurs, and such an advertiser is inclined to question the economy and value of all advertising.

Until recent years there was a pronounced tendency on the part of national advertisers to rely upon those forms of advertising whose use involved the "least resistance"—that is, the minimum of detail work in the preparation and carrying out of a campaign. There was a widespread delusion that daily newspapers presented a difficult and expensive channel for advertising—and it happened frequently that appropriations which should have, from every consideration of results and profits, been concentrated on newspapers were diverted to magazines, periodicals, billboards, car cards and multiplied forms of direct-by-mail appeal.

EDITOR & PUBLISHER does not question the value of these forms of advertising, when used in connection with dominating campaigns in the newspapers; but it is obvious to all that they cannot be relied upon, independently, to achieve the full results sought. Years ago EDITOR & PUBLISHER saw in the existing trends and tendencies a drifting away from sound advertising policies, and inaugurated a campaign of reason—based upon the primacy of the daily newspaper for all advertising purposes. Any large expenditure for advertising which is directed into media of a supplemental kind, ignoring the basic medium, the daily newspaper, is detrimental in the long run even to the forms of advertising thus employed. The common interests of manufacturer and of the sellers of advertising are served only through campaigns in which the dominant medium is utilized to the full extent of its value in relation to the supplementary media.

Newspaper advertising is unlimited in its selling appeal—all other forms of advertising have sharp and serious limitations.

In the motive and policy of the A. A. A. A., as stated by President Smith, the interests of all factors in the advertising field may well be safeguarded—not through favoring any form of advertising irrespective of its potential and actual value, but in educating advertisers to a keen discrimination as to media. In any campaign which benefits advertising as a whole, daily newspapers will naturally dominate. Thus, as EDITOR & PUBLISHER views the matter, its uncompromising advocacy of the daily newspaper as the great primary medium is, in the last analysis, distinctly in the interests of all sellers of advertising, of whatever form or kind.

THE Wisconsin Daily League is on record as favoring a minimum of 15c a week for a daily newspaper. As it is presumed that this applies to six-day issues it is a step toward the three-cent paper which, in the view of such authorities as S. S. Carvalho, must help to solve the newsprint problem.



## REVIVING WAR-TIME REGULATIONS

PUBLISHERS are urged, by the Paper Committee of the A. N. P. A., to put into force again the restrictions as to the use of newsprint which they themselves framed and voluntarily adopted during the war.

When the work of the Paper and Pulp Section of the War Industries Board was ended, after the signing of the armistice, it was suggested that the regulations for paper economies which had helped to avert disaster to many newspapers, should be continued in force. If this had been done it is likely that the present situation would not be so serious.

For the most part, these regulations were merely the application of common sense and enlightened business management to the problem of meeting a paper shortage. That shortage is more acute now than at the time this program of economies was formulated.

The Chicago Tribune has fixed an arbitrary size of 32 pages for its daily issues. This will mean the turning away of advertising—a thing unthinkable to the publisher of yesteryear but frequently a necessary step with newspapers today.

The Houston Chronicle is now limited in size, saving about ten per cent. of newsprint. Only sixty per cent. of advertising can carry the Chronicle above sixteen pages. Editor Foster has decided that he will find it more profitable to limit advertising volume than to be forced into the spot market for extra tonnage.

The market for spot paper is a shambles. Extra tonnage sells for as high as seven and a half cents a pound. Under existing conditions this price is prohibitive, but publishers who have inadequate supplies disregard price considerations and play the game of the profiteer. Obviously the remedy is to use less paper. Rates for advertising and subscriptions must be so readjusted that smaller issues will not mean smaller revenues. That remedy may seem a hard one, but just now no alternative is in view.

If publishers, by united action, can take away from the spot market all the allurements it now holds for the speculator the result will be far-reaching. It will hasten the return of a competitive newsprint market.

A conservation policy is always constructive. In saving newsprint a publisher needs not undo any of the patient work of years. He need not sacrifice those factors of worth in his newspaper which give it distinctiveness. His newspaper may still tell the news—fully and clearly. But intensive editing will conserve white paper—while producing a better newspaper.

THE coal strike—an act of war against the people of the United States—places upon our newspapers the immediate duty of keeping clear in the thought of their readers the essential facts of this unprecedented situation, that there may be an overwhelming public opinion in support of the President in any measures he may take in the defense of the nation.

November 6, 1919. Volume 52, No. 23.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.  
W. D. Showalter, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news.

James Wright Brown, publisher;  
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.  
Paris: F. B. Grundy.  
Toronto: W. A. Craick.  
Chicago: D. F. Cass.  
San Francisco: H. C. Bernstein.  
Washington: Robert T. Barry.  
10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.

## LOOKING TO THE FAR EAST

THAT so many of our newspapermen should at this time, in spite of the "nagging" of daily problems close at hand, find time and inclination to focus their attention upon the great problem of closer press relations with Japan and China is proof of the potency of that broader vision which has come to them as an aftermath of the great war.

The Inland Daily publishers and the Wisconsin Daily League, at their recent meetings, urged the need for more favorable cable and radio rates on news matter transmitted to and from our far eastern neighbor nations. Through an ample interchange of news, unguarded by intervening censors, they see the best possible way in which to prevent both political and economic wars.

Keen observers, familiar through first-hand knowledge with present conditions in the Orient—such as Emil M. Scholz, whose views after his recent trip have been published in these columns—agree that the future expansion of American trade and commerce in that quarter of the world depends largely upon the establishment of a better mutual understanding between the Chinese and Japanese and ourselves. This can be achieved only through a fuller exchange of news.

The Japanese newspapers do print American news—but it is confined chiefly to our race riots, strikes and industrial unrest. In China very little American news of any kind finds publication. This situation, out of which arise mutual prejudice and dangerous disputes, may be remedied only by the co-operation of the Government with the American news services and newspapers in so adjusting tolls that an ample flow of news to and from the Orient may be assured.

Thus what may seem to be a problem for the newspapers to solve is, in reality, a Government problem—and of far-reaching import.

## "EDITORIAL ASTIGMATISM"

HON. W. B. COLVER, of the Federal Trade Commission, says that the Chicago packers have spent so much money in advertising as to cause editorial astigmatism.

EDITOR & PUBLISHER believes so strongly in the integrity and the independence of American editors, as a body, that it cannot admit the justice of such a charge, even when made by one of our most courageous public men.

News affecting the interests of the packing industry, whether favorable or otherwise to that industry, has been printed quite as freely in our newspapers since the packers were under investigation by the Federal Trade Commission as before.

Mr. Colver's admirable zeal in the public service, his passion for the principle of fair play as between the strong and the weak and his uncompromising opposition to autocratic methods on the part of the rulers in business, have made for him a warm place in the affections and esteem of a majority of Americans. EDITOR & PUBLISHER defers to nobody in its admiration for the man and the official, realizing the strength of the sinister forces sometimes arrayed against him and his fellow commissioners. But we contend that this charge against editorial integrity cannot be sustained.

To assume that public service corporations may use advertising to bribe away the independence of the press would be to surrender all hope and faith in that institution which is the mainstay of democratic government. It would mean that "malefactors of great wealth" could buy immunity from the scourge of public opinion. If the time ever comes when our newspapers become so venal that this is possible it will mean goodbye to free institutions. But that time will not come.

HERBERT HOOVER'S splendid tribute to the "squareness and dignity" of the American correspondents abroad, an exclusive feature of a recent issue of EDITOR & PUBLISHER, should make every newspaperman a little more proud of the clan to which he belongs.

**PERSONALS**

**E. LANSING RAY**, president of the St. Louis Globe-Democrat, is treasurer of the Roosevelt Memorial Fund in St. Louis. The city's quota is \$80,000. Mr. Ray also is chairman of the press committee of the American Mining Congress, which will be held in St. Louis the week beginning November 17. Other members of the press committee are M. P. Linn, general manager of the Republic; George S. Johns, editor of the editorial page of the Post-Dispatch; Elzey Roberts, president, the Star, and Homer Bassford, general manager of the Times.

Erastus Brainerd, former editor-in-chief of the Seattle Post-Intelligencer, who retired from active newspaper work some years ago, has been appointed consular representative for the Republic of Paraguay by the minister of Paraguay in Washington. Mr. Brainerd represented Paraguay at Philadelphia under President Cleveland's administration.

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, is back at active desk work again after his long illness.

E. T. Meredith, publisher of Successful Farming, Des Moines, and president of the A. A. C. W., is a member of a commission which met in Des Moines this week, consisting of the 12 Iowa members of the Federal Highway Commission.

J. S. Douglas, for some years past business manager of the Toronto Mail and Empire, has been appointed general manager of the Mail and Empire succeeding the late W. J. Douglas.

Lafe Young, Jr., publisher of the Des Moines Capital, is on the campaign committee which is launching a drive for \$100,000 for Des Moines College.

**IN THE EDITORIAL ROOM**

Edward P. Dowling, Jr., has resigned as reporter for the St. Louis Globe-Democrat to study for the priesthood and has entered the Jesuit novitiate at Florissant, Mo.

George C. Nuesse, city editor of the Milwaukee Journal, became secretary of the Voters' League. He entered newspaper work about thirty years ago on the Milwaukee Sentinel. He is a former president of the Milwaukee Press Club and a veteran of the Spanish-American war.

William Schroeder, a reporter on the Milwaukee Journal, and Miss Lillian Leviash, Chicago, were married recently. They will leave shortly for Tampico, Mexico, where Mr. Schroeder will be connected with the Tampico Tribune.

William J. Bollenbeck, formerly city hall reporter of the Milwaukee Sentinel, has been made assistant to the vice-president of construction of the Emergency Fleet Corporation, with headquarters at Philadelphia.

Major Byron Beveridge, an Appleton (Wis.) newspaper man, has been commissioned a lieutenant-colonel in the Wisconsin National Guard reserve.

Miss Annie Lowry, society editor of the Milwaukee Wisconsin News, and Alexander Mason, a member of the Chicago Board of Trade, were married recently.

Robert P. Lowry, formerly on the Philadelphia Inquirer telegraph desk, has become New York correspondent for that paper, succeeding John F. Flagg.

Gilbert A. Cowan has been made city editor of the Visalia (Cal.) Delta. He

recently returned from service in the army.

H. T. Webster is now doing his cartoons for the sporting page of the New York Sun instead of the Globe.

Willard Huntington Wright, art editor, and George Douglas, editorial writer of the San Francisco Bulletin, spoke before a recent meeting of the Western Arts Association in San Francisco.

Lieut. William B. Ruggles, former sports editor of the Houston (Tex.) Post and of the Galveston News, is home from overseas to be discharged from the Army.

Arch W. Jarrell, hotel reporter of the Kansas City (Mo.) Journal, has resigned to do publicity for the Empire Gas & Fuel Company, at Kansas City, under Robert Marley, formerly hotel man of the Star.

Miss Solita Solano, for six years dramatic critic and writer for the Boston Traveler, Boston Journal and for one year on the New York Tribune, is now publicity director for the Albert Capellani, Edgar Lewis, and Edwin Carewe Productions, in New York.

Thomas Rogers, formerly night city editor of the St. Louis Republic, has become assistant city editor of the St. Louis Star.

Maud I. G. Oliver, formerly connected with the editorial department of the old Chicago Herald, will have a new book, "First Steps in Art," off the press today, after years of conscientious preparation.

Griffith Bonner of the Hartford (Conn.) Times city staff, has resigned to enter the employ of Jackson & Co., investment brokers. Mr. Bonner is acting secretary for New England of the New York University \$5,000,000 Endowment Fund Campaign.

Ferdinand Gottlieb, former Lawrence (Kan.) Journal-World reporter, who is now a student at the University of Missouri, has been elected junior class editor of the Jayhawker.

Joseph A. Murphy, a reporter for the New York Tribune, and Miss Irene Higgins were married on October 26 in New York.

**THE BUSINESS OFFICE**

Frank Hicks, classified advertising manager of the Raleigh (N. C.) News and Observer, and Miss Mamie Sorrell of Asheville, N. C., were married last week.

E. W. Buckley is the new Indianapolis manager of the Western Newspaper Union, succeeding Leo Sumerlin, who has been assigned to other duties with the company.

Syd Hydeman, who has been handling theatrical copy for the New York Tribune, has become associated with Philip P. Smith, New York, as a steel salesman. Louis Sirkey of the classified advertising staff, has succeeded Mr. Hydeman. He will also continue in charge of department store help wanted copy.

Wayne M. Weishaar and Fred B. Hilliker have taken charge of the copy service department of the Des Moines Register and Tribune, succeeding Leland Wooters, with whom Mr. Weishaar was formerly associated.

Ovando M. Horton has resigned from the Des Moines Register and Tribune advertising staff to become assistant advertising manager of the Peoples' Popular Monthly, Des Moines. He is succeeded by C. S. Muggie.

Miss Mary Compton, who formerly assisted Edgar M. Alexander as advertising manager of the New York Tribune, has joined him in his new post as advertising manager of the Evening Sun.

Donald Ashton has become advertising manager of the Cheyenne (Wyo.) State Leader.

**WALSH KNOWS BUYING AND SELLING SPACE**

TO meet a real live wire, just call on J. E. Walsh, better known in the advertising world as "Jack Walsh." It's a safe venture to say that there is not a busier man in New York, for he holds the position of space buyer for Frank Seaman, Inc., of New York.



J. E. WALSH

This agency is one of the largest in the country and only a man of brains, personality and "pep" could hold the job Walsh has. Mr. Walsh first opened his eyes to the light of day in New York, and so well did he like it that he has not yet been tempted to try other fields.

Just ten years ago, to be exact, he began his advertising career with the H. E. Lesan Company, where he remained for six years as space buyer. He did business on an immense scale, handling the space for the New York Central Railroad, National Cash Register Company, Knox Gelatine and other firms known from coast to coast.

Then Walsh went to Verree & Conklin as a special newspaper representative covering agents and advertisers in the East.

