



# EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1920

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, JAN. 8, 1920

Vol. 52. No. 32

## Overwhelming Importance of The Tribune in Chicago

ESTIMATED NUMBER OF FAMILIES IN CHICAGO 549,810

160,000 FAMILIES FOREIGN BORN NON-ENGLISH READING

### Reaching the Masses

Many an advertiser has hammered away for years in expensive magazine space and secured spotty, unprofitable "national" distribution, only to find that his goods have insignificant sale in great metropolitan markets.

A leading advertiser in national periodicals recently discovered that his goods were sold by less than 300 grocery stores in Chicago. During the past few months a local newspaper campaign prefaced by sales work under direction of The Chicago Tribune Merchandising Service has placed these goods in more than 4000 Chicago groceries.

THE CHICAGO SUNDAY TRIBUNE CITY CIRCULATION 307,412

Multiplication of mediums used results in some increased circulation but in much duplication. Even if an advertiser used all the women's periodicals shown, he

CIRCULATION OF 14 LEADING WOMEN'S MAGAZINES IN CHICAGO 236,111

LADIES HOME JOURNAL	40,392
WOMAN'S HOME COMPANION	37,452
PICTORIAL REVIEW	26,105
BUTTERICK TRIO	21,206
PEOPLE'S HOME JOURNAL	21,147
MC CALL'S	18,206
TO-DAY'S HOUSEWIFE	17,506
MODERN PRISOLLA	16,600
GOOD HOUSEKEEPING	13,440
NEEDLE CRAFT	12,000
HARPER'S BAZAAR	11,000
MOTHERS MAGAZINE	10,000
WOMAN'S WORLD	9,000

CIRCULATION OF 13 LEADING MONTHLY MAGAZINES IN CHICAGO 222,541

AMERICAN	42,879
HEARST'S	40,431
COSMOPOLITAN	39,817
RED BOOK	21,070
MC CLURE'S	19,944
NATIONAL GEOGRAPHIC	19,636
EVERYBODY'S	11,524
METROPOLITAN	11,000
SEARCHLIGHT	10,000
STREET & RAIL WORK	10,000
WOMAN'S WORLD	9,000

CIRCULATION OF 6 LEADING WEEKLY MAGAZINES IN CHICAGO 139,924

SATURDAY EVENING POST	62,496
COLLIER'S	26,700
LITERARY DIGEST	25,222
LESLIE'S	13,400
LIFE	10,000
OUTLOOK	10,000

would not reach 236,111 Chicago families; but he can reach more than 307,412 Chicago families through The Chicago Sunday Tribune.

### Reaching Them With a Punch

Newspaper advertising has more driving power than any other. It is tied up with news—a product so essential that repeatedly the government has recognized newspapers as public utilities.

The Chicago Tribune is a powerful influence in the lives of all the citizens of Chicago. Even when they oppose it, they are keenly interested in what The Tribune does. This cannot be said of any periodical or group of periodicals.

Many a magazine lies unread in the home of the subscriber for days, for weeks, forever; but every copy of The Chicago Tribune is read and read immediately. A definite part of every day is set aside for reading The Tribune. Every copy breathes action, timeliness, radiates the spirit of "do-it-now," produces immediate results for advertisers.

### Reaching Them at Low Cost

The maximum rate for black and white advertising in The Chicago Sunday Tribune is .0011 per line per thousand of circulation. The corresponding rate for advertising in the periodicals listed on this page averages five times as much: Newspaper advertising, and particularly Chicago Tribune advertising, reaches the masses, has the punch and is the most economical form of advertising. If you wish to know more about it, a representative from one of the offices listed below will be glad to call on you.

### Explanation of Chart

This chart pictures the circulation of various periodicals in the city of Chicago as compared with that of The Chicago Sunday Tribune, and contrasts both with the number of families which make up this market.

Circulation figures for magazines are taken from the Gould chart of the American Association of Advertising Agents. They are at least a year old, but are the best available as periodicals do not make a practice of publishing their circulation by cities.

The circulation quoted for The Chicago Tribune is taken from the publisher's statement to the Audit Bureau of Circulation for the six months ending September 30, 1919, which showed a circulation of 666,496. The circulation of the Sunday Tribune now exceeds 725,000.

Therefore, although all the publications indicated above, including The Chicago Sunday Tribune, may today have circulations greater than those quoted, the fundamental lesson taught by the chart is still true.

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Building, Chicago

512 Fifth Avenue, New York

406 Haas Building, Los Angeles

**"One thing is certain"—  
Daily Newspaper Advertising**



	Circulation	2,500 lines	10,000 lines
<b>ALABAMA</b>			
Birmingham Age-Herald .....(M)	22,300	.07	.05
Birmingham Age-Herald .....(S)	27,405	.08	.06
Birmingham Ledger .....(E)	34,018	.07	.07
*Birmingham News .....(S)	45,343	.10	.10
*Birmingham News .....(S)	48,070	.12	.12
Mobile News-Item .....(E)	10,136	.03	.03
Mobile Register .....(M)	23,709	.05	.05
Mobile Register .....(S)	33,137	.06	.06
Montgomery Advertiser .....(M)	24,187	.05	.05
Montgomery Advertiser .....(S)	24,736	.06	.06
<b>FLORIDA</b>			
Jacksonville Metropolis .....(E)	18,740	.05	.05
Florida Times-Union, Jacksonville .....(M&S)	26,915	.06	.06
Palatka Morning Post .....(M)	1,450	.0122	.0122
Pensacola Journal .....(M)	6,485	.025	.025
Pensacola Journal .....(S)	7,900	.025	.025
Pensacola News .....(E)	5,425	.02	.02
<b>GEORGIA</b>			
*Atlanta Georgian .....(E)	39,386	.08	.08
*Atlanta Sunday American .....(S)	83,177	.12	.12
*Augusta Chronicle .....(M)	11,074	.03	.03
*Augusta Chronicle .....(S)	10,008	.035	.035
Augusta Herald .....(E)	13,958	.035	.035
Augusta Herald .....(S)	9,413	.035	.035
Columbus Ledger .....(E&S)	7,592	.03	.03
Macon Telegraph .....(M)	23,450	.04	.04
Macon Telegraph .....(S)	19,321	.04	.04
Savannah News .....(M&S)	21,120	.055	.04
Savannah Press .....(E)	15,357	.04	.04
<b>KENTUCKY</b>			
Louisville Herald .....(M)	45,616	.08	.08
Louisville Herald .....(S)	49,090	.08	.08
Paducah News Democrat .....(M)	6,972	.0225	.018
<b>LOUISIANA</b>			
*New Orleans Times-Picayune..(M)	76,171	.12	.12
*New Orleans Times-Picayune..(S)	92,360	.15	.15
*New Orleans Daily States.....(E)	41,925	.10	.08
*New Orleans Daily States.....(S)	37,563	.12	.12
*New Orleans Item .....(E)	74,541	.12	.12
*New Orleans Item .....(S)	90,488	.15	.15
<b>NORTH CAROLINA</b>			
*Asheville Citizen .....(M)	11,985	.03	.03
*Asheville Citizen .....(S)	9,704	.03	.03
*Asheville Times .....(E)	7,236	.025	.02
Charlotte News .....(E&S)	10,849	.03	.03
*Charlotte Observer .....(M)	18,360	.055	.03
*Charlotte Observer .....(S)	18,557	.065	.04
Durham Sun .....(E)	5,325	.02	.02
*Greensboro Daily News.....(M)	15,975	.05	.04
*Greensboro Daily News.....(S)	21,117	.06	.05
Greensboro Record .....(E)	8,000	.025	.025
Raleigh News and Observer.....(M)	22,273	.05	.04
Raleigh News and Observer.....(S)	22,210	.05	.04
*Wilmington Dispatch .....(E)	4,498	.02	.02
Wilmington Dispatch .....(S)	3,840	.02	.02
*Winston-Salem Journal .....(M&S)	5,358	.025	.02
*Winston-Salem Sentinel .....(E)	6,956	.03	.03
<b>SOUTH CAROLINA</b>			
Anderson Mail .....(E)	4,431	.0178	.0178
Charleston American .....(M) }	7,603	.03	.03
Charleston American .....(S) }			
*Columbia Record .....(E)	12,991	.03	.03
*Columbia Record .....(S)	12,007	.03	.03
Columbia State .....(M) }	21,091	.05	.05
Columbia State .....(S) }			
Greenville News .....(M&S)	8,485	.035	.03
Greenwood Index Journal.....(E)	4,785	.02	.02
Spartanburg Journal & Carolina Spartan .....(E)	2,958		
Spartanburg Herald .....(M)	4,416	.03	.03
Spartanburg Herald .....(S)	5,262		
<b>TENNESSEE</b>			
*Chattanooga News .....(E)	14,349	.04	.04
Chattanooga Times .....(M)	26,988	.07	.07
Chattanooga Times .....(S)	23,466	.07	.07
Knoxville Sentinel .....(E)	21,290	.05	.045
*Knoxville Journal-Tribune .....(M) }	19,174	.05	.045
*Knoxville Journal-Tribune .....(S) }			
Memphis Commercial Appeal... (M)	78,214	.14	.12
Memphis Commercial Appeal... (S)	109,031	.17	.15
*Nashville Banner .....(E) }	42,984	.07	.07
*Nashville Banner .....(S) }			
*Nashville Tennessean .....(M)	26,047	.08	.08
*Nashville Evening American.....(E)	16,110	.08	.08
*Sunday Tennessean & American (S)	29,570		
<b>VIRGINIA</b>			
†Bristol Herald Courier.....(M&S)	8,750	.04	.04
Danville Register and Bee... (M&E)	9,451	.03	.027
Newport News Times-Herald... (E)	*10,354	.04	.04
Newport News Daily Press... (S&M)	6,476	.04	.04
Norfolk Ledger Dispatch.....(E)	38,494	.08	.08
Roanoke Times .....(M&S)	9,570	.06	.06
Roanoke World-News .....(E)	10,315	.06	.04

Government Statement, October 1st, 1919.  
\*A. B. C. Report, October 1st, 1919.  
†Includes Bristol, Tenn.

# Trade That Sticks

*The Pick of the Papers*

When you advertise in the South do it in detail by the intimate, frequent, homely route of the Daily Newspapers.

You can cover the South by all the Daily papers for only about one-third cent per inhabitant, with five big pages or a column per week most of the year.

Compared with the Dailies, magazines cover the South like a fish net might cover a Lady Godiva, at the price of circulation over the whole United States, no matter where you really want your advertising to go.

*The Daily Newspapers take your advertising where you want it, when you want it. In the South, each paper covers its own special zone, extending far into the country.*

Country trade in the South buys in town, and lays in good supplies.

All you need do in the South is advertise in the Dailies, look sharp to your distribution, and keep your printed word with your goods.

**THEN you will win the trade that sticks.**

# DAY after DAY MONTH after MONTH

N. E. A. SUPPLIES THE LUXURIES AS WELL AS THE NECESSITIES OF THE SUCCESSFUL NEWSPAPER EACH MONTH OF 1919 SAW A SUCCESSION OF NEWS ACHIEVEMENTS FOR N. E. A. CLIENTS

## January

saw the opening of the Peace Conference in Paris and the beginning of the historical conflict over the League of Nations. N. E. A. obtained from 12 United States senators their views on the subject—six for and six against the league. N. E. A. clients led the nation in handling this great news feature.

## February

was the month of Carl Sandburg's return from Europe. In Sweden, close to the Russian border, he had obtained a copy of the last letter written by the czarina to the czar before they were both killed. This precious document was first given to the world by N. E. A., and re-printed in thousands of publications.

## March

brought forth "The Girl of the Golden Apple," Miss Edith Hyde of New York who was adjudged "the most beautiful woman in America" by a jury of artists consisting of Charles Dana Gibson, James Montgomery Flagg, Penrhyn Stanlaws, Harrison Fisher and Howard Chandler Christy. N. E. A. promptly obtained a series of beauty articles from "The Girl of the Golden Apple," illustrated with specially posed photographs—a mighty attractive series.

## April

heard but one question being asked all over the world, "What Will Peace Bring?" Four members of President Wilson's cabinet, Secretaries Houston, Redfield, Lane and Wilson, wrote articles for N. E. A. proving that the United States would enter upon an era of unprecedented prosperity. Gibson Gardner introduced this striking series to N. E. A. readers.