"This was the most valuable experience I could have possibly had," said Mr. Walsh, "for it gave me the viewpoint of the man buying space. When I came back into the space buying game myself, I was far wiser than before." Mr. Walsh praised in warmest terms the service departments of the big newspapers for their splendid co-operation.

Mr. Walsh began his connection with the Seaman Agency in June, 1918.

A. Warren East, recent addition to the advertising staff of the Cheyenne (Wyo.) State Tribune, has bought a home in Cheyenne.

**WITH THE AD FOLKS**

William J. O'Connor, who has been director of publicity for the Southwestern Bell Telephone Company, St. Louis, for the last three years, has been ap-

pointed assistant to the president of the company. He formerly was with the St. Louis Post-Dispatch.

L. W. Coulson, advertising manager of the Dearborn Truck Company, has been made sales manager of the territory east of the Mississippi River.

Howard K. Hollister, formerly with the J. Walter Thompson Company, New York, has joined the staff of C. Henry Mason, advertising agency, Rochester, N. Y.

Samuel Silverman has become connected with Thompson & Smith, advertising and publicity counsellors, in Los Angeles.

Arthur Booth, formerly advertising director of the Beech Nut Packing Company, Canajoharie, N. Y., has joined the advertising agency of Botsford, Constantine & Tyler, Portland and Seattle.

Glenn H. Morris has become advertising manager of Thomas E. Wilson & Co., athletic and sporting goods manufacturers, Chicago, succeeding Irwin L. Rosenberg.

Ivan D. Coolidge, president and manager of the Coolidge Advertising Company, Des Moines, and Mrs. Coolidge, are taking a pleasure trip to Chicago and New York.

J. H. Hobelman has become publicity manager for The B. Nugent & Bro. Dry Goods Company, St. Louis.

Wayne Vallandigham has joined the staff of the L. E. Vallandigham Copy Service Agency, Des Moines.

Allan H. Clark has resigned as secretary of the Vehicle Top & Supply Company to become connected with the Gardner Advertising Company, St. Louis. He is also president of the Better Business Bureau.

Charles W. Collier has resigned as advertising manager for the St. Louis Brass Manufacturing Company, to enter the service and promotion department of Lumber, St. Louis.

W. W. Cribbens has resigned as advertising manager of Garrett & Co. Brooklyn, N. Y., and gone to the Pacific Coast because of the illness of his son. He will have charge of the San Francisco sales force for the company.

H. O. Morris and E. P. Williams are organizing a new merchandising sales department for Erwin & Wasey, Chicago.

**Mrs. E. A. Scholz Is Ill**

Mrs. Ernest A. Scholz, wife of the Butterick Publishing Company's circulation director, is in Roosevelt Hospital, New York, following an operation.

**Facts about the Haskin Service**

The Buffalo Evening News has renewed its contract for the Haskin Service for one year

Over 280000 maps of the New Europe have been distributed by this service to the readers of its papers

Frederic J Haskin Washington D C will tell you the price and plan for your paper



R.M.

## INTERNATIONAL PAPER COMPANY STATES SALES POLICY FOR 1920

**Price of \$4.50 f. o. b. Mill Set for First Quarter—Contracts  
Must Be Adjusted Thereafter—November  
15 Is Deadline.**

THE following letter has been sent out by the International Paper Company to its customers concerning the sales policy for 1920 newsprint:

"We make the following offers to supply you with our standard roll newsprint paper after January 1st, 1920:

### Contracts for Quarter Year Only

"1st. To contract to supply such paper at a fixed rate of tonnage per month in accordance with the agreement with the Attorney General dated November 26th, 1917, from January 1st, 1920, until the expiration of said agreement, after which a new contract may be negotiated if we then have tonnage available; or in case you prefer to make a contract for a fixed price for a definite period we offer in lieu of the foregoing:

"2nd. To contract for the period from January 1st, 1920, to December 31st, 1920, for a fixed tonnage for the year, the price for the first quarter to be \$4.50 per cwt., f.o.b. mill, and the price for each quarter thereafter to be fixed by mutual agreement thirty days in advance.

### Must Waive All Claims

"This offer No. 2, however, is open only to those of our present customers who may voluntarily agree to waive all claims for readjustment of price arising from any cause whatever, except quality, at any time heretofore or hereafter prior to January 1st, 1920, in return for which waiver the International Paper Company will also waive any claims to any increase in price which may be awarded hereafter in any proceedings under the agreement with the Attorney General, the intention being in the interest of both parties to start with a clean slate upon a definite basis from January 1st, 1920.

"If a contract is made under either of the above offers, any tonnage to which the purchaser may be entitled under the existing contract of 1919 which remains unshipped on January 1st, 1920, will be considered part of the tonnage to be furnished during 1920, but the price for tonnage equivalent to such unshipped tonnage will be the price which the purchaser is entitled to under the 1919 contract.

"If the 1919 contract price is subject to readjustment under the agreement of November 26th, 1917, the

price for the tonnage unshipped during 1919 which is shipped during 1920 shall be subject to readjustment under said agreement of November 26th, 1917, provided, however, that in case offer No. 2 shall be accepted, any readjustment of such price shall be waived by both parties.

### Must Agree by November 15

"The acceptance of one or the other of the above propositions must be received before November 15th, 1919, and contracts must be executed by the purchaser before December 1st, 1919.

"We think it proper to inform our customers that during 1919 we have furnished many thousands of tons of newsprint paper under the agreement with the Attorney General at no profit, and that the average profit on newsprint paper for the year will fall far below the amount determined by the Judges of the United States Circuit Court to be a reasonable profit.

"In order to meet to the best of our ability the excessive demands of 1920, and avoid dropping a large number of customers or making a drastic horizontal cut in the tonnage to be furnished, it will be necessary for us to run, at an increased cost, a number of machines on newspaper which were intended to be run on other grades.

"We ask for the co-operation of our customers in reducing their consumption of paper to a minimum between now and the end of this year, and we advise extreme conservation in the use of paper next year, especially by the larger newspapers, to the end that no newspaper may be forced to suspend publication from lack of paper. This obligation rests on fellow publishers and not on the paper manufacturers.

"Yours very truly,

"International Paper Co.,

"by

"CHESTER W. LYMAN,  
"Vice-President."

### PAPERS END "GYP" ADS

#### Dealer Copy Must Be So Marked in Louisville

LOUISVILLE, KY., Nov. 1.—Effective action against Louisville "gyp" dealers in various lines, who masquerade as private householders when they use classified advertisements in newspapers, has resulted from a recent conference of the advertising managers of the daily newspapers.

At the suggestion of the better business bureau of Louisville, the newspapers agreed that in the future that every such dealer would be required to identify himself as a dealer.

### Too Good to Be True

BALTIMORE, Nov. 1.—Advertisements in local newspapers which tend to picture banks and other investment houses

as "profiteers" by stating that a local department store would pay \$51 in cash for each \$50 Liberty bond, were recently stopped by the better business bureau of that city.

### Should Have Been 49 Per Cent

Through a typographical error a per cent sign was omitted in the Detroit News advertisement published in *EDITOR & PUBLISHER* of October 16. The text should have read: "The Detroit News has a Sunday circulation in Detroit 49% greater than its only Sunday competitor."

### Canadian Paper Body Moves

MONTREAL, Nov. 4.—The Canadian Pulp and Paper Association has moved its offices to the Drummond Building, corner of Peel and Catherine streets.

### ALBERT PRAISES N. Y. PAPERS

#### King Regrets He Hasn't Had Journalistic Training

King Albert of Belgium, on leaving the city last week, paid high tribute to New York's newspapers and American newspaper methods. He said:

"I cannot speak too highly of your newspapers. They are so big and have so much news in them, and I must say they are well got up. I am a great newspaper reader, and have read the progressive and enterprising papers published here with a great deal of interest."

In response to questions about the report that the King himself had served as a newspaper reporter on his first visit to this country, before he became King, Albert said:

"I am sorry to say I never was a newspaper man, but I often regret I was not able to get some journalistic training. I know it would have helped me in later life. It is unquestionably one of the best ways of getting a broad vision, which is bound to help a person in any endeavor."

### Crowell Moves Up Again

WOONSOCKET, R. I., Nov. 1.—A. H. Crowell, who two months ago became assistant managing editor of the *Even-*

ing Call, has been made managing editor following the death of the editor, Andrew J. McConnell. Mr. Crowell is a former city editor of the *Brockton (Mass.) Times* and at one time was associate editor of the *Sanford (Me.) Tribune*.

### Ad Men Hosts to Des Moines Ladies

DES MOINES, IA., Nov. 3.—The Advertising Club held its annual ladies' night banquet last week. Reports of the New Orleans convention and the recent Iowa State Advertising Club convention were given and the prizes in the Ad Club golf tournament were distributed.

### Topeka Mailers Get \$6 Raise

TOPEKA, KAN., Oct. 31.—The Topeka Mailers' Union has signed a contract with the *State Journal*, the *Capital*, and other publications for an advance averaging \$6 a week. The contract can be re-opened by either party at the end of three, six or nine months.

### First Meeting Since the War

CHEYENNE, WYO., Nov. 6.—The Wyoming Press Association is holding its first regular meeting since the entrance of America into the war today and tomorrow at Worland.

More display advertising of  
Brooklyn retail  
stores appears  
each month in the  
Standard Union  
than elsewhere.

"Ask the man  
who knows."

## BUREAU CHIEFS SHIFT IN WASHINGTON

Small Joins Washington Post and Wile Succeeds Him—L. T. Martin Takes Place of Milford.

(By Telegraph)

WASHINGTON, D. C., Nov. 5.—Changes in two important news bureaus became effective this week. Robert T. Small resigned as chief of the Philadelphia Public Ledger bureau and Morton M. Milford terminated his connection with the Louisville Courier-Journal and Times, which he had represented here for several years.

Mr. Small has joined the staff of the Washington Post. He is doing special writing and is understood to have agreed to assume an executive position as assistant to the editor of that paper.

Mr. Milford leaves the Bingham papers in order to become editor and publisher of the Fort Myer (Fla.) Press, which he acquired some weeks ago. Mr. Milford has been in Washington for a number of years, his initial connection here having been with the Indianapolis News.

Frederick William Wile, who has been in this country for a brief visit, has returned to London to submit his resignation to Lord Northcliffe, with whom he has been connected for about ten years, in London and in Berlin. He is expected to become chief of the Public Ledger bureau.

Lorenzo W. Martin, who was assistant to Mr. Milford, has been made chief of the Courier-Journal bureau. He is a young Kentuckian. He came to Washington about three years ago.

Mr. Wile, born in La Porte, Ind., and graduated from Notre Dame University, first became connected with the Chicago Record and was sent to Europe at the outbreak of the Boer war as its London correspondent of the Record and the Daily News. He reported the death and funeral of Queen Victoria, the coronation of King Edward VII, was sent to Sweden and Norway in 1904 to investigate the famine, revisited the same countries in the following year to report the secession crisis and obtained from King Oscar II, the first interview for publication ever given by a European monarch to an American newspaperman.

From 1906 until the beginning of the war Mr. Wile was the chief correspondent in Germany of the London Daily Mail and affiliated newspapers, and Berlin correspondent of the New York and the Chicago Tribune.

At the outbreak of the world war he was the first man in Berlin to be taken into custody by the police on the charge of being a British spy. He was dragged out of the lobby of the Hotel Adlon, beaten by a mob, thrown into a taxicab and hurried off to police headquarters. He remained in custody for two hours, when he was released upon the request of Ambassador Gerard.

During the war Mr. Wile made speeches throughout England on behalf of the various British war loans, lectured throughout the kingdom on German war conditions and on trade schemes after the war. He is the author of "Men Around the Kaiser."

### EXONERATED IN PAGE AD

#### New Jersey Firm Cleared of Disloyalty Charge

Full page advertising was used in New York newspapers this week by the Forstmann & Huffmann Company, Passaic, N. J., to quote a letter from former Attorney-General Lewis exonerating the firm from all charges of dis-

loyalty during the war and stating that his previous actions against the firm had been based upon an insufficient knowledge of the facts.

Mr. Lewis's letter may have an important bearing upon libel suits which the Forstmann & Huffman Company has filed against the New York Tribune, Frank A. Munsey, the Curtis Publishing Company, Attorney-General A. Mitchell Palmer and Alien Property Custodian Francis P. Garvan, asking damages aggregating \$850,000.

### WON'T REVEAL NEWS SOURCE

#### Colorado Editor Faces Indefinite Stay in Jail

COLORADO SPRINGS, COLO., Nov. 3.—E. H. Joslyn, editor of the Labor News, a weekly paper published here, has been confined in the county jail for contempt of court, following the decision of the Colorado Supreme court upon his refusal to reveal the authorship of articles in his paper criticising the personnel of a recent grand jury.

According to local authorities, the editor cannot be permitted to give bond and will remain in jail indefinitely. He has stated that he did not write the articles but will remain in jail all his life rather than reveal the identity of the author.

### Delegates to Prison Congress

HARTFORD, CONN., Nov. 4.—Charles Hopkins Clark, publisher of the Courant, W. O. Burr, publisher of the Times and Norris D. Osborn, publisher of the New Haven Journal-Courier, are among those appointed by Governor Holcomb to be delegates to the American Prison Congress in New York this week. Messrs. Burr and Osborn are directors of the Connecticut State Prison and Mr. Clark is a director of the State Reformatory at Cheshire.

### Editor Cleared of Fraud Charge

PONCA CITY, OKLA., Nov. 4.—Nels Darling, former editor of the Blackwell (Okla.) Tribune, was completely exonerated of all charges connecting him with the Eagle Aircraft Corporation, Oklahoma City, in the suit against the incorporators of the corporation, of whom Mr. Darling was one. The incorporators had been charged with conspiracy to defraud, but the case against Mr. Darling was dismissed without prejudice.

### Paper Retracts Charges

HOUSTON, TEX., Nov. 4.—The Chronicle has retracted the charges it made against ex-Governor Ferguson during the gubernatorial campaign of 1918 and the suits for libel instituted by Mr. Ferguson against the Chronicle have been withdrawn. The Chronicle published its retraction prominently in the issue of October 15.