## May

was a fateful month in world affairs. The German delegates to the Peace Conference were handed the terms they were to sign. A special N. E. A. courier brought the photograph of this historic scene to the United States as fast as trains and steamers could travel, and N. E. A. clients scored another scoop of the first magnitude.

## June

made Toledo the sporting center of the world, with the heavyweight championship bout impending. All newspaper readers, whether or not they were fight fans, enjoyed the distinctive news from the training camps sent out by N. E. A.'s staff, and N. E. A. story and picture service from the ringside on July Fourth was swift, colorful and pungent.

## July

a spectacular month for N. E. A. clients. A photograph of the signing of the peace treaty was carried to London from Paris by airplane and rushed, by courier, to the starting point of the R34, the first dirigible to cross the Atlantic. By air-route, that picture was whisked to America, permitting N. E. A. newspapers to present an absolutely unique example of enterprise.

## August

was a hot month for E. T. Leech, editor of the Memphis Press, who was sent to jail because a judge "thought" Leech had made slighting reference to him in an article. In story, picture and editorial, N. E. A. fought the fight for Leech—and incidentally for every American editor exposed to the menace of official despotism and the suppression of the freedom of the press.

## September

was the closing month of a dramatic baseball season. Sporting editors agree that N. E. A.'s advance service on the 1919 World Series was unsurpassed in 17 years of effort.

## October

with the infant nations of central Europe struggling to get on their feet, was distinguished for N. E. A. by the study made by Harold E. Bechtol, European manager for N. E. A., of conditions in the new democracies of Poland and Czecho-Slovakia, countries for whose freedom America fought. In addition to these striking stories, Mr. Bechtol wrote authoritative articles on conditions in Germany.

## November

began the appealing series of letters written by Roosevelt to his children, which were supplied exclusively to N. E. A. clients for reproduction. N. E. A. bought the newspaper rights for this exceptional serial from Scribner's.

## December

was distinguished by a characteristic bit of N. E. A. service. Arthur B. Reeve, creator of "Craig Kennedy," the most popular of fiction detectives, was assigned to study the fate of Billy Dansey, the "Perfect Baby." Mr. Reeve's theories and conclusions in this case, written exclusively for N. E. A., attracted national attention.

WRITE OR WIRE

*The* NEWSPAPER ENTERPRISE ASSOCIATION  
(A SERVICE NOT A SYNDICATE)  
CLEVELAND, OHIO



# Saturday Afternoon in Philadelphia

Somewhere, sometime, somebody doubted the value of Saturday afternoon advertising.

Then along came the aggressive type of advertiser.

He reasoned that the modern metropolitan Saturday afternoon newspaper, with its brevity and high-class features, is a fertile field that was neglected.\*

During the past four Saturdays 1058 retail store and "national" advertisements, in 30 distinct lines of business used big space in The Bulletin.

These include full pages from department stores, large copy from automobile and accessory makers and dealers, women's shops, hatters and haberdashers, shoe stores, etc.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads---

# The Bulletin

The daily circulation of The Bulletin is the **SECOND LARGEST** in the United States.

December  
Circulation

**457,569**

Copies  
a Day

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

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

\*Send for copy of reprint from Advertising Age entitled "Saturday Evening Issues Great Pullers" and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Snellenburg & Co., Lit Brothers, J. E. Caldwell & Co., Goodrich Tires, Kellogg's Krumbles, Moxley & Jelke butter, and others do on Saturday evening.



# 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. Charter Member Audit Bureau of Circulations.

Vol. 52.

NEW YORK, THURSDAY, JANUARY 8, 1920

No. 32

## FRANK I. COBB URGES "THE RESTORATION OF THE FREE PLAY OF PUBLIC OPINION"

Editor of New York World, in Recent Address, Scores Trend Toward Prussianism in Dealing with Radicalism—"The Competent, Investigating Reporter Must Come Back to His Own"—Common Sense of American People Strongest Safeguard Against Bolshevism

*[EDITORIAL NOTE—Frank I. Cobb, who, according to Henry Watterson, "wields the most powerful pen since Horace Greeley," delivered an address on December 11 before the Women's City Club of New York, in which he flayed unmercifully the efforts of governmental agencies to stifle the free expression of ideas. Mr. Cobb sees in our present public policies in dealing with radicalism a real menace to democracy, a throw-back to Prussianism and an invitation to revolution. The interest aroused by Mr. Cobb's address, which was reported at the time of its delivery in only a fragmentary way, has been so widespread that the World on January 4 reprinted the text in full as follows.]*

FOR five years there has been no free play of public opinion in the world.

Confronted by the inexorable necessities of war, governments conscripted public opinion as they conscripted men and money and materials.

Having conscripted it, they dealt with it as they dealt with other raw recruits. They mobilized it. They put it in charge of drill sergeants. They goose-stepped it. They taught it to stand at attention and salute.

This governmental control over public opinion was exerted through two different channels—one the censorship and the other propaganda. The ostensible function of the censorship was to keep the enemy from obtaining useful military information. Its ultimate function was to suppress all information that government wished to suppress for any reason whatsoever. There is a popular notion, born of cynicism and suspicion, that the legitimate objects of the censorship were deliberately prostituted to the business of concealing military and administrative blunders. I am inclined to doubt it. There are instances in which it was so employed, but on the whole the censor usually followed the ordinary military routine, suppressing everything that might give aid to the enemy and then suppressing everything else for which his superior officers might criticize him for not suppressing. The censor's motto was "safety first," which meant safety for the censor. In consequence, the censorship was usually stupid and generally ineffective. Figaro once maliciously remarked that the French censorship

had managed to keep the movements of the French troops a secret from everybody except the Germans. That was true, in the main, of all censorships.

As the war progressed, the censorship became less and less a factor, and propaganda increased in importance. Modern warfare is not a conflict between armies, but between nations, and what is going on back of the lines may be far more important than what is going on at the front. Governments relied on propaganda to equip and sustain their armies, to raise money, to furnish food and munitions and to perform all those services without which armies would be vain and helpless. The organized manipulation of public opinion was as inevitable a development of modern warfare as airplanes, tanks and barbed wire entanglements.

There were two kinds of propaganda, one that represented the appeal to reason and the other that represented the appeal to any emotions that could be directed toward

the winning of the war. The classical examples of the first kind of propaganda are the British White Book, which contained the diplomatic correspondence that preceded the war, and the state papers of President Wilson defining the aims and objects of the war in terms of human liberty.

The effect of this kind of propaganda cannot be over-estimated. Without it the war could not have been won.

The other kind of propaganda resembled in a general way the activities of the cheer leaders at a football game. It was noisy and demonstrative and emotional and spectacular, and as such it often served a highly useful purpose. Sometimes it was frankly mendacious, for mendacity plays no insignificant role in the drama of war. When government lies, it does not lie sneakily and furtively, but proudly and ostentatiously.

When the armistice was signed and demobilization began, public opinion was demobilized, too. It was turned loose to shift for itself and naturally

it felt a little awkward in civilian clothes. It had been trained to think only in terms of war and had almost forgotten how to think in terms of peace. Moreover, it was like the emancipated slaves of the South after the Civil War. Its shackles were struck off, but it did not quite know what to do with its freedom. It was in the habit of being told what to think and what to feel, and when it was left to its own resources it was bewildered. At this point private propaganda stepped in to take up the work that government had abandoned, and when we deal with public opinion today we are dealing largely with private propaganda.

Government suppressed the truth; government distorted the truth; government lied glibly and magnificently when occasion seemed to require; but, after all, governmental propaganda was at least directed toward war ends, and those ends were the protection of the country and its institutions against its armed and embattled enemies.

When we come to the question of private propaganda we are on wholly different ground. Private propaganda is not one of the by-products of war, but it has taken on new phases since the war. It established itself long before the war and was a development of the press agent, who from being merely a theatrical attachment, had extended himself to Wall Street, to big business and to most of the institutions that have to deal with public opinion. Shortly before the war the newspapers of New York took a census of the press agents who were regularly employed and regularly accredited and found that there were about 1,200 of them.

How many there are now I do not pretend to know, but what I do know is that many of the direct channels to news have been closed and the information for the public is first filtered through publicity agents.

The great corporations have them, the banks have them, the railroads have them, all the organizations of business and of social and political activity have them and they are the media through which news comes. Even statesmen have them.

These publicity agents, on the whole, are a very able body of men and in some respects they perform a highly valuable service, but at the same time they are essentially at-



FRANK I. COBB

torneys for their employers. Their function is not to proclaim the truth, the whole truth and nothing but the truth, but to present the particular state of facts that will be of the greatest benefit to their clients—in short, to manipulate the news.

A great deal of the confusion of public opinion today is the direct product of that system.

Take, for example, a great industrial disturbance like the coal strike. What are the essential merits of it? Do you know? If you do, you are very fortunate. I don't, although I have spared no effort to get at the facts, many of which lie further underground than the coal itself.

#### Hiding the Facts From Public

The reason none of us can get at the basic truth is very simple. The coal operators meet in secret and through their publicity agent they give out a statement of their side of the case. The leaders of the miners meet in secret and they give out a statement of their side of the case. Either statement by itself is plausible and believable. The two of them, taken together, are wholly irreconcilable and simply add to the sum total of human ignorance.

And thus it goes. The more of that kind of publicity we have the less we know, the less certain we can be of anything. But while this is a pernicious propaganda, it is by no means the most dangerous form that is now manifesting itself.

After the Thirty Years' War, bands of marauding soldiers wandered around Europe terrorizing the inhabitants of every town and village to which they could gain access, and something of that sort is going on now in the United States. Bands of propagandists are wandering around terrorizing public opinion and trying to frighten it into submission to theories of government that are strange to American institutions.

#### Mental Reactions Produced by War

Some of these marauders represent radicalism and some reaction, but there is a striking similarity in their methods. Radicalism appeals to violence against reaction and reaction appeals to violence against radicalism. One menaces with threats of the torch and the bomb and the other with threats of the rope and the rifle. Both profess to be champions of human freedom. Radicalism pretends to be engaged in restoring human liberty to its primitive simplicity, and reaction, wrapped in the Stars and Stripes, is ready to have everybody else die for the Constitution as it thinks the Constitution ought to be interpreted.

A war that has shaken the very foundations of human society is bound to produce some extraordinary mental reactions. A war that has wrecked vast empires, overthrown dynasties and brought about sweeping revolutions is not likely to leave society just as it was before. Yet large numbers of excellent people think that mankind should have picked up its work where it left off when it went into the trenches and go on as if nothing at all had happened. Others are convinced that because war has resulted in revolution in certain countries there ought to be revolution everywhere—the more the better.

What the United States needs more than anything else today is the restoration of the free play of public opinion. That requires, first, the es-

establishment of the freedom of discussion, for without freedom of discussion there is no public opinion that deserves the name.

Will Hays, the chairman of the Republican National Committee, made a speech recently in New York in which he proudly proclaimed that: "There is in this country a religious faith which believes in the divine origin of the Constitution of the United States." When I first read Mr. Hays' words I was staggered by this new incarnation of Hohenzollernism. Then I saw that he had probably hit upon a serious and lamentable truth. A most energetic propaganda is engaged in converting the Constitution of the United States into a cult, into a religion, and its champions are eager to burn all dissenters and heretics at the stake.

The Constitution of the United States is one of the great achievements of all history, but criticism of it is not blasphemy, and a man is not necessarily damned who thinks that in the light of 130 years' experience a better framework of government might be constructed.

The men who drafted the Constitution certainly did not consider it a piece of divine inspiration. They knew how it was made. Nor had they any superstitious reverence for government as an institution. They regarded it rather as a necessary evil. Nor were they altogether certain, from the meager data of a limited experience, as to the ability of the people to rule themselves. That is why they established a government of checks and balances which could not function too freely. To this day the government they created operates with great difficulty under even favorable conditions, and whenever the President and Congress happen to belong to different parties government is deadlocked and must wait

for another election. But what the fathers did clearly understand was human liberty, at least in so far as the white man was concerned, and there they took nothing for granted.