### Chappelow Agency Expanding

CHATTANOOGA, TENN., Nov. 3.—The Chappelow Advertising Agency, of St. Louis, has opened an office here, in the Volunteer Building, with Stephen Doughton in charge. All territory south of Nashville will be handled from this city. Mr. Doughton was formerly connected with the Chattanooga office of Nelson Chesman & Co.

### "Dere Mable" Creator Marries

BUFFALO, N. Y., Nov. 1.—Edward Streeter, author of the "Dere Mable" stories, which he wrote while an officer in the 27th Division, and Miss Charotte Lockwood Warren, daughter of Mr. and Mrs. William C. Warren, were married on October 29.

# Iowa

The school record of a territory is bound to exhibit its tendencies in using its money and the depth of its purse!

Take Iowa comparatively!

Iowa has over 500,000 pupils, nearly 30,000 teachers and spends over \$30,000,000 per year on education!

What do you say to THAT in a state of about 2,300,000 inhabitants?

Moral:

Compute the purchasing power for your goods of these families who support these institutions, and know that to reach them by daily newspaper advertising will cost you little more for a whole year's advertising than the price of one letter to each family head.

Advertising success comes from knowing the territory and acting accordingly.

	Circulation	Rate for 5,000 Lines
Boone News-Republican.....(E)	3,636	.143
Burlington Hawkeye.....(M)	10,008	.03
Burlington Hawkeye.....(S)	11,128	.03
Council Bluffs Nonpareil.....(E&S)	15,821	.035
Davenport Times.....(E)	23,754	.05
Des Moines Capital.....(E)	58,376	.10
Des Moines Sunday Capital.....(S)	42,226	.10
Des Moines Register and Tribune.....(M&E)	104,858	.16
Des Moines Sunday Register.....(S)	71,240	.14
Fort Dodge Messenger and Chronicle.....(E)	8,762	.03
Iowa City Daily Press.....(E)	3,280	.115
Mason City Globe Gazette-Times.....(E)	9,682	.03
Muscatine Journal and News-Tribune.....(E)	7,930	.025
Sioux City Journal.....(E)	52,520	.08
Sioux City Journal.....(S)	27,725	.08
Ottumwa Courier.....(E)	13,606	.035
Waterloo Evening Courier.....(E)	14,791	.03

Government Statements, October 1st, 1919.

Government Statements, April 1st, 1919.

A. B. C. Report, April 1st, 1919.

## EMPLOYEES PURCHASE COLUMBIA RECORD

**R. Charlton Wright, Publisher, Heads Company — Directors Will Be Chosen from Stockholders on Staff**

COLUMBIA, S. C., Nov. 1.—R. Charlton Wright has purchased the entire holdings of Edwin W. Robertson, president and controlling stockholder of the Columbia (S. C.) Record. He is now editor and publisher of the Record and will become president upon the election of new directors this month. Associated with him are William O. Boger, business manager; Lawrence J. Davis, advertising manager; Walter E. Duncan, associate editor, and J. Harvey Shull, cashier.

Mr. Wright is a native of Savannah, and did his first newspaper work for Georgia dailies and weeklies. He first became connected with the Record as an editorial writer and in November,



R. CHARLTON WRIGHT

1911, was elected treasurer of the Record Publishing Company, managing, publishing and editing the Record in 1912. When the paper was re-organized in 1913, he became secretary-treasurer and resumed its management in 1916. Upon the purchase of a large block of stock in 1917, he became publisher and has since served in that capacity.

### The New Owners

Mr. Boger, a native of Nashville, entered newspaper work with the Asheville (N. C.) Citizen and, after eleven years' service, was advertising manager when he became business manager of the Columbia Record in January of this year.

Mr. Davis has done all his newspaper work on the Record, which he joined in 1907. He was in the real estate business from 1912 to 1918, when he returned to the advertising department of his old paper, becoming advertising manager shortly afterward.

Mr. Duncan has been connected with the editorial staffs of the Atlanta News, Savannah Morning News, Baltimore American, Washington Times, Augusta Chronicle and other papers. He is editor and owner of the Standard at Aiken, where he has resided for nine years. Following a year's service as secretary to Governor Manning, he became associate editor of the Record in February, 1919.

Mr. Shull is another product of the Record organization, starting as a circulation collector in 1911. He has been in

the business department ever since, becoming cashier in 1917.

Other officers and the entire board of directors will be selected from the employes of the Record, who own stock in the company, 94 per cent of which is held by Messrs. Wright, Boger, Davis, Duncan and Shull.

The Record was started as a six-day afternoon paper in 1891, under the name of the Daily Record. In 1913, it was re-organized as the Columbia Record and a Sunday edition was added. Its equipment has been improved during the past two years and its composing room battery now consists of six linotypes, with another on the way from the factory.

The Record has the news service of the Associated Press daily and of the United Press on Sunday. It is a member of the Audit Bureau of Circulations, American Newspaper Publishers Association and Southern Newspaper Publishers Association.

### McNUTT WITH UNITED NEWS

#### Collier's Star Writer Joins United Press Morning Service Staff

William Slavens McNutt, one of Collier's famous war correspondents and general reporters, has joined the staff of the United News Service as a feature writer and is at present covering coal strike developments at Washington.

Mr. McNutt's connection with the United will not interfere with his work for Collier's, to which publication he will continue to be a regular contributor.

Mr. McNutt has been well known to readers of fiction since 1909. His work for Collier's Weekly, first a series of stories on the National eantonments, starting at Yaphank, and later stories from the Western Front, attracted wide attention. Although a thorough newspaperman, he has devoted the last five years to magazine feature writing and fiction and his last work for a daily was done on the Seattle Post-Intelligencer.

### Guests of Pittsburgh Writers

PITTSBURG, Nov. 3.—Thomas W. Morris, manager of the Associated Press in Pittsburgh, Andrew S. McSwigan, former K. of C. assistant overseas director, and Robert W. Egan K. of C. director of publicity, were guests of honor at a dinner the other evening in the Pittsburgh Press Club, attended by nearly 100 active and former newspapermen of Pittsburgh. Mr. Morris was stationed in London with the Associated Press, and was detailed to accompany the King and Queen of Belgium on their trip to the United States.

### They Let No Idea Escape

A new plans committee has been formed by the advertising department of the New York Tribune to discuss advertising ideas and plans which may originate with any member of the department. It consists of Edward Acree, chairman; Godfrey Hammond and Archibald Seixas, with Mrs. Ogden M. Reid and F. Porter Caruthers ex-officio members. Anyone suggesting a plan becomes a member of the committee while his plan is under discussion.

### Prevents Theft of Newspapers

COFFEYVILLE, KAN., Nov. 2.—As a protection to its regular subscribers, the Morning News carries the following "box" on the front page of the papers for the route carriers: "This paper is intended for a regular subscriber and no one is authorized to sell it except the subscriber. If offered for sale by any other than the subscriber it is stolen property."

## New Orleans Item Publishes Snappy Retail Paper

**Devoted to Helping Wholesalers, Merchants and Buyers in City's Territory**

"Merchandising & Advertising"—the newspaper issued by the New Orleans Item for retail New Orleans, has a circulation of more than 6,000 among the merchants and buyers whose influence are controlling in the New Orleans territory. The mailing list includes every grocer, druggist, dry goods man, tobacconist and cigar store man. It goes to wholesale dry goods dealers, wholesale druggists, grocer jobbers and to all of their buyers and salesmen, being in evidence everywhere at the recent convention of the A. A. C. W.

The October number of this mighty interesting little publication carries the award of the judges in the Item's advertising contest. The judges were William C. D'Arcy of the D'Arcy Agency, St. Louis; Rowe Stewart, advertising manager of the Philadelphia Record, and Stewart O. Landry of the Chambers Advertising Agency.

The committee had to wade through 15,000 inches of paid display advertising. The first prize of \$250 in cash was won by the Hotel Grunewald for a page advertisement in the Item of September 21st, written by Miss Vera Morel, of the service department of the Item.

The first prize for the best advertisement in the foreign field, prize \$250 in cash, was awarded to James O. Adams, vice-president of the Corman Company, for writing the advertisement of Mennen's Shaving Cream, signed by "Jim Henry, Mennen's Salesman."

Honorable mention for local advertisements was awarded Gus Mayer; Merchants' Coffee Company; National Shirt Shops; Pokorny's; Beekman's; Duggan, Inc.; Gulf Manufacturing Company; Hartwell's; Werlein's, and the Canal-Commercial Bank.

Honorable mention was awarded to foreign advertisers as follows: American Sugar Refining Company; Voss Bros.; Atlanta Georgian; Oklahoma City Ad Club; "Mazola"; Chicago Tribune, and Morris & Co.

A lock-out affecting 11,000 printers has been declared in Christiania. It does not include newspaper offices.

## The West Virginian

Fairmont, W. Va.

The Only Associated Press and A. B. C. Evening Newspaper in The Important Northern West Virginia Coal Region Conducting A Daily Department Of Official Coal News Read By More Than 5,000.

Represented by  
**ROBERT E. WARD.**  
New York & Chicago

## Pershing Grateful for Scrap Book

James Schermerhorn, publisher of the Detroit Times, has received a letter from General John J. Pershing thanking him for the "great scrap book" of the general's achievements and activities during the war, prepared by Mr. Schermerhorn from clippings from newspapers all over the country. Mr. Schermerhorn has expressed his gratitude for the co-operation extended, in a letter to every publisher who contributed to the scrap book.

### Novel Features in Des Moines

DES MOINES, IA., Nov. 3.—The Tribune is inviting its readers to write short letters telling about their "pet peeve"—anything of local interest that does not exactly suit the reader. Another feature just introduced by the Tribune is a daily caricature made up of the initials of some prominent person's name. In a short article accompanying the drawing the business of the person is told and readers are asked to identify him.

### Iowa Weeklies Discuss Costs

OTTUMWA, IA., Nov. 1.—Publishers of newspapers in the seven counties adjoining Wapello County, of which Ottumwa is the county seat, met in Ottumwa at the call of Senator G. L. Caswell, secretary of the Iowa Newspaper Association, to discuss job work, local advertising and legal printing. The meeting, attended by twenty-five publishers, most of weekly newspapers.

### Ends Forty-seven Years' Service

WOONSOCKET, R. I., Nov. 1.—George A. Haggett, for the past eleven years foreman of the Woonsocket Call composing room, was presented with a leather traveling bag by the mechanical and business departments of the paper upon his retirement last week. He has been in the newspaper business for 47 years.

## Keeping Up With The Times

A FACT A WEEK

One of The Times' advertising representatives walked into the office last evening wearing a smile that provoked inquiry.

"What's it all about?" someone asked him.

"Only this," he said. "Contracts with five of my customers expired this week. And they all renewed, with four at increased space. And, say, but it's a cinch now. You don't have to sell them. They know the goods, because they've tried them. There's no doubt about it—The Times has arrived."

## The Washington Times

WASHINGTON, D. C.

**Gathered at Random**

William C. Howells, the new manager of the Columbus Bureau of the Cleveland (O.) Plain Dealer, is a nephew of William Dean Howells, the novelist.

The San Francisco News Letter speaks of that city being the paradise of fakirs and refers to the city of California all in the same issue.

**Very Prosperous**

George R. Holmes of the I. N. S. is the only New York news service worker who wore a clean starched collar each day during the laundry workers' strike.

**Good Old Emporia**

Elbert Severance, former Kansas newspaper man, now in New York, has written to his father, John Severance, that he wants him to send some sugar to New York, by mail. Elbert also says he has his laundry done in Emporia, Kansas, which is quicker when New York is in the throes of strikes.—Concordia, (Kan.) News Note.

**A Bar Historian**

LAWRENCE, KAN., Nov. 5.—One of the "star" attractions at the recent state convention of the Kansas W. C. T. U. here, was the mirror of the first bar ever used in Lawrence, the present property of W. C. Simons, owner and editor of the Journal-World. Mr. Simons recently purchased the building in which the first bar in town had been located, and the mirror was still in the room. Mr. Simons told the members of the W. C. T. U. the history of the bar.

**"What's the Matter with Kansas?"**  
MANHATTAN, KAN., Nov. 5.—As a means of identification, the students of the journalism school of the Kansas State Agricultural College here, have adopted the wearing of a monocle. None but journalism students can wear them, they have decided. Men and women alike wear them on the campus.

**The Ad Man's Inspiration**

Not from my firm proceeds the helpful hunch  
Wherefrom I build the dope that drags the bunch.  
Not from the flashings of my brilliant mind  
Come forth the fetching pleas you daily find  
In all the publications in "our space".  
No high-brow sets my psychologic pace.  
From sounder sources emanates my lore—  
From common, buying folk who fill our store.  
They are the ones who do not theorize.  
They merely notice what I advertise,  
Then come and look. Once let that throng  
be fooled,  
And no whole page with blackest border ruled  
Will hold their eyes a moment when they see  
The name of those who hire ignoble me.  
No words of mine will make them crowd our  
door  
When once they'd been mistreated in our store.

Therefore I linger 'round and listen well  
To their remarks on goods we have to sell  
And on our prices. From the things they say  
I learn what ought to fill "our space" next day.  
Theirs is the language that I must employ,  
Terse, full of meaning's gold, without alloy.  
Each day some things I'd never known before  
I learn from common folk who fill our store.

—STRICKLAND GILLILAN.

We hope that Wilbur Nesbit of the Rankin Agency reads this and then sends us something inspiring for Mr. Gillilan and other columnists. There is nothing like helping one another and we are willing.

L. T. Heatley, of the United Press, says the wife is sure that Doris, their four month old, will be a newspaper worker when she grows up; she has already demonstrated a remarkable ability to stay awake night and day.

**Objection Sustained**

The Portland (Me.) Daily Press in its Pats and Knocks column, under the caption "We Object," says:

"The Old Lit Digest is coming out this week printed from photographic plates of the typewritten copy. But we serve notice here and now that we shall insist that the Colym be typed by the typesetter. He may err and does, but the new plan deprives us of the 'typographical error' alibi when it's us."