It is not the powers that they conferred upon the Government, but the powers that they prohibited to the Government which make the Constitution a charter of liberty. The Bill of Rights is a born rebel. It reeks of sedition. In every clause it shakes its fist in the face of constituted authority and thunders "Thou shalt not," and because its ultimatum is "Thou shalt not" it is the one guarantee of human freedom to the American people unless they themselves destroy their safeguard.

#### The Real Charter of Liberty

We are in danger of forgetting this under the terrorism of mass thought, but we can forget it only at our imminent peril. There is revolution in reaction as well as in radicalism, and Toryism speaking a jargon of law and order may often be a graver menace to liberty than radicalism bellowing the empty phrases of the soap-box demagogue.

Writing from Paris to Abigail Adams, Thomas Jefferson said that:

"The spirit of resistance to government is so valuable on certain occasions that I wish it always to be kept alive. It will often be exercised when wrong, but better so than not to be exercised at all."

If the author of the Declaration of Independence were to utter such a sentiment today the Postoffice Department could exclude him from the mail; grand juries could indict him for sedition and criminal Syndicalism; legislative committees could seize his private papers and search them for evidence of Bolshevism, and United States Senators would be clamoring for his deportation on the ground that he had been tainted with the ribald doctrines of the French

Revolution and should be sent back to live with the rest of the terrorists.

Thus the political philosophy of one generation becomes the political anathema of another.

Now, I am not much disposed to agree with Jefferson's dictum on the moral duty of resistance to government unless it is abundantly qualified. Nevertheless, all the liberties that we hold today have come from resistance to Government, and most of them were won by blood and iron. Thanks to the men who were willing to challenge authority and die for liberty, we, their political heirs, have been armed with newer and better weapons.

#### Where to Draw the Line

To Abraham Lincoln the issue of the Civil War was very simple. It was that "among free men there can be no successful appeal from the ballot to the bullet." There we are on solid ground. With universal suffrage, that is a foundation which can never be shaken, and we can build on it in complete confidence. Under free institutions, whatever can be taken to the ballot box has the inalienable right to make its appeal to the ballot box. Whatever denies the final authority of the ballot box is a challenge to the Republic, and that alone is a challenge.

This standard of judgment can be applied to all the unrest and discontent to which the country is now subjected. In so far as discontent appeals directly to violence, there is an abundance of law to meet it if public officials, municipal, State and Federal, will discharge the common-place duties of their offices. In so far as it appeals to public opinion and the ordinary processes of representative government, we need not be disturbed for the safety of the Republic unless we lack faith in popular institutions and believe that at heart the American people are destitute of sense and sanity and incapable of self-rule.

The policy of repression that has been generally adopted by Governors, mayors and police officials—in some cases by Federal authority—to meet this propaganda of radicalism is fatal. Two thousand years of history bear witness to its folly. Nobody ever succeeded in bettering the weather by putting the thermometer in jail, and nobody will ever remove the causes of unrest and discontent by trying to suppress their manifestations.

#### The Test of Truth

Justice Holmes of the United States Supreme Court recently said in a dissenting opinion in a sedition case that "the best test of the truth is the power of the thought to get itself accepted in the competition of the market." That will always remain the best test of truth, and we cannot afford to tamper with it, however strong the immediate provocation may be, nor can we afford to suppress that competition.

In a speech delivered in Carnegie Hall last week a very eminent New York lawyer, Mr. Henry W. Taft, complained that the Department of Justice was shifting to the States the duty of prosecuting radicals, and asked: "But is not the protection of American people against revolutionary propaganda peculiarly within the function of the Federal Government?" The protection of the people against crime and violence and the destruction of property is an elemen-

(Continued on Page 28)

### WILLOUGHBY'S AUTOGRAPHED PICTURES



**C**HARLES H. WILLOUGHBY, advertising manager of the Albany (N. Y.) Evening Journal, is the owner of a collection of autographed photographs said to be the largest and most valuable in the United States. It numbers some 500 pictures, more or less, of men and women famous in all positions of life, both in this country and abroad. All of the pictures were personally autographed by the subjects and presented by them to Mr. Willoughby as souvenirs of interviews or other meetings taking place during Mr. Willoughby's work as feature writer, editor and advertising and circulation man for newspapers in Boston, Worcester, Springfield and Pittsfield (Mass.), New York City and Albany.

Mr. Willoughby started collecting autographed photographs early in 1908, when the late Colonel Theodore Roosevelt and the late Charles K. Fairbanks were President and Vice-President respectively of the United States, and signed pictures of these two men formed the nucleus of his present large portrait gallery of "Who's Who."

# NEWSPRINT PROBLEMS STILL PARAMOUNT IN NEWSPAPER PUBLISHING WORLD

## United States and Canada Prepare to Act—Print Paper Makers Claim 1919 Customers Taken Care of—55 per cent of Dailies Without Definite Supply, Says Jason Rogers

### More Orders - in - Council Help Pringle Face Rebel Mills

BY W. A. CRAICK

TORONTO, Jan. 7.—The situation at the Fort Frances Paper Company continues to cause uneasiness here, as the company is again holding up shipments of paper to Canadian publishers, and unless the necessary paper supplies go forward soon some papers may have to suspend publication.

The paper controller's formal order of December 31 to the Spanish River Company to supply him with sufficient paper for delivery to United States customers of the Fort Frances Company to compensate for the latter's shipments in excess of its quota to publishers in Western Canada, has brought unlooked for results.

The Fort Frances Company's quota, on the basis of 15 per cent. of its production for Canadian consumption, is 6,750 tons per annum and the company actually supplies 15,700 tons. Thus the Spanish River Company will hand over to the paper controller 8,950 tons. Arguing that the latter paper is not yet being delivered, the Fort Frances Company is refusing to ship to Western Canada until the arrangement is in running order.

At the instance of the trade and class publishers Association, Controller Pringle held an inquiry on January 5 into the book paper prices. The publishers argued for a further investigation, claiming that there was an adequate supply in a competitive market.

Another hearing will be held on January 12 at which the trade publishers will be given a final opportunity to argue their case.

### Price Will Fight

Montreal, Que., Jan. 7.—Sir William Price intimates that he will fight any attempt of the Canadian Government to compel him to sell the paper produced by Price Brothers & Co. in Canada. His is now the only company that has not entered into the agreement to supply the Canadian quota at \$80 a ton for the next six months.

The Governor General yesterday signed an order-in-council authorizing the Minister of Customs to refuse export licenses to manufacturers of newsprint paper who refuse to comply with any order of the Paper Controller.

Another order-in-council empowers the Paper Controller to requisition and distribute to Canadian newspaper publishers any newsprint paper which a manufacturer has refused to deliver to publishers allotted to his mill on the order of the controller. Manufacturers will be compensated for any seizure under this order at the price of \$80 a ton. Penalty for non-compliance with the Controller's order is fixed at \$500 a day for a period not exceeding ten days.

WITH the New Year only a few days old the seriousness of the newsprint shortage has created conditions that have resulted in suffering publishers bringing sufficient influence to bear to force two Governments—the United States and Canada—to take definite steps to protect the newspapers.

Conditions foretold in EDITOR & PUBLISHER last summer now hold the entire publishing world in their grip. Practically every newspaper is affected. All lived past the fateful "first of the New Year" and have so far been able, in many cases through the help of more fortunate publishers, to keep going with reduced sizes. However, the newsprint shortage continues to be more than 30 per cent and the present easier feeling in the newspaper world merely comes from having safely passed the peak of the demand.

Newsprint manufacturers generally claim to be taking care of their old customers. In an overwhelming majority of cases they claim to have made new contracts with all their old customers for 1920 for practically the same amount of paper as was furnished in 1919.

In the face of this the returns from a questionnaire mailed to the more than 2,100 English language newspapers in the United States by Jason Rogers, publisher of the New York Globe, show that only 25 per cent of the daily newspapers of the country are assured of an adequate supply of newsprint for 1920, proceeding on a war basis; 20 per cent are assured from one-quarter to two-thirds of supply and 55 per cent have no definite assurance.

Some action by the United States Government in the newsprint situation now seems certain. A majority of the members of Congress heard from their home publishers during the holiday vacation. Attorney General Palmer, acting as a result of more than 50 complaints from publishers, has asked the Federal Trade Commission to investigate the conditions surrounding the production, distribution and selling price of newsprint. A bill placing control of distribution of the entire print paper supply in the hands of the Federal Trade Commission for a year or longer has been introduced in Congress.

Another hearing will probably be granted publishers before any action is taken.

Philip T. Dodge, president of the International Paper Company, who said upon his return from a business tour of Europe last week that his company would not attempt to secure any export business and that its production for 1920 would be 100,000 tons under domestic demands, probably expressed the feeling of newsprint manufacturers generally this week when he said:

"We are devoting all our attention to making newsprint and living up to our contracts. Conservation is a question for the publishers."

In Canada the newsprint manufacturers are having a great deal of trouble with the Government. The Fort Frances Company, pending the completion of arrangements between the Paper Controller and the Spanish River Company for the supply of the United States customers of the Fort Frances, has refused to deliver any paper to Western Canadian publishers, some of whom are said to be in danger of suspension.

Sir William Price, head of Price Brothers & Co., has refused to agree to sell 11 per cent of his production to Canadian publishers at \$80 a ton for the next six months, and threatens to fight the Government in the courts if it attempts to coerce him to do so, also threatening to close down his mills if necessary.

As a result of the recalcitrant attitude of these two mills, orders-in-council have been signed by the Governor-General permitting the stoppage of export licenses and the seizure of paper by the Controller in the cases of mills which refuse to obey Mr. Pringle's orders.

### WHAT THE NEWSPRINT MAKERS SAY

ON January 3, EDITOR & PUBLISHER sent the following telegram to the sales managers of each of the newsprint manufacturing corporations and partnerships in the United States and Canada:

"For newsprint review survey article, will you kindly supply us with answers to the following: To what extent have your 1920 contracts been closed? Are you taking care of all former contract customers? What is your 1920 basis of allotment and price? A telegraphic reply will be appreciated. Thanks."

Until the time of going to press, the following replies had been received:

Chester W. Lyman, vice-president and sales manager of the International Paper Company, said:

"We have closed contracts with all of our 1919 contract customers, with the exception of a few who quit voluntarily or sought their supply elsewhere when our first recommendation to do so afterward rescinded, was made. Our basis of allotment is practically the same as in 1919. The price on news rolls in

(Continued on Page 8)

### Trade Board to Learn How Mills Keep War Agreement

BY ROBERT T. BARRY

WASHINGTON, Jan. 6.—The Department of Justice has yielded to the demands of newspaper publishers for a formal inquiry into the newsprint industry and has requested the Federal Trade Commission to determine whether the manufacturers are observing their war-time agreement with the publishers.

A. Mitchell Palmer, the attorney general, acting as trustee for the publishers, stated in his letter to the Federal Trade Commission, that "numerous complaints recently made to the Department of Justice in respect of the high prices demanded for newsprint and the alleged shortage in the supply thereof present the question whether the final decree entered on November 26, 1917, in the case of United States of America vs. George Mead, et al, and the agreement of November 26, 1917, between the Attorney General as trustee and certain manufacturers of newsprint paper, are being observed."

After reviewing in detail the history of the court proceedings and the agreement as well as the fixing of maximum prices as of May 1, 1918, Mr. Palmer requested the Federal Trade Commission to "make an investigation of the manner in which said final decree has been and is being carried out," and also of "the manner in which said agreement is being observed in the following particulars:

"1. Whether the manufacturers signing said agreement have actually produced the daily tonnage of newsprint paper which they respectively subjected to the terms of the agreement.

"2. Whether said manufacturers have offered said tonnage for sale in accordance with the provisions of paragraph second of said agreement, as required by paragraph third thereof.

"3. (a) How much of the tonnage manufacturers signing said agreement have sold to jobbers, dealers or other middlemen, and at what prices; and (b) whether said jobbers, dealers, or other middlemen, in reselling to the so-called small publishers have observed the maximum commissions fixed by the Federal Trade Commission pursuant to the provisions of paragraph fourth of said agreement."

This action by Mr. Palmer results not only from the new contract offers submitted to publishers by the paper manufacturers to cover 1920 and revealed by EDITOR & PUBLISHER some weeks ago, but as a corollary to the growing belief in Congress that some form of immediate relief must be extended the smaller publishers through legislative action.