**"Pop" Price Joins**

Bide Dudley, who has accepted the "appointment" of press agent for Frank J. Price, of the New York Telegraph,

during the latter's political activities, wrote the following contribution with painstaking care and succeeded in having it printed in his own column in the New York Evening World:

Frank J. Price, who writes heavy financial reviews and light editorial paragraphs for the Morning Telegraph, informs us he has joined the Rutnerford, N. J., Democratic Club. There is a tradition that Pop, as he is known, cast his first vote for James Buchanan, but a search of the records would likely show it was Gen. Jackson. We are informed that Rutherford is a Republican stronghold, but Pop is a majority wherever he happens to be. His only fault is that he invariably raises on two pairs.

In the list of guests at the wedding of Miss Virginia Hylan, daughter of Mayor Hylan, and John F. Sinnott, the New York Evening Journal very considerably placed General Coleman Du Pont between Mr. and Mrs. William Randolph Hearst and Gov. and Mrs. Alfred E. Smith.

**A German Laugh Maker**

Special Cable to the New York Times  
BERLIN, Oct. 25.—Sometime ago the "Owl Publishing Company, Berlin," sent out a hundred thousand bills soliciting subscribers for a new funny paper "Hofnarr" or "Court Jester" which was to make the Republican Government ridiculous. As many as 20,000 reactionary persons sent in the yearly subscription fee of nine marks in advance but waited vainly for the first number. Yesterday the Owl Publishing Company was raided by the police. Rosa Salomon was found to be the proprietor of the printing establishment. She had paid herself a salary of 20,000 marks as manageress, her husband 18,000 marks as editor and similar yearly salaries to other relatives. There were but a few hundred marks of the collected money left. Among the subscribers fooled by "Hofnarr" was the notorious Reventlow, who caused the Salomons' arrest.

**A Certain Eight Counties**

The Idaho Falls (Idaho) Daily Post has issued a peace and prosperity number that will be read with interest by every lover of the out-door West that it reaches. It is just a little better in every way than is usually the case with special editions. It is printed magazine size, contains 96 pages well bound inside an art color cover and sold for 50 cents the copy. In its pages are told, in an instructive manner, the story of the eight counties that comprise the Snake River Valley District. Home interest probably centered in the pages given to pictures and sketches of the lives of the sons of the eight counties who made the great sacrifice in the World War.

**Tip for Circulation Managers**

L'Avenir, the well known Paris journal, which recently changed its name by a vote of its readers from Oui (becoming The Future instead of Yes), has found a novel way to attract subscribers. It offers to sell to every old subscriber and every new one five kilograms of sugar for eleven francs, that is eleven pounds of this rare substance for a little over what represented two dollars, at pre-war exchange. L'Avenir points out that it really gives this sugar to subscribers as anyone buying its issue every day spends 36.50 francs, whereas a subscription amounts to 25 francs which with 11 francs for the sugar makes 36 francs a year.

**ELLIS HEADS COMPANY**

**Succeeds E. E. Harris as President of Lackawanna Journal**

LACKAWANNA, N. Y., Oct. 27.—Charles W. Ellis, vice-president of the Ellis-Joslyn Publishing Company, Inc., publisher of the Journal, has been elected president of the company to fill the vacancy caused by the withdrawal of Elmer E. Harris.

With the exception of the interest held by John R. Joslyn, formerly managing editor of the Buffalo Evening News, Mr. Ellis now owns the entire stock of the publishing company. Mr. Ellis will continue as editor of the Journal.

# Indiana

You may place your selling message before 614,643 readers of daily newspapers in Indiana at a rate of \$1.12 an agate line.

The papers are listed, their circulations stated and their individual advertising rates given on this page.

Indiana is one of the great market units. The state is up and doing. The people are energetic, forward-moving, accustomed to achievement.

They know the language of advertising and respond to that which carries to them a real appeal.

They have excellent newspapers, know it and value them accordingly.

Win their interest in your product and you will have won the Indiana market.

		Rate for Circulation 5,000 Lines
Elkhart Truth	(E)	9,353 .0214
Evansville Courier	(M)	22,897 .04
Evansville Courier	(S)	20,535 .04
Fort Wayne Journal-Gazette	(M)	29,230 .05
Fort Wayne Journal-Gazette	(S)	26,000 .05
Indianapolis News	(E)	110,552 .16
Indianapolis Star	(M)	85,446 .12
Indianapolis Star	(S)	96,317 .16
Kokomo Dispatch	(M)	5,567 .015
Lafayette Courier	(E)	8,527 .02
Lafayette Journal	(M)	10,669 .025
La Porte Herald	(E)	3,472 .0179
Logansport Pharos-Reporter	(E)	6,809 .02
Muncie Press	(E)	9,140 .025
Muncie Star	(M)	25,681 .05
Muncie Star	(S)	16,133 .05
Richmond Item	(M)	8,206 .03
Richmond Palladium	(E)	11,865 .04
South Bend Tribune	(E)	16,227 .035
Terre Haute Star	(M)	27,334 .04
Terre Haute Star	(S)	19,597 .04
†Terre Haute Tribune	(E)	24,845 .04
†Terre Haute Tribune	(S)	19,192 .04
†Vincennes Capital	(E)	1,049 .01071
<b>Total Daily Circulation and Rate</b>		<b>416,869 .76001</b>
<b>Total Sunday Circulation and Rate</b>		<b>197,774 .36</b>
<b>Total Daily and Sunday</b>		<b>614,643 1.12001</b>

Government Statements, October 1st, 1919.  
†Government Statements, April 1st, 1919.

## TIPS FOR AD MANAGERS

BROOKE, SMITH & FRENCH, Kresge Bldg., Detroit. Reported will make up list of newspapers during November for Detroit Graphite Company.

CAMPBELL - EWALD COMPANY, Marquette Bldg., Detroit. Placing orders with newspapers for Dafoc-Eustice Company.

NELSON CHESMAN & Co., 1127 Pine st., St. Louis. Reported will make up lists during next thirty days, using newspapers for Paris Medicine Company.

CHURCHILL-HALL COMPANY, 50 Union Square, New York. Will handle the advertising for A. B. Kirchbaum Company.

CORMAN COMPANY, 19 W. 44th st., New York. Placing orders with newspapers in New York City for K. T. Distributing Company.

J. H. CROSS COMPANY, 214 S. 12th st., Philadelphia. Placing orders with New York City newspapers for Majestic Electric Development Company.

DOLLENMAYER ADVERTISING AGENCY, Lincoln Bldg., Minneapolis. Again placing orders with newspapers for Minneapolis Heat Regulator Company.

DONOVAN & ARMSTRONG, Commonwealth Bldg., Philadelphia. Placing orders with Southern newspapers for Lawson Manufacturing Company.

DOREMUS & Co., 44 Broad st., New York. Placing orders with newspapers east of Chicago for the United Lace & Braid Manufacturing Company.

FEDERAL ADVERTISING AGENCY, 6 E. 39th st., New York. Placing copy with newspapers for Bradley Knitting Company.

FULLER & SMITH, Guardian Bldg., Cleveland. Reported will make up list of newspapers during November for Willard Storage Battery Company.

GARDNER ADVERTISING COMPANY, 1627 Locust st., St. Louis. Reported will make up lists during Fall months using newspapers for Certain-teed Products Corporation.

GREEN, FULTON, CUNNINGHAM, Free Press Bldg., Detroit. Placing orders with newspapers that have magazine sections for Frederick F. Ingram Company.

J. R. HAMILTON ADVERTISING AGENCY, 326 Madison st., West Chicago. Placing orders with newspapers for Eiseman, Kaye Company.

HOYT'S SERVICE, 116 W. 32nd st., New York. Placing orders with newspapers that have rotogravure sections for the Printz-Biederman Company; placing full page copy with Southern newspapers for American Mutual Liability Insurance Company.

LORD & THOMAS, Mallers Bldg., Chicago. Placing orders with newspapers for Franco-American Chemical Corporation; again placing orders with newspapers for Leopold "Langham High Art Clothes."

H. K. McCANN COMPANY, 61 Broadway, New York. Will place the accounts of Greeley Square Hotel Company, McAlpin Hotel and Martinique Hotel, New York City.

MATOS ADVERTISING COMPANY, Bulletin Bldg., Philadelphia. Placing orders with newspapers for Additional Wear Leather.

HARRY C. MICHAELS, 113 Lexington ave., New York. Placing orders with newspapers in Boston, San Francisco, Seattle, Tacoma and Spokane for Liebig Extract Company, Inc.

R. B. NEWELL AGENCY, 14 W. Washington st., Chicago. Placing orders with few newspapers for Peabody Coal Company.

NEWELL-EMMETT COMPANY, 120 W. 32nd st., New York. Again placing orders with newspapers for Liggett-Myers Tobacco Company.

W. A. PATTERSON COMPANY, 1 Madison ave., New York. Again making contracts with newspapers for Franklin Automobile Company.

A. PICARD COMPANY, 50 E. 42nd st., New York. Page orders with newspapers in New York City, Boston, Philadelphia and Chicago, for Underwood Typewriter Company.

RUTHRAUFF & RYAN, 404 Fourth ave., New York. Placing orders with newspapers for American Technical Society; placing orders with New York City newspapers for Sanitary Postage Association of America.

FRANK SEAMAN, INC., 470 Fourth ave., New York. Placing orders with newspapers in large cities for the Rand Company; will place the advertising for E. I. DuPont de Nemours Company; also with newspapers for "La Tausca Pearls."

SHAW ADVERTISING AGENCY, 142 Berkeley st., Boston. Placing orders with large Sunday newspapers for Quinn Conservatory of Music.

C. BREWER SMITH ADVERTISING AGENCY, 161 Devonshire st., Boston. Placing orders with New York City newspapers for Seggerman Brothers.

H. W. STEVENS AGENCY, Globe Bldg., Boston. Placing orders with Eastern newspapers for Ernest F. Smith & Co.

STREET & FINNEY, 171 Madison ave., New York. Making contracts with New York State newspapers for Beech-Nut Packing Company.

VANDERHOOF & Co., Marquette Bldg., Chicago. Will handle the advertising for Keweenaw Manufacturing Company.

GUY C. WHIDDEN COMPANY, Bulletin Bldg., Philadelphia. Placing orders with Ohio and Pennsylvania newspapers for Dill Medicine Company.

CRITCHFIELD & Co., Brooks Bldg., Chicago. Will make up lists during next sixty to ninety days using newspapers for F. A. Patrick & Co.

NELSON CHESMAN & Co., 1127 Pine st., St. Louis. Will make up lists during month of December for O. L. Chase.

JOHNSON, READ & Co., 202 S. State st., Chicago. Will make up lists during

December and January using newspapers for Herrick Refrigerator Company.

ST. PAUL ADVERTISING COMPANY, St. Paul. Will make up lists during November, using newspapers, for Adlerika Company.

MCJUNKIN ADVERTISING COMPANY, 5 S. Wabash ave., Chicago. Will make up lists during December, using newspapers for Kling Brothers & Co.

CHARLES H. FULLER COMPANY, 623 S. Wabash ave., Chicago. Will make up lists during December, using newspapers for Channel Chemical Company.

FRED M. RANDALL COMPANY, Book Building, Detroit. Contracts going to Michigan, Ohio and Indiana newspapers for "Pathfinder" coffee, National Grocer Company, Detroit; using newspapers for George Eldridge Company, Detroit, "Sunbonnet" butter and eggs.

CLIFFORD BLEYER & Co., 20 E. Jackson Blvd., Chicago. Placing orders with Western newspapers for Charles A. Krause Milling Company.

JOHN RING, JR., COMPANY, Victoria Building, St. Louis. Page advertising is being run in St. Louis dailies urging the creation of a production bureau within the Chamber of Commerce; also running about 6,000 lines in Kansas City dailies on first mortgage notes of National Improvement Company (controlled by National Cloak and Suit Company) for Mercantile Trust Company, St. Louis.

## Opies Buy Out Opposition

STANTON, VA., Nov. 4.—After fifteen years' competition, the Morning Leader and the Evening Leader have purchased the Daily News, the only opposition paper. Hereafter the papers will be published as the Evening Leader and the Morning News. The chief owners are Major H. L. Opie and Captain E. W. Opie, both of whom served through the war. Captain Opie is still in France.

## Neals Sell Interests

NOBLESVILLE, IND., Nov. 5.—Edward E. Neal and Charles S. Neal, who held the controlling stock in the Noblesville Daily Ledger, Lebanon Daily Reporter and Frankfort Crescent-News, have disposed of their interest in the Frankfort paper to George H. Healey and Louis Hamilton, both of Rensselaer, who are now in charge. Mr. Healey is editor of the paper.

(300 ft. x 283 ft.)



## THE ACID TEST

The Detroit Sunday News regularly publishes over 40% greater number of want ads than its only Sunday competitor and also leads in classified advertising volume.

## Reason Results

The merchants of Washington, D. C., usually use more space in

*The Evening Star*

than in the other three papers combined.

## Gompers Upholds "Newsies"

SEATTLE, Nov. 1.—The Seattle Newsboys' union has been sustained in its recent controversy with the Central Labor Council, growing out of the refusal of the Daily Union Record to sign a contract similar to that accepted by the other Seattle newspapers, by Samuel Gompers, president of the American Federation of Labor. The council applied for revocation of the newsboys' charter on the ground that the organization was dominated by those in control of the "vicious corner ownership system." The newsboys contended that they were being assailed because they "refused to become Bolsheviks and stand with the reds in the council, deciding to throw their lot with Americanism."

## Christman Succeeds Benn

PHILADELPHIA, Nov. 2.—Charles N. Christman has been made city editor of the North American, to succeed James S. Benn, named to the Pennsylvania Public Service Commission. Mr. Christman was formerly society editor of the North American.

## Fish Heads Skowhegan Paper

SKOWHEGAN, ME., Nov. 3.—John L. Fish, formerly news editor of the Independent-Reporter, and the past three years Somerset county representative of the Augusta Journal, has become editor of the Independent-Reporter.