It is not believed that the inquiry

by the Federal Trade Commission will have serious bearing upon the view in Congress that a more specific form of relief must be devised, and serious consideration is being given the growing number of bills now pending on this subject.

Representative Hoch, of Kansas, author of a bill to restrict papers up to July 1 to the amount of tonnage used in the first six months of 1919, hopes to obtain hearings on his proposal within a short time. Representative Charles A. Christopherson, of Sioux Falls, S. D., proposes to give the Federal Trade Commission authority to take control of the entire domestic and imported newsprint supply and to allocate it among the papers. Representative Scott Ferris, of Oklahoma, proposes to prohibit the export of newsprint for one year. These two bills follow:

#### THE CHRISTOPHERSON BILL

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That for the period of one year after the passage of this Act, or for such further time as the President of the United States may deem necessary, the Federal Trade Commission is hereby authorized and directed to take control of the entire supply of print paper, including that manufactured here and that imported, for the purpose of distributing and allocating the same so that publishers may receive a fair and just proportion of the supply, it being the intent hereof to grant to the Federal Trade Commission the power and authority to alleviate the present shortage in the supply of print paper by distribution and allocation.

Sec. 2. That all contracts made for the purchase and sale of print paper are hereby abrogated and suspended during the operation of this Act.

#### THE FERRIS BILL

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That for a period of one year from and after the passage of this Act it shall be unlawful for any person, firm, or corporation to export any print paper from the United States.

Sec. 2. That the Secretary of the Treasury is hereby authorized and directed to make all necessary regulations for the purpose of carrying out the provisions of this Act.

Sec. 3. That any person who shall violate any of the provisions of this Act or any regulations made in pursuance thereof shall, upon conviction, be fined not more than \$10,000, or, if a natural person, imprisoned for not more than ten years, or both; and the officer, director, or agent of any corporation who knowingly participates in such violation shall be punished by like fine or imprisonment, or both.

### WHAT THE NEWSPRINT MAKERS SAY

(Continued from Page 7)

carloads, as previously announced, is \$4.50 per hundredweight for the first quarter, with the alternative of the price of \$3.7525 per hundredweight under the Government agreement until the termination of the latter. Practically all but a few publishers have accepted the \$4.50 price contract without hesitation for the first quarter, many of them stating that it was lower than they had expected. Our production for 1920 is expected to be about the same as that for this year, in the neighborhood of 314,000 tons."

H. Merton Joyce, treasurer of the Great Northern Paper Company, said: "Our price for 1920 is \$4 per hundred. Practically all of our 1919 customers will receive in 1920 the same amount of paper that they received last year. Our full output for 1920 is sold to our 1919 customers."

"We are not making any contracts for the year 1920 but are selling our product on the market from time to time and simply using it to take care of old customers whom we are able to take care of fairly well, on the basis of price to be fixed at time of shipment.

"Oswego Falls Pulp & Paper Co.,  
H. L. Paddock, President."

"Your telegram to the Belgo-Can-

### JASON ROGERS SAYS MAJORITY OF PAPERS ARE WITHOUT NEWSPRINT

"UNLESS some good fairy comes along to look out for the interests of the smaller newspapers of the country, we will before many months build up a list of casualties and consolidations among them that will be anything but healthful for the country," said Jason Rogers, publisher of the New York Globe, to a representative of **EDITOR & PUBLISHER**.

Mr. Rogers claims that we face a newsprint shortage for 1920 of over 500,000 tons—not 200,000 as is claimed by persons who place the shortage at 10 per cent.

In discussing the replies to the questionnaire on newsprint sent by him to the publishers of all English-language

daily newspapers in the United States a few weeks ago, Mr. Rogers said:

"The response so far would indicate that less than 25 per cent. of the daily newspapers of the country are assured of adequate supply for 1920 to proceed on a war basis, while 20 per cent. are assured from 1-4 to 2-3 of 1920 supply and 55 per cent have no assurance.

"I am not prepared to furnish a full tabulation of the results as shown on the questionnaires, for answers are coming to me every day, and I am holding open my list, for a final summary that will bring home to the public and perhaps to Congress the real situation.

"Here are a few cases taken at random from the summary:

Case	1919 Tonnage	No. Pages	Cols. Reading	Assured Supply	How many Tons	Price	How many more tons required
1.....	1,005	17	41	No.	750	4.60½	250
2.....	50	7	20	No.	None	None	50
3.....	30	8-12	20	Part	6	7½	30
4.....	19	4	8	No.	None	None	24
5.....	24	4	14	No.	None	None	28
6.....	18	4	12	No.	None	None	18
7.....	60	6-8	?	No.	None	None	70
8.....	40	10	25	No.	6	9½	40
9.....	120	6-8	18	No.	40	8	160
10.....	80	7	24	No.	None	None	80

dian, Laurentide, St. Maurice, Brompton and Price Bros. mills has been referred to us for reply.

"First, to what extent have your 1920 contracts been closed? One hundred per cent. Second, Are you taking care of all former contract customers? We are with the exception of two. Third, What is your 1920 basis of allotment and prices? We have, after cutting down overseas business to a disappearing point, endeavored to distribute our tonnage equally among our customers with the exception of one or two who give us particularly good fills for our machines.

"Our price is \$4.50 f.o.b. mill for first half of year. Canadian Export Paper Co.  
"G. F. Steele."

"Our 1920 tonnage has been disposed of to our regular contract customers. We are not selling any open tonnage.  
"Crown Willamette Paper Co."

"Have advised all former contract customers we will furnish them 90 per cent. of last year's tonnage during this year; price to be adjusted according to our costs. January price 5 cents net mill. All customers have agreed to cooperate with us.  
"Grandfather Falls Co."

"Mill owned by stockholders of paper who take our entire output.  
"Itasca Paper Co."

"1920 contract all closed; taking care all former contracts; unable take on any further contracts.  
"Inland Empire Paper Co."

"We had practically discontinued the manufacture of print when shortage became acute. Since that time we have been making what print we could on current orders. Have only one news contract, which runs until next August. Have made no new contracts.  
"Dells Paper and Pulp Co."

"Product of this company sold by Canadian Export Paper Company; have requested them to furnish you information.  
"Belgo-Canadian Pulp and Paper Co."