## Publishers Celebrate

The 30th anniversary meeting of the New York Business Publishers' Association was held at the Automobile Club last night.

## try-out market

The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through

## THE INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York  
J. E. Lutz, First Nat. Bank Bldg., Chicago

## ADVERTISING RECORD

4,732,042 Agate Lines  
of advertising were published in the

## Clarksburg Telegram

WEST VIRGINIA

during nine months ending September 30, 1919

A gain of 31.8% over same period last year.

NATIONAL ADVERTISING

shows a gain of 87.9% for the same period.

It pays to advertise every day in the  
Clarksburg (W. Va.) Telegram

## Last P. O. Report

For the period ending Oct. 1, 1919  
Average Daily and Sunday Circulation

76,806

## New Orleans Item

Send for a copy of our \$3,000 Book of Facts and Figures concerning selling 1/28 of all the people in the United States.

TO REACH THE RICH  
TRADE OF KANSASTopeka  
Daily Capital

Sworn Government Report  
for 6 Months ending Oct. 1, 1919

33,137

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*

Member A. B. C. Publisher.

The  
Pittsburgh  
Post

has the second largest morning and Sunday circulation in Pittsburgh.



**CONGRESS AID SOUGHT  
IN PAPER PROBLEM**

(Continued from Page 5)

print and publishing authority predicted that the coming new year will be the most serious in the history of American newspaper publishing.

"Nobody knows yet what the 1920 news print price will be," he pointed out, "but it is bound to be a big increase over this year. Many publishers will find themselves unable to make contracts at any price, which will drive them into the 'spot' market and will result in the survival of only the wealthiest."

"At the same time higher labor wages will become effective and every other detail of overhead cost will increase. Hard as things are now, the real 'pinch' has not arrived. Wait until after January 1, 1920, for the real effects.

**Not Paying Its Own Way**

"The real crux of the whole situation is that newspaper advertising space is not being sold for the cost of manufacture. There is no earthly reason why newspapers should be using up news print paper that is well nigh unpurchasable to carry a volume of advertising that is not paying its way.

"The only remedy lies in increasing advertising rates and circulation prices to a point which will bring a respectable profit from the completed product. Cutting down news and reading matter is not the solution. The space taken up by advertising must be reduced as well."

Reports received from Canada this week are to the effect that the Canadian price of news print paper in the United States in 1920 probably will range from \$85 to \$90 a ton; the same selling in Canada for about \$73.

EDITOR & PUBLISHER is informed that there is Scandinavian news print paper on its way to this country that will sell at 7 cents a pound, laid down in New York.

With the shortage of news print coming to a head, a shortening up of newspaper sizes is reported from many parts of the country.

While the American Newspaper Publishers' Association at the time EDITOR & PUBLISHER went to press had not issued its bulletin on paper conservation, it was stated that such a bulletin is now being prepared, as reported exclusively in EDITOR & PUBLISHER of October 30.

**New York Papers Holding Down**

Statistics prepared by the News Print Service Bureau show that the New York newspapers for the week ending October 31 printed the following average number of pages daily, Sunday excluded: American, 19; Herald, 20; Sun, 21; Times, 30; Tribune, 21; World, 27; Globe, 22; Journal, 24, and Post, 21.

New York publishers have declared themselves for sane methods in use of news print. Walter G. Bryan, publisher of the American, said:

"Both the American and the Evening Journal are leaving out many columns of advertising daily. The Sunday American of November 2 left out 44 columns, the Evening Journal of October 31 left out 40 and the Evening Journal of November 3 left out 16 columns. We are compelled to omit advertising in order to print the number of copies required by our circulation with the print paper available. We are doing

all we can to conserve white paper and if it comes to a question of sacrificing advertising or circulation, we will sacrifice the advertising."

**Times Sets Minimum**

E. S. Friendly, assistant business manager of the Times, stated that the Times had not gone over 32 pages during the past week and that it would endeavor to stay within that limit on week-days during the present emergency. On Saturdays, a limit of 24 pages will be maintained.

Victor H. Polachek, publisher of the Sun and Evening Sun, said: "We are only doing what any sane man would do to conserve our white paper. The Evening Sun is limited to 32 pages and the Morning Sun to 24 daily."

In Chicago, the Tribune issued the following statement on November 1:

"By reason of the severe shortage of news print throughout the country and the consequent obligation of newspapers everywhere to conserve paper, commencing Monday, November 3, the Chicago Tribune will restrict the average size of its daily issues to 32 pages until the need for conservation is past.

"The 32-page average will be maintained each week, and should any week-day issue exceed 32-pages, other issues in the same week will be correspondingly reduced in size to secure the average.

"The enormous volume of advertising published in the Daily Tribune makes this step a hardship upon the Tribune and its advertisers alike. The Tribune hopes, however, that with the co-operation of its advertisers in reducing the amount of their advertising space the present emergency may be soon passed and a return to normal conditions assured."

Weeks ago the newspapers of St. Louis began to conserve news print, realizing the shortage in the supply, and this policy is being followed consistently. Actual measurements of the space in the five daily newspapers of St. Louis show to what extent the conservation is being practiced. On October 31, for instance: The Post-Dispatch printed 256 columns, 70 per cent. advertising; Globe-Democrat, 160 columns, 59 per cent. advertising; Republic, 126 columns, 37 per cent. advertising; Star, 192 columns, 66 per cent. advertising; Times, 126 columns, 47 per cent. advertising. In order to carry out this conservation, the newspapers are rejecting advertising, one paper refusing 37 columns on a recent week-day.

**Texas on War Basis**

C. B. Gillespie, business manager of the Houston (Tex.) Chronicle, said: "We are rejecting all advertising beyond certain limits and holding all week-day issues down to 18 pages, except Friday, when we carry 22. Sundays, we stay within 50 pages."

T. R. Colgan of the Houston Press said:

"We are conserving in every way possible, have cut out all extras and will

(Continued on Page 35)

**ELLA WHEELER WILCOX DEAD**

**Poetess and Newspaper Writer for Forty-nine Years**

NEW HAVEN, CONN., Oct. 30.—Mrs. Ella Wheeler Wilcox, author and poetess, died at her home in Branford to-day. Mrs. Wilcox had been ill for several months, following a nervous collapse while engaged in war relief work in England.

She was born in 1855 a few miles from Madison, Wis. The Frank Leslie Publishing House was the first buyer, giving her \$6 for the poem "Life," when she was 15 years old. Before her 'teens were passed she had published "Drops of Water," dealing with total abstinence, which brought in \$50.

Among the magazines to which she frequently contributed were the Atlantic Monthly, Harper's publications, Demorest's Magazine, the Century, Peterson's Magazine, the Galaxy. Of recent years she was a regular writer for the New York Journal and the Chicago American. Her autobiography, "The World and I," appeared in the Cosmopolitan.

The book that gained her the greatest fame was the collection of poems published in 1883 under the title "Poems of Passion." Wide discussion followed, much adverse criticism being directed against the book's title. The general effect, however, was to enlarge the circle of her readers and to give her a certain faithful following.

Two years before the appearance of "Poems of Passion" Miss Wheeler had married Robert J. Wilcox, a business man of Meriden, Conn.

The illness which ended in her death was brought on by her exertions during the war. With characteristic energy, she gave her aid to the Red Cross and went from camp to camp in France, lecturing to the soldiers on sex problems.

Julian C. Austrian, the owner and editor of the Fur Trade Review, New York, died at Kempton, Pa., on October 31.

**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**

246 West 59th Street

**The True News  
FIRST**

*Always-Accurately*

**International News Service  
World Bldg. New York**

**Obituary**

CHARLES H. ROLLINGS, Sr., for several years with the Brooklyn Citizen advertising staff and prior to that with the American Banker, died suddenly last week in Brooklyn.

REV. ALBERT B. SIMPSON, editor of the Alliance Weekly and proprietor of the Alliance Press Company, New York, died in Nyack, N. Y., last week, aged 74 years. He was an active evangelist and executive in foreign missionary work.

MRS. MARGARET B. WRIGHT, aged 80, widow of Charles H. Wright, a former Chicago editor, died last week in Cambridge, Mass. She had written for various newspapers and magazines as European correspondent.

MRS. HARRIET MYRICK, mother of the late Harry P. Myrick, for many years managing editor of the Milwaukee Free Press, and previously of the Sentinel, is dead at the age of 90 years.

LIEUT. COL. WILLIAM BEERS, father of L. MacLean Beers, advertising agent of New York and Havana, died recently in Dublin, Ireland, aged 82 years.

GUSTAV POLLAK, who was a contributor to the New York Evening Post and the Nation for forty years, died November 1 at Cambridge, Mass., at the age of 70 years. Mr. Pollak in 1884 was editor of Babyhood. He assisted in editing four encyclopaedias and was the author of a number of books.

**Vernam's Home Burns**

HUNTINGTON, N. Y., Nov. 3.—The \$60,000 residence of Charles C. Vernam, publisher of Ainslee's Magazine, was destroyed by fire today.

**New Era  
Features**

30 E. 42nd St., New York City

**Forty Leading Papers  
Print Our Service**

*Send for our Headline History  
of the World War*

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

**The Associated Newspapers  
170 Broadway New York**

**NEWSPAPER  
Feature Service**

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE  
Write us for samples of our colored comics, daily and Sunday pages in black and colors.

**Newspaper Feature Service  
M. KOENIGSBERG, Manager  
241 WEST 58TH ST. NEW YORK**

**THE INTERNATIONAL NEWS BUREAU, Inc.**

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

MAIL NEWS, FEATURE, and FICTION Service. Over 150 American, Canadian and European newspapers subscribe to our complete service.

**PREMIUMS  
That Are Real Subscription Producers  
S. BLAKE WILLSDEN  
Manufacturers and Publishers  
Representative,  
1606 Heyworth Building  
29 E. Madison St. CHICAGO**

## ALASKA DAILIES QUIT AS GOLD DECLINES

Juneau Dispatch Editor, Long a Daily and Recently Weekly, Gives Up and Moves to Seattle

SEATTLE, Nov. 5.—Alaska, once the scene of wild stampedes after pokes of riches, with resultant boom times in the cities and camps whose population would multiply overnight, is travelling fast on the downward trend. This is accurately reflected in the large number of newspapers of Alaska that are gradually going by the board,—newspapers that once enjoyed exceptional prosperity, although with but limited circulation and equally limited facilities for gathering news over their extensive fields.

The last of the old Alaskan newspapers to suspend publication is the Juneau Dispatch. Ed C. Russell, who published the Dispatch as a daily newspaper for twenty years and since May 1, 1919, as a weekly, has made arrangements to move his printing plant to Seattle, where he will publish a weekly paper for circulation throughout Alaska. L. F. Shaw, for several years editor of the Anchorage Times, will be associated with Mr. Russell in the new undertaking.

The Dispatch was at one time Alaska's leading daily newspaper. The only daily in Juneau now is the Daily Empire.

Depreciation in the value of gold, resulting in mining operations being almost entirely halted, is the chief cause of the great exodus from Alaska to "the outside." While everything else doubled and trebled in price, the value of gold has remained unchanged. Mining men declare that gold has actually depreciated nearly 50 per cent in value in the last four years.

R. C. McPherson, manager of the Alaska Bureau of the Seattle Chamber of Commerce and Commercial Club, declared today that the exodus from Alaska, already lacking greatly in population, will continue as long as the government continues to withhold encouragement from the pioneer.

The Alaska newspapers, says Mr. McPherson, have made a valiant effort against great odds, to encourage the development of Alaska and as they thin out, one of the greatest assets of the Northland will wane in power.

## MURPHY SUES EVENING POST

Politician Angered by Comment on Action Against Hearst

Charles F. Murphy, Tammany leader in New York, has followed his libel suit for \$1,000,000 damages against William R. Hearst and the Evening Journal with a suit for \$250,000 damages against the New York Evening Post because of an editorial article commenting on the break between Mr. Hearst and the political leader, in

which Mr. Murphy says his integrity is impugned. The suit followed a letter from Mr. Murphy's counsel to Rollo Agden, editor-in-chief of the Evening Post, indirectly threatening suit unless the objectionable statement in the editorial was retracted.

When seen by a representative of EDITOR & PUBLISHER Mr. Ogden said that the Evening Post had no comment to make either on the editorial nor on Mr. Murphy's attitude toward it.

## YOUNG MEN IN BIG JOBS

Van Buren and Tims Crew Fast in New Orleans

J. A. Van Buren, whose appointment as business manager of the New Orleans Times-Picayune was announced in a recent issue of EDITOR & PUBLISHER, started his career in the advertising department of the Times-Democrat ten years



J. A. VAN BUREN JOHN F. TIMS, JR.

ago and had been advertising manager of the Times-Picayune for several years. He is 29 years old.

John F. Tims, Jr., who has been advanced to fill Mr. Van Buren's former post, has been foreign display advertising manager of the Times-Picayune since the consolidation of the Picayune and Times-Democrat in 1914. Prior to that he had been on the business staff of the Picayune since 1907. Mr. Tims is 28 years old.

## Rhode Island Hits Billboards

PROVIDENCE, Nov. 4.—Billboard advertising on buildings and other public places in this city is opposed by the League of Improvement Societies of Rhode Island, which has named a committee to take the matter up with State and city officials. This form of advertising was considered necessary during the war, but is now declared to be objectionable and inimical to numerous plans for beautifying city property.

## Sport Writers Hosts to Hughes

SPRINGFIELD, Mo., Nov. 4.—Eddie Hughes, sporting editor of the San Francisco Chronicle, was the guest of the newspaper sport writers at Springfield, during his visit to his sister, Mrs. John Howell, here. He is a Missourian by birth and renewed old friendships among the fraternity.

## Baltimore 'News' Opinion

of the "S. & M. Insured Agency Delivery Service on Checking Copies"

I want to say that we have been very well satisfied with the service that has been given us by your concern. We have been entirely free from worries over checking copies as far as the New York field is concerned.

We are hoping that you will soon find it expedient to extend the service to Chicago. It is a great relief, indeed, to not only insure delivery of the papers to the advertising agencies, but it is also a relief to get away from the annoyance caused by carelessness within the agency itself.

(Signed) HERBERT WYLE,  
Business Manager.

## LIEUT. COL. SCRUTON HOME

Sedalia Editor Won Promotion on Firing Line

G. H. Scruton, editor of the Sedalia (Mo.) Democrat, has returned home after two years' service in France. Editor Scruton enlisted at the age of 54, entering the military service as a Lieutenant with companies of volunteers raised in Sedalia before the draft. He returns a Lieutenant-Colonel, having won his promotion on the firing line. "I find that I have been little missed in the Democrat office," Mr. Scruton tells EDITOR & PUBLISHER. While I have been overseas the paper has been making great strides. Now we must add to the mechanical equipment, and that is a pretty serious problem just now, as all publishers know."

## EDUCATIONAL WORK TO HOLD LITTLE ADS

(Continued from Page 24)

despite all innovations and recognized tendencies toward display the "first love" style of advertising has persistently maintained—and has consistently increased.

The public has always considered classified advertising as a directory—an informative guide to its wants and requirements—permanent, concise and dependable.

Classified advertising is sought—to satisfy the demands of the public—display advertising persuades by suggestion, and its attractiveness "thrills" its appeal upon the reader. Each has its distinct and clearly defined function—each is an essential element of modern publicity.

But it is classified advertising, diminutive in size, yet vast in volume—that cultivates the "buying from advertising" habit—classified advertising that annually claims thousands of new converts to the infinite power of "printers' ink"—classified advertising that creates reader-interest, and thereby stabilizes circulation.

These are the principles that classified advertising serves to develop and encourage—the principles that govern the effectiveness and production of a display medium—the principles that tend to make a newspaper—the great force in communal and industrial affairs.

125,636

persons live in the territory served by the ASBURY PARK PRESS

(Evening and Sunday)

This section of New Jersey—Monmouth and the greater part of Ocean counties—constitutes the heart of the garden center of the state, besides being the "Play-ground of America."

The residents are well-to-do and form a responsive market that well repays the advertiser. And the Press thoroughly covers the territory named.

Member A. B. C. Standard Rate Card.  
Frank R. Northrup, Special Representative  
303 Fifth Avenue, New York City  
Association Building, Chicago  
J. L. Kimmonth, Owner and Publisher,  
Asbury Park, New Jersey.

LOS ANGELES

Evening Herald

Circulation greater than the combined circulation of its two evening competitors.

Charter Member A. B. C.

## Women Make Newspapers

MADISON, Wis., Nov. 4.—Women can determine the character of the newspapers that come into their homes, Professor W. G. Bleyer, director of the journalism course at the University of Wisconsin said in an address on "The Newspaper and the Home." "Since the value of most advertising depends on its reaching women, the purchasing agents of homes, every newspaper publisher desires to make his newspaper a home newspaper," said Professor Bleyer. "Unless a newspaper goes into homes and is read by women it has little value as an advertising medium."

## Another Road For Tigrett

JACKSON, TENN., Nov. 1.—Isaac B. Tigrett, part owner of the Sun, has been elected president of the Gulf, Mobile & Northern Railroad, a 500-mile line extending northward from Mobile. He is also president of the Birmingham & Northwestern Railroad and the Meridian & Memphis Railway and of a well-known bond company which bears his name, with offices in Memphis, Atlanta and Jackson.

## Rhodes Selling Tulsa Land

Tulsa, Okla., Nov. 1.—Harvey E. Rhodes, Missouri, Kansas and Oklahoma newspaper man, has left newspaper work for the real estate field. He is now with Meshew & Company, Tulsa, where he expects to handle publicity as well as land.

## O'Hara Managing Movie Plant

LOS ANGELES, CAL., Nov. 1.—Kenneth A. O'Hara, former Brooklyn newspaper man, has been appointed manager of the L. J. Gasnier motion picture studio.

## The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.

Foreign Representative  
171 Madison Ave. NEW YORK

The Pittsburgh Dispatch solicits your business on the basis of genuine and established merit.

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

New Orleans States

Member Audit Bureau of Circulation  
Sworn Net Paid Circulation for 6 Months Ending Oct. 1st, 1919  
41,305 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

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit is in the heart of the richest agricultural and dairy region of the United States. Beloit has thirty factories; Beloit is highly educated; Beloit has wealth—well distributed.

One paper—the Beloit Daily News—alone serves this splendid American population.

Circulation, over 7,000.  
Rate, 2½ cents per agate line.

**HELPING COUNTRY WEEKLIES PUT ON REAL METROPOLITAN AIRS**



**GEORGE A. RILEY,**  
General Manager Publishers' Autocaster Company.

GEORGE A. RILEY is a newspaper executive who has shown on many occasions that he can "carry a message to Garcia," deliver it and come back with a receipt.

As business manager of the Newspaper Enterprise Association he demonstrated the dynamic energy and clear-cut vision with which he is endowed. The N. E. A. was conceived on original lines, embodying a new angle of service to newspapers, and it is due in no small measure to Mr. Riley's business ability that this new idea was developed within a few years into one of the essential factors in newspapermaking with hundreds of publishers.

Mr. Riley's experience in marketing the feature service of the N. E. A. impressed him with the great possibilities of a mat service of newsy features, cartoons, editorials, etc., for country newspapers. He could visualize a complete transformation of the small-town weekly which should find it possible to utilize the features which give variety and character to the average daily.

The one obstacle—and it seemed a controlling one—was the fact that country papers were not equipped with stereotype casting plants, and could not therefore use mats. Then along came an inventor, John McNaughton, a newspaperman, who had created a tabloid stereotyping machine, practical and in-

expensive, so simple in operation that it could be installed and used in any office, no matter how small.

This seemed to Mr. Riley to be "the answer" to the problem which had long baffled him, and he was quick to appraise its possibilities. He saw how completely this little machine would revolutionize the small newspaper, giving it a metropolitan makeup. And he saw further possibilities of a no less alluring kind.

National advertisers have always found the problem of using the country weeklies with good effect a baffling one. The cost of shipping electrotypes to hundreds or thousands of papers mounted to big figures. If blanket orders for advertising were given to the ready-prints or "boiler plate" concerns the ads

were perforce denied position on purely local pages.

So Mr. Riley argued that this stereotyping machine, which is called the Autocaster, would solve the national advertisers' problem of securing desirable position in the small papers without paying a premium for it. The Publishers' Autocaster Service Company was organized, growing out of the N. E. A., and Mr. Riley is vice-president and general manager of this company.

He has installed the Autocaster in nearly twelve hundred country newspaper offices, and the work is going forward as rapidly as the machines can be produced. He accepts advertising for the whole or any part of his list, sending the copy in matrix form and checking up insertions.

It has been demonstrated that the country papers get better results from using mats than the big dailies, for the reason that but one casting is required for their use as against three for the big paper.

**CONGRESS AID SOUGHT IN PAPER PROBLEM**

(Continued from Page 33)

reduce the number of pages next week. We regard the situation as serious."

A. C. Clarkson of the Houston Post said: "The Post is holding its wartime schedule of conservation, with barely enough news to carry advertising, without extras."

Eric C. Hopwood, managing editor of the Cleveland Plain Dealer, said:

"No change in size is contemplated as the Plain Dealer has been kept within 32 pages."

George F. Moran, general manager of the Cleveland News and Leader, said:

"We have made no move for reduction in size, but will be glad to co-operate with other Cleveland publishers in doing anything to relieve the situation, if that course becomes necessary. We printed 80 pages in the News-Leader of November 2 and the evening edition of the News averages 30 pages daily. We have heard of no call for Cleveland publishers to take up the situation."

Atlanta papers are likely to take concerted action soon. No definite limit has been placed as yet upon the number of pages, but all the newspapers are cutting down advertising and news in order to print enough papers for their

full number of readers.

E. W. Booth, publisher of the Grand Rapids Press, said: "The Booth papers are now practicing wise economies in news print because of the shortage. For a period of two weeks in two cities, sizes of editions were limited and advertising restricted. The situation has been somewhat relieved and at present restrictions are largely removed."

Charles O. Taylor of the Boston Globe, discussing the situation with EDITOR & PUBLISHER's representative, expressed the opinion that the Sunday Globe of November 2, was the tightest Sunday paper published in the United States, with 472 columns of advertising in the 92-page paper. The Globe some weeks ago found it necessary to place a check on Sunday classified advertising by declining to accept the same after 2 o'clock Saturday. Display advertising is accepted up to 5 o'clock on the day.

Mr. Taylor, as president of the Boston Publishers' Association, said that no general action had been taken by the association, the matter of curtailment being left entirely to the individual publishers. He declared, however, that the papers are running as tight as possible at this season, considering the very heavy volume of advertising. Among the dailies, he said, the size of the paper is usually governed by press capacity.

At the Boston Post, it was stated that while there is sufficient advertising to carry 40 pages daily, editions are kept down to a 32-page limit. The Post is always run on a close margin, according to the management, but that margin is as close now as it ever was, perhaps with the single exception of a short period last winter, when most of the papers reduced to a minimum of 10 and 12 pages.

**Des Moines Register and Tribune**  
104,858 Daily  
Morning and Evening  
71,240 SUNDAY  
Net Paid Average Six Months ending September 30, 1919  
Member A. B. C.

**The Dominating Force**  
In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.  
**The Bridgeport Post Standard-Telegram**  
Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.  
FOREIGN REPRESENTATIVES  
I. O. Klein, Metropolitan Bldg., New York.  
John Glass, Peoples' Gas Bldg., Chicago, Ill.

**THE PEOPLE OF NEW LONDON, CONN.**  
have money to spend for nationally advertised goods. The city was never as prosperous as it is today.  
Advertise your goods at dawn and sell them before dark  
The **NEW LONDON TELEGRAPH**  
JULIAN D. MORAN, Pres. and Mgr. Representatives  
Payne-Burns & Smith, New York—Boston  
J. Logan Payne Co. Chicago—Detroit

**CLINCHING THE CAMPAIGN**  
The Merchandising Service Department of the **BOSTON AMERICAN**  
Helps to assure and insure dealer cooperation and the successful clinching of your advertising and sales campaign  
Govt. Statement for Six Months Ending April 1st  
301,270

**Perth Amboy, N. J.**  
Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.  
**Evening News**  
Member A. N. P. A., A. B. C., A. P. Reasonable requests for trade information given prompt attention.  
F. R. Northrup, 303 5th Avenue New York City

**Results**  
are sure to be good when you advertise in a medium that adequately covers a territory of worth while buying power.  
Cleveland and Northern Ohio is the richest territory between New York and Chicago and can be covered single-handed by  
**The Plain Dealer**

**The Congregationalist**  
is not read for fun; it is read seriously; therefore it is well read.  
Broad-minded advertisers know  
**THE CONGREGATIONALIST,**  
14 Beacon St. BOSTON, MASS.

**The Pittsburg Press**  
Has the Largest  
Daily and Sunday  
**CIRCULATION IN PITTSBURG**  
Member A. B. C.  
Foreign Advertising Representatives.  
Metropolitan Tower, Peoples Gas Bldg.  
I. A. KLEIN, JOHN GLASS, New York, Chicago.

# SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

## R. L. JONES PURCHASES TULSA DEMOCRAT

Former Owner of Madison State Journal and T. F. McPherson Taking Immediate Charge—Staff Unchanged

TULSA, OKLA., Oct. 31.—Negotiations have been closed between Charles Page of Sand Springs and Richard Lloyd Jones, of Madison, Wis., for the purchase of the Democrat. Mr. T. F. McPherson, who has been associated with Mr. Jones in newspaper work, takes active charge at once, and Mr. Jones will come here some time before the first of December to take editorial charge. The present staff and organization will continue. C. F. Colvin has been general manager and Vernon L. Smith editor.

Mr. Jones for the past eight years has been the owner and editor of the Wisconsin State Journal at Madison. For nine years prior to that he was associate editor of Collier's Weekly, and before that he was editor of the Cosmopolitan Magazine and editorial writer for the Washington (D. C.) Times.

### Charter For Berkshire Daily

NORTH ADAMS, MASS., Oct. 31.—The Herald Publishing Company has been incorporated and will continue publication of the Daily Herald. The capitalization is \$30,000, of which \$20,000 is preferred and \$10,000 common stock. Arthur W. Chippendale, president of the Hoosac Saving Bank, is president of the new company; Thomas A. Haggerty, for twenty-five years with the paper, is treasurer and publisher; M. O. Haggerty, postmaster, is clerk, and Mayor Ezra D. Whittaker, and P. J. Ashe, former city solicitor, will act as directors.

### Jewish Paper Discards Type

MILWAUKEE, Nov. 2.—The Jewish Daily Press has announced its intention of publishing at least a part of its paper by means of photo-engravings instead of type. The decision followed the successful experiments conducted by the Los Angeles Times and the Literary Digest. Isidore S. Horwitz, proprietor, in an article reproduced by this method, says that some of the workers in the Jewish publishing houses are getting from \$50 to \$75 a week, and that their demands "make those of the Bolsheviks look small."

### New Capital News Bureau

TOPEKA, KAN., Nov. 4.—The Kansas City Post has opened a Capital News Bureau here, with William C. Clugston, formerly of the Star Journal, in charge. The offices are in the Orpheum building. Mr. Clugston has been with the State Journal for the past five years, for the past year on the city desk.

### Cooley Sells to Huffman

GRAND RAPIDS, WIS., Nov. 2.—The Daily Leader has been sold by J. F. Cooley to William F. Huffman, who has been connected with the Beloit Daily News, the Rockford Republic and with papers at Denver, Colo.

## EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

### Goss Sextuple Press For Sale

At sacrifice for immediate acceptance—Sextuple Goss press with color attachment, eight columns, twelve cms, 2 1/4 inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate; pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

### For Sale

Consolidation of dailies puts splendid 16-page Goss Acme press and complete stereo outfit on market. Has extra color attachment. If interested address at once A-933, care of Editor and Publisher.

### For Sale

Set eight point Roman No. 2 with Gothic No. 3 linotype mats, including liners. \$45.00 P. O. B. Fond du Lac. Guaranteed good condition. We use seven point. The Daily Reporter, Fond du Lac, Wis.

## EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

### Wanted

We are in the market for a sixteen-page straight-line press and equipment—Hoe, Goss or Duplex Tubular preferred. Must be in first class condition. Give lowest price; cash deal. Vanderslice & Eyerly, Bloomsburg, Pa.

### Wanted

Second hand 16 or 20 page perfecting press. Cash on delivery. Sedalia Democrat, Sedalia, Mo.

### New Chicago Tribune Building

CHICAGO, Nov. 1.—The Chicago Tribune has commenced construction on a five-story office and printing establishment on Austin Avenue and St. Clair Street, 200x220 feet. To carry out the plans the Tribune Building Corporation has been organized, with a capital of \$500,000, by J. M. Patterson, Jarvis Hunt and Joseph B. Fleming.

### New Motorists' Magazine

DENVER, COL., Nov. 1.—The Aopa, a new monthly publication for automobilists, has appeared in this city. The name is coined from the initials of the Automobile Owners' Protective Association. It is edited by Edgar C. MacMechen.

### Has Field to Itself

CAMBRIDGE, OHIO, Nov. 4.—The Daily Jeffersonian has purchased its only competitor, the Guernsey Times, a morning newspaper, which is to be discontinued. The Jeffersonian is an afternoon newspaper.

### INCORPORATIONS

NEW YORK.—Nauticus Company; \$10,000; S. Black, R. W. Mathews, F. W. Lutz, 111 Broadway.

Leishman Telegraphed Picture Service, Inc., Ogden, Utah; representative M. M. Burger, 949 Broadway, New York.

Collier Publications Corp., \$50,000; A. W. Britton, S. B. Howard, C. V. Reilly 65 Cedar street.

WILMINGTON, DEL.—Seaman Paper Products Company. (Delaware corporation); \$100,000; M. L. Horty, C. L. Mackey, M. C. Kelly.

GREAT FALLS, MONT.—Flint Newspaper Syndicate, \$50,000; Paul R. Flint, H. S. Flint, Patrick R. Kivilin.

The Geneva Daily News has consolidated with the Geneva Daily Times.

## 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

Printing Plants and Business BOUGHT AND SOLD  
Printers' Outfitters  
American Typefounders' Products  
Printers and Bookbinders Machinery  
of Every Description  
CONNER, FENDLER & CO  
96 Beckman St. New York City

## FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & CO.,  
Plainfield New Jersey

Take It To

# POWERS

Open 24 hours out of 24  
The Fastest Engravers on  
the Earth

Powers Photo Engraving Co.  
154 Nassau St., Tribune Bldg.  
New York City

# GOSS

the name that stands for  
SPEED, DEPENDABILITY,  
SERVICE

## THE GOSS

"High Speed Straightline" Press

Used in the largest newspaper plants  
in U. S. A. and Europe.

## THE GOSS

Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order,  
Catalogue and Magazine Work.

## THE GOSS

"Comet" Flat Bed Web Perfecting Press

Prints a 4, 6 or 8-page newspaper from  
type forms and roll paper.

## GOSS STEROTYPE MACHINERY

A complete line for casting and finishing  
flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

# THE GOSS PRINTING PRESS CO.

Main Office and Works:  
1535 So. Paulina St., Chicago

New York office:  
220 W. Forty-second St.

## CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

### 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.

#### Business or Circulation Manager

Wanted—Position as business or circulation manager. Have spent nine years building up newspapers, all departments. Now employed but want something better. Fine references. Address A-926, care of Editor and Publisher.

#### Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor and Publisher.

#### Re-Write Man

College graduate with four years' experience free-lance writing, wants a desk job on an evening newspaper. Has had material accepted by Life, Judge and others. Wants an opportunity to work into position of paragrapher. Can also handle feature assignments. Age 28, lame, unmarried. Address A-927, care of Editor and Publisher.

#### Editor

I want to establish myself as editor of a daily paper in a small, progressive city where opportunities sufficient to warrant my remaining permanently will be offered. I am just out of the army, am under thirty and have had several years experience on both country and city dailies. Address replies to A-928, care of Editor and Publisher.

#### Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulation manager on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsboys, carriers, and city and country dealers. Wide experience in R. F. D. work and contests of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-828, care of Editor and Publisher.

#### Advertising Manager and Solicitor

is open to discuss new proposition with publisher who seeks a live, earnest worker to take entire charge of both foreign and local advertising—solicit, advise, prepare lay-outs and write copy. Advertiser is returned soldier with valuable newspaper experience and demonstrated ability. C. G. Rooker, 1 Dyke Block, Fort William Ontario, Can.

#### Accountant

Ten years' experience newspaper and job printing office. Reliable, energetic, good references. Address A-930, care of Editor and Publisher.

#### Cartoonist

Energetic young man with four years' newspaper experience—political cartoons and comics. Samples on request—references. Address A-931, care of Editor and Publisher.

#### Experienced Newspaperman

If you can use services of an experienced newspaperman still in his prime, who has spent the last 12 years reorganizing departments and building up newspapers, I would like to hear from you. Am capable and resourceful executive and can furnish satisfactory references. Will be at liberty Jan. 1. In writing give details and salary. Address A-934, care of Editor and Publisher.

### HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

#### Circulation Manager Wanted

Daily newspaper in live Northwest Texas city wishes experienced and efficient circulation manager. State age, experience and salary required. The Daily News, Amarillo, Texas.

#### Young Energetic Circulation Man

Good position open for young energetic circulation man. Must be able to keep A. B. C. records, willing to work, and ambitious to amount to something. Circulation 12,000, in Southern city of 40,000 population. All communications confidential. Address A-932, care of Editor and Publisher.

#### Circulation Manager Wanted

for semi-weekly newspaper with over 100,000 circulation covering six of the best mid-western states and must be capable of handling big force of traveling men and expert at circulation promotion work. Experience on farm paper or weekly newspapers neces-

sary. Good salary to a producer. Give full information, references and state salary in first letter. Write E. C. White, Circulation Director, The Dispatch Printing Co., St. Paul, Minn.

## SPORTS!

I believe I can turn out the best sport page in the country if given the chance.

Snappy art and makeup, humorous paragraphs, of comment, unusual feature and authoritative sport stories. I want a big sports job. Write me and I'll convince you I am worthy of it.

EDITOR & PUBLISHER  
BOX A-929

### NEW PRESSMEN'S SCALES

#### Halifax, Cincinnati, San Francisco and Other Cities Affected

New agreements and contracts signed by employers with the International Printing Pressmen's and Assistants' Union provide for the following changes:

**HALIFAX, N. S. (Newspaper)**—Voluntary increases in wages of about 35 per cent since January 1.

**BUFFALO, N. Y.**—Increase of \$4 a week for male cylinder feeders and \$2 for male platen feeders above wages paid on June 1, 1919, making minimum wages for these \$35 and \$17 a week. It also stipulated recognition of female feeders, both cylinder and platen, with minimum scales of \$18 and \$16 a week respectively.

**CINCINNATI, OHIO**—Four dollar increase and a new scale with a further raise in effect from January 1, 1920, to September 2, 1920. This latter scale stipulates increases over former scale, which became operative last January, of \$6 a week for cylinder feeders, scoring machine men on cylinders and feeders on scoring job presses, \$6.50 for job pressmen on scoring presses, \$8 for engravers' proofers and for first rotary assistants, \$9 for second rotary assistants and for pressmen and helpers on embossing machines, while foremen of embossing rooms will receive \$10.50 a week raise.

**SAN FRANCISCO**—Day scales of \$22.50 a week for cylinder feeders and for helpers on flatbed web presses, of \$22.50 for platen feeders and packerboys, \$30 for brakemen and tensionmen. Night scales are \$3 a week additional to day scales, seven and one-half hours a maximum for first night shift, seven hours for second night shift.

**LOS ANGELES, CAL.**—Increase on September 1 of \$4 a week, making scale for cylinder feeders \$25 and for platen feeders \$22 a week.

**INDIANAPOLIS**—Five dollars a week increase.

**ATLANTA (Newspaper)**—Bonus of \$1 a day, making wages \$5.75 a day or night for men in charge of presses, \$5.25 for journeymen.

**WORCESTER, MASS.**—Increases of \$7 a week for journeymen, an eight hour day and a seven and one-quarter hour night.

**WINNIPEG, MAN. (Newspaper)**—Increase of \$1 a week for men in charge and journeymen.

### BOSTON SUBURBAN MERGER

#### Brookline Chronicle and Townsman Consolidated

BROOKLINE, MASS., Oct. 31. — This community's two newspapers, the Chronicle and the Townsman, have merged, and will be published as a single paper under one management. Walter D. Allen, managing editor of the Townsman, becomes treasurer and general manager of the Chronicle Company.

Walter C. English, former treasurer of the Chronicle, becomes president of the corporation, and Charles A. W. Spencer, for forty years connected with the Chronicle, as vice-president and managing editor of the publication, now officially known as "The Brookline Chronicle, incorporating the Brookline Townsman."

## JOURNALISTS DESCRIBE WAR ADVENTURES

### Birkmyre Tells of Imprisonment by Bolsheviks—C. E. W. Bean Gives News of Other Correspondents

By HERBERT C. RIDOUT.

LONDON, Oct. 21.—Only now that the war is receding into the limbo of the past are we getting the stories of some of the British war correspondents and their work and tortuous ways.

One of the best and certainly one of the most thrilling is that of the Daily Express Correspondent, Robert Birkmyre, who was captured by the Bolsheviks, in company with three other of his colleagues, and thrown into the fortress prison of Peter and Paul.

He describes his imprisonment as a "rest cure" and relates how he and his fellows, with a few officials, were relegated to Cell No. 70, to find a new way of spending Sunday.

"We have done our best," he says, "to make our little 'home from home' as clean and neat as possible, remembering our traditions for cleanliness—if not indeed godliness. It was one of the toughest jobs imaginable.

"No amount of ablutions or disinfectants or insecticides seemed able to quell or discourage the lesser and really only legitimate tenants of the cell. Our first stertorous slumbers on that memorable September Sunday were a series of blasphemous interruptions, followed by a sequence of improvised entomological expeditions by dim candle-light, with astonishing results:

#### Imperialists Shot

"Then the next morning . . . outside the courtyard, under our prison bars, the sinister snap of rifles, a muffled moan, great melancholy, silence, and another bevy of Imperialists ceased from troubling Soviet Russia."

News of other British correspondents and their ways is given by C. E. W. Bean, the official correspondent of the Australian forces.

"Philip Gibbs, of the Daily Chronicle, a pale, ascetic man, was an indefatigable writer of high-class material; brilliant, sincere, and accurate. It was the unsolved problem of the 'inky way' and the staff, how he managed to turn out such high-class copy day after day. He wrote as he spoke and felt. His story in the morning paper was cast in the same mold as his chat at the afternoon tea of the previous afternoon.

#### Bartlett the Talker

"Ashmead Bartlett was the great correspondent in Gallipoli. He had a wonderful capacity for gathering his facts quickly, and for conveying a brilliant impression without too many words.

"Perhaps Bartlett's tongue was more notorious than his pen on the peninsula. He knew the inner workings of the army and navy, and he could be vastly entertaining, as those who had dined in the press mess at Lemnos knew.

Bartlett would talk most amusingly and satirically over cigars for a couple of hours. The staff had him as their bete noir, and on condition he put a bridle on his tongue only, he was allowed to remain on the peninsula.

"H. W. Nevinson was the oldest correspondent on the peninsula—a Radical—the champion of the lost causes—one who was ever against war, yet always the first to enlist. His private opinion was that all the fighting should be done by the old men; that the young men had too much to do in the world.

"Herbert Russell was Reuter's first

\$23,000 buys only daily newspaper property in a city of 9,000. Annual volume of business \$23,000. Return to owner for personal effort and investment \$4,643. Proposition T. J.

### CHARLES M. PALMER

Newspaper Properties  
225 Fifth Avenue, New York

## WILMINGTON DISPATCH SOLD

Sale of the Wilmington (N. C.) Dispatch to R. S. Carver, announced in the columns of this paper last week, was made by

### HARWELL & CANNON

Brokers in Newspapers and Magazine Properties  
Times Building New York

correspondent, and Lawrence the second. He was formerly the Berlin correspondent of the Chronicle, and knew the German character thoroughly. He had no experience as a war correspondent when he came to Gallipoli, but before he left the peninsula had learned the game thoroughly. Afterwards he was Reuter's correspondent in France.

"Perry Robinson, the Times correspondent, always gave a straight story, but he hated the Germans tremendously. "H. M. Tomlinson was correspondent to the Times and the Daily News, two strange bedfellows for a man to serve. Tomlinson was a Radical, a cynic, and something more. Some of his articles were so cynical that it was doubtful whether his readers altogether understood them.

"W. Beach Thomas of the Daily Mail was a tall, spectacled athlete, of rather academic appearance, an old Oxford half-miler. Thomas was a fine correspondent, always keen on his work and willing and anxious to assist his colleagues."

### NEW ENGLAND CLUBS UNITE

#### Four in Association Headed by H. Wesley Curtis

BOSTON, Nov. 1.—The New England Association of Advertising Clubs was organized yesterday by the Pilgrim Publicity Association, Boston; Old Colony Advertising Club, Brockton; Worcester Advertising Club and Providence Town Criers.

The officers elected were: President H. Wesley Curtis, J. W. Barber Advertising Agency, Boston; secretary, George W. Danielson, Danielson Advertising Agency, Providence; executive committee, Charles T. Cahill, United Shoe Machinery Company; F. W. Spollett, shoe retailer, Boston; R. C. Moore, Graton & Knight Manufacturing Company, Worcester; R. M. Spencer, Davis Press, Worcester; Harry Pearson, O. J. Gude Company, Providence, R. I., and F. A. Black, William Filene's Sons Company, Boston.

### Oklahoman Edits Cisco Roundup

CISCO, TEX., Nov. 1.—Lee M. Nichols, former El Reno and Tulsa newspaper man, is now editor of the Daily and Weekly Roundup.

## DAYTON WILL BE HOST TO WOMEN WRITERS

John H. Patterson and Governor Cox Will Entertain Ohio Press Delegates at Three-Day Convention

CLEVELAND, O., Nov. 5.—The program for the annual convention of the Ohio Newspaper Women's Association at Dayton November 7, 8 and 9, is one of the most interesting in its history. Delegates will be the guests of John H. Patterson, president of the National Cash Register Company. Sunday morning they will be the guests of Governor James M. Cox, owner of the Dayton News and Springfield News, at a breakfast at the Hotel Miami. Miss Anna Wilson, probation officer of Dayton's juvenile court, will discuss "The Federation of Business and Professional Women" during the breakfast.

The convention will open at 3 p. m. tomorrow with a joint meeting of the executive, membership and clearing house committees.

Saturday morning there will be a session in the assembly hall at the National Cash Register Company's plant. A children's program of entertainment being rendered. A trip through the factory will be followed by a lecture at the N. C. R. school house and a luncheon in the company's "Officers' Club." During this luncheon Anna Olga Jones, of the Columbus Citizen, will speak on "Serious Service." "In a Happy Vein" —Cynthia Gray, Betty Fairfax, Jane Hope, Susie Smart—will be the subject of a talk by John H. Patterson.

### The Program

An afternoon session will follow in the N. C. R. school house, the program being as follows:

"When You Are the Boss"—Mrs. E. A. Day, Belleville Messenger. Discussion led by Mrs. Ethel D. Bryant, Willoughby Republican.

"Teaching English Through the Newspaper"—Mrs. Margaret Brandenburg, Oxford. Discussion led by Miss Ruth Parrett, Columbus Ohio State Journal.

"Gathering News from the Small Towns"—Mrs. Charlotte Price Shea, Bellefontaine Examiner. Discussion led by Miss Elsie Berg, Wellsville Union.

"The Woman Behind the Newspaper"—Miss Jessie Glasier, Cleveland Plain Dealer.

An auto ride through Dayton will be given delegates by Mr. Patterson, followed by a reception at the "Hills and Dales" home of E. G. Burkham of the Dayton Journal.

During the evening a banquet will be held at the N. C. R. "Officers' Club." Mrs. J. W. Freeland, Marion, will preside. The speaking program follows:

"Our New Members"—Miss Pearl Helfrich, Bowling Green.

"Association Greetings"—Mrs. Edith L. Hall, President Dayton Women's Press Club.

Response—Miss Katherine Amos, Sidney News.

Address—Gertrude K. Laue, editor Woman's Home Companion.

Anne Lewis Pierce, New York Tribune Women's Institute.

The Sunday morning business session program follows:

"The Woman the Boss Wants"—Harry E. Taylor, Portsmouth Times.

"The Necessity of Women to the Newspaper"—Frank B. Pauley, Middletown Journal.

"To Beat Old H. C. L."—"The Press Agent"—Mrs. Penelope Smythe Perrill, Dayton News.  
 "The Country Correspondent"—Miss Ruth Thomas, Sandusky Register.  
 "The Resort Reporter"—Miss Pearl Helfrich, Bowling Green.  
 "Editing Country News Letters"—Miss Winifred Biller, Findlay.

Officers of the association are: President, Miss Pearl Helfrich, Bowling Green; vice-president, Miss Ruth Parrett, Columbus; secretary, Mrs. Mary Proctor Wilson, Lebanon; treasurer, Mrs. Mary Young, Dayton; executive committee—Miss Katherine Amos, Sidney; Mrs. Zell Hart Deming, Warren; Mrs. L. M. Spencer, Milford; Mrs. Edith L. Hall, Dayton; and Miss Winifred Bitler, Findlay.

### DAILY ADS HELP BANKS

#### Press Secured One-Third of Savings Held by Boston Company

Boston, Nov. 2.—The value of newspaper advertising in getting business for banks was discussed by G. Wallace Tibbets, vice-president of the Exchange Trust Company, at a conference of the Associated Savings Trust Companies of Massachusetts, at the City Club.

Supporting his claim, he said that during September, 31 per cent of the savings accounts business of his bank was the direct result of front page advertisements in the daily press and that the same kind of business for this month has already risen 1 per cent over the previous month.

He said that his bank sets aside a certain portion of its earnings for newspaper advertising and declared that the return far exceeds the amount expended. He explained to the gathering that the essentials in advertising a bank are:

The name of the institution, its location, its slogan (if any) and trade mark.

#### Judson Started As Reporter

BRIDGEPORT, CONN., Nov. 4.—Frederick N. Judson, who died in St. Louis last week, was once a newspaperman here. Mr. Judson was a reporter on the Bridgeport Evening Farmer, now the Bridgeport Times, in 1861—turbulent times in the city. He was assigned to "cover" a flag raising, the occasion of the worst riot the city has ever known.

#### Mention Glynn for Governor

ALBANY, N. Y., Nov. 2.—The name of Martin H. Glynn, editor of the Times-Union and ex-Governor of New York, has been mentioned on several occasions for the gubernatorial nomination next summer. Mr. Glynn became Governor when William Sulzer was impeached in 1913.

#### Division for Sales Managers

OKLAHOMA CITY, OKLA., Nov. 3.—Formation of a sales-managers' division of the Ad Club is planned. The work will be started at once. The Ad Club will revive its one night a week study system, followed last year.

## URGES WATER POWER RELEASE BILL

Alaska and Pacific Northwest Contend They Have Untouched Spruce Enough to Make U. S. Independent in Pulp Wood

SEATTLE, Nov. 4.—Will the rolls of news print on the presses of the newspaper plants of the United States soon be the product of the vast pulp woods of Alaska and the Pacific Northwest, heretofore untouched?

Realizing that the Water Power Leasing Bill, which has been passed by the House and favorably reported by the Senate, will open up these fields for paper production and result in the establishment of new settlements, erection of big plants, costing millions of dollars, and large payrolls, the Northwest and Alaska are vigorously backing the proposed legislation.

Cheap hydro-electric energy is one of the chief essentials of the news print industry. There is an abundance of water power and spruce and other suitable timber areas in the Northwest and particularly Alaska.

### Danger in Delay

Close observers of the news print situation declare that unless the Northwest and Alaska pulpwood areas are opened the United States will be solely dependent on imported news print before many years.

It is estimated the annual growth of suitable timber in Alaska alone would supply half of the pulp used in the United States. In the Western country, however, the water power is withdrawn from entry and as a result no pulp mills have been installed. The water powers of the East were segregated from the government domain before the withdrawal order became effective.

Representatives of Eastern States, who formerly were opposed to the opening of the resources of the West and Alaska, are now ardently advocating the passage of the Water Power Leasing Bill and the development of the Western resources, for the news print situation has brought them to a realization of the fact that to use up the raw materials of the East and transport a large portion of them to the West, and later to transport the raw materials of the West to the East, is not true conservation, but on the other hand is decidedly wasteful.

### Declared Ideal Pulp Wood

It was contended for many years that the Alaska timber had great potential value in the making of lumber, but the aircraft investigation decidedly disproved that theory so far as aircraft lumber be concerned. It was found that the trees grow boughs from the ground up. Every bough makes a knot in the lumber and destroys its tensile strength. It

is, however, ideal wood for the manufacture of pulp.

A permanent domestic supply of pulp, sufficient for the needs of the country, can be maintained indefinitely, it is believed, under a proper system of reforestation.

### ADS FOR ALL CHURCHES

#### Newspaper Advertising Common Sense, Says Oregon Pastor

HOOD RIVER, ORE., Nov. 5.—The Riverside Congregational Church has begun an aggressive advertising campaign under the direction of Rev. W. H. Boddy, its pastor, who says:

"The advertising columns of the newspaper offer the most effective means of publicity. Common sense directs that the churches use it. I should prefer that my advertising attract people to all churches, rather than simply call attention to my own."

#### Paper Men Discuss Taxes

PORTLAND, ME., Nov. 4.—Pulp and paper manufacturers, lumbermen and timber owners are meeting here today and tomorrow at the request of the Eastern Products Association, whose headquarters are at Bangor, to consider the forest industries questionnaire sent out recently by the Bureau of Internal Revenue. The questionnaire was designed to secure such data as may permit the bureau to deal intelligently with the income and profits tax returns of the forest industries; also to permit these taxpayers to put their case fairly before the Government, especially as to claims for depreciation deductions.

#### News and Ads Cut Fire Loss

BANGOR, ME., Nov. 4.—A letter expressing his appreciation of the value of fire-prevention publicity through the news, editorial and advertising columns of the newspapers of Maine has been received by the editor of the Bangor Commercial from G. Waldron Smith, State Insurance Commissioner.

#### Hoegg Back from Health Trip

PORTLAND, ME., Nov. 3.—D. W. Hoegg, Jr., associate editor of the Express-Advertiser, has returned from an outing at Moosehead Lake and in Aroostook county, where he went for the benefit of his health.

### The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.

Morning Edition, 2c  
 Sunday Edition, 5c

The amalgamation of the two leading progressive Jewish newspapers of New York

## THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער דאָ וואָרײַט  
 The National Jewish Daily

## Food Medium of New Jersey Trenton Times

A. B. C.  
 2c—12c Per Week

KELLY-SMITH COMPANY  
 20 Fifth Avenue Lytton Building  
 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  
 220 Fifth Avenue Lytton Building  
 NEW YORK CHICAGO

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., N. Y. City  
 Established a Quarter of a Century

# OHIO FIRST

"How are crops?" is the usual farmer-to-farmer greeting. The answer to that question is of interest to manufacturers--to those who plan advertising campaigns --to all who study market conditions.

The 1917 corn crop in Ohio was valued at \$204,136,000; the wheat crop was valued at \$83,926,000; oats at \$49,984,000; rye, \$2,608,000; barley, \$1,558,000; buckwheat, \$658,000; potatoes, \$22,880,000; tobacco, \$24,768,000; hay, \$76,926,000; beans, \$35,000,000.

Most people think of Ohio as one of the great industrial states--and it is, PLUS. In many industrial lines it is FIRST. But Ohio produces CROPS, too! The state ranks tenth in value of farm products--which fact indicates that the soil still figures as one of Ohio's dependable sources of wealth.

There are 270,000 farms in the state--not one of them too remote from a city to benefit by the regular visits of a daily newspaper. In fact, Ohio newspapers "cover" the state and make a thorough job of it. There is no "unresponsive" population in Ohio. The people are of a high

average of education, home life measures up to the best and FIRST American standards and prosperity abounds.

The Ohio newspapers listed here are market-finders for manufacturers. They conform to the Ohio requirement--that the state institutions and enterprises must be of FIRST order! They have helped numerous manufacturers to win a place in Ohio and to hold it. **THEY ARE AT YOUR SERVICE.**

	Circulation	2,500 lines	10,000 lines
Akron Beacon Journal.....(E)	31,781	.06	.06
Akron Times.....(E)	21,254	.035	.035
Bellaire Daily Leader.....(E)	4,462	.02	.0125
Cambridge Daily Jeffersonian (E)	7,768	.02	.02
†Chillicothe News-Advertiser..(E)	3,055	.00714	.00857
Cincinnati Enquirer, 5c.....(M&S)	64,598	.12	.12
Cleveland Plain Dealer.....(M)	177,421	.26	.26
Cleveland Plain Dealer.....(S)	205,985	.30	.30
Columbus Dispatch.....(E)	75,662	.125	.115
Columbus Dispatch.....(S)	70,492	.125	.115
Columbus (O.) State Journal (M)	53,597	.10	.09
Columbus (O.) State Journal..(S)	28,399	.10	.09
*Dayton News.....(E)	37,340	.065	.065
*Dayton News.....(S)	29,533	.045	.045
East Liverpool Tribune.....(M)	5,829	.015	.015
†Lima Daily News.....(E&S)	12,549	.0286	.0214
Lima* Republican Gazette..(M&S)	10,103	.02	.02
Middletown Journal.....(E)	4,234	.01143	.01143
Newark American Tribune... (E)	6,178	.0179	.0179
New Philadelphia Daily Times (E)	4,379	.0129	.0129
Piqua Daily Call.....(E)	4,086	.0115	.0115
*Springfield News.....(E)	74,331	.03	.03
*Springfield News.....(S)	10,777	.03	.03
Toledo Blade.....(E)	86,033	.17	.15
Warren Daily Chronicle.....(E)	5,300	.02	.02
†Youngstown Telegram.....(E)	21,691	.05	.05
Youngstown Vindicator.....(E)	23,654	.06	.06
Youngstown Vindicator.....(S)	22,053	.06	.06

\*A. B. C. Report, April 1st, 1919.

†Government Statements, April 1st, 1919.

Government Statements, October 1st, 1919.

# *Important to Advertising Agents*

---

Realizing the growing costs of doing business to advertising agents as well as to the manufacturers of advertising space, which in the case of the newspaper has been in a measure offset by increasing advertising rates and selling price,

## **THE NEW YORK GLOBE**

Announces as effective on and after November 1, 1919, an increase of 2 per cent. in commission to advertising agents on general advertising.

**On November 1, 1918, The Globe increased commissions from 13 per cent. to 15 per cent.**

**On November 1, 1919, The Globe announces an increase from 15 per cent. to 17 per cent., the 2 per cent. cash discount to continue.**

In making this increase The Globe reserves the right to cancel the extra 2 per cent. in every case where the agent rebates it to the advertiser.

The Globe will continue its policy of absolutely protecting the advertising agents by refusing to quote net rates direct to others than wholesale buyers of space using upward of 50,000 lines per year.

---

Member  
A. B. C.

**THE NEW YORK GLOBE**

**180,000  
A DAY**

JASON ROGERS, Publisher