"Have allotted all regular customers normal tonnage at 4 1-2 cents per pound until April 1 next. This absorbs about 90 per cent. of our entire output.  
"The St. George Paper Co."

"Our 1920 contracts closed with two exceptions. All last year's contracts being taken care of. Price \$4.50 mill for first six months.  
"The G. H. Mead Co."

"1920 contracts closed. Taking care all former customers on basis their 1920 requirements. Price 4.90.  
"Minnesota and Ontario Paper Co., Ltd.  
"Fort Frances Pulp and Paper Co."

"1920 contracts closed; taking care of former customers' full need; \$4.75 net mill for first six months.  
"Consolidated Water Power and Paper Co."

"No contracts for 1920. Working on 1919 contracts which are well supplied.  
"Schroon River Power and Paper Co."

"We hope to take care of all former contract customers.  
"Powell River Pulp & Paper Co."

"Have never contracted news. Our Granby plant runs news only part time; mostly on export trade.  
"Arrowhead Mills, Inc."

"Our product is all light weight and has been in past as well as future under contract. Nothing to offer.  
"Diana Paper Co."

"Expect to continue same lines as heretofore. Renewing contracts and taking care regular customers. Same tonnage as last year. Expect percentage newsprint to be very small. Have not been factors for some years. Present contracts expire different periods during this year subject to adjustment. Have not decided on price.  
"Watab Pulp and Paper Co."

"No daily newspaper contracts for 1920. Output sold for year. Regular customers taken care of.  
"Combined Locks Paper Co."

"We are supplying our quota of newsprint to the Canadian publishers and are selling balance of our output in the open market. We intend going out of newsprint business in a year or so.  
"E. B. Eddy Co."

"We have renewed with all 1919 regular newspaper publisher customers for equal tonnage for 1920. Price for first three months, 4 1-2 cents mill. Prices balance year to be named by us periodically.  
"Finch Pruyn Co."

"We have sold all 1920 products to former customers on same basis as 1919, excepting as to price, which is not to exceed 4 1-2 cents.  
"Taggart Paper Co."

"More than one-half entire 1920 sold practically all old business allotment largely on last two years. Definite price given thirty days prior to shipment.  
"Patton Paper Co., Ltd."

"Not manufacturers' mill destroyed by fire some months ago.  
"Cleveland Paper Mfg. Co."

"We wish to advise you that our output of newsprint paper is already under contract.  
"W. H. Smith, Treasurer.  
"Abitibi Power & Paper Company, Limited."

R. Gilman & Co., representing the Fitzdale Paper Company, said: "Our price is \$4.50 per hundred f. o. b. mill. We are taking care of all our old customers and allotting our entire production to them. It equals about 95 per cent of their requirements."

"Have nothing for publication.  
"J. R. Booth."

### PRICE BROTHERS CONDEMNED

#### Canadian Publisher Says They Seek Big Profits in U. S.

(BY TELEGRAPH)

OTTAWA, Jan. 7.—A number of United States newspapers which receive their paper supply from Price Bros. & Co., Quebec, are sending telegrams to the finance department here saying that they have been informed by Price Brothers that the Government is placing an embargo on the export of paper from Canada.

P. D. Ross, chairman of the newsprint committee of the Canadian Daily Newspapers Association, stated to the **EDITOR & PUBLISHER** correspondent:

"The only mill in Canada whose customers are having trouble is that of Price Brothers, who have refused to supply Canadian customers in proportion of their output. Price Brothers have been making an enormous profit out of the enhancement of paper prices due to the war and its consequences, and evidently want to get the utmost profit possible out of the United States."

Paper Controller Pringle says that Price Brothers have been selling in Canada only 2,000 tons out of an actual output of 75,000 tons, and he is calling on them to give 8,000 tons in Canada, or 11 per cent of their product, which is less than their fair quota.



# MOTOR ADVERTISING WAS \$100,000,000 DESPITE "SELLER'S MARKET" IN 1919

## Early Predictions of Poor Year Shattered by Rush of Big "Goodwill" Copy—Daily Papers Got Large Share.

BY JAMES T. SULLIVAN

Automobile Editor, Boston Globe.

FIGURE it any way you want to and it is no exaggeration to say that more than \$100,000,000 was spent in motor and accessory advertising last year, and these figures will be exceeded in 1920. How much? Well, 75 per cent. Perhaps 100 per cent.

Why is there so much money spent when one reads time and again that the production will not equal the demand, and that the shortage of cars will run into 1921 and even later?

That seems to be somewhat of a puzzle to anyone who does not know the ramifications of the industry. But it is due to the comeback after the war, which is greater in the motor industry than in about any other line of endeavor due to the fact that everything was so speeded up to aid the Government that it was possible to make a quick shift back to a peace basis.

### Many New Firms Boosted Ad Totals

Then there came these conditions. The war profits tax was so big that many executives felt that it was a wise policy to spend a lot of money advertising their products, which could be charged up to expense; and the other idea that it was well to become firmly entrenched against the days of competition bound to come with new cars, trucks and tires coming on the market.

Last year did not start off with any big splurge. The manufacturers passed up the shows at New York and Chicago so these two became exhibitions handled by dealers. They were not national shows. And the manufacturers were not in evidence with big chunks of advertising. Therefore the records of 1917—the peak year—show issues were not reached. And it looked then as if the entire year would be about 75 per cent. of 1917 or 1918.

Then the awakening came in the spring. The tire makers got busy. Goodyear, Goodrich, United States began sending out their schedules and full pages began to appear, not alone Sunday, but sometimes twice a week. Firestone started first-page copy, which was smaller in lineage, but costly in price. And along came some of the other makers with good sized pieces of copy.

### 60 New Tire Companies

Next there began to appear copy from makers never heard of before. And it was stated that within a year there had been started in the United States more than 60 new tire companies. Also it was said they were all making some money. Now the big fellows realized that the smaller ones would begin here and there eating into their territory, and so a wise plan for the bigger ones was to keep their names very much in the limelight. And to do this the newspapers and magazines were used freely, particularly the papers. Therefore if half a dozen of the big companies could spend some \$20,000,000 to \$25,000,000 in their campaigns, and only 50 per cent. of the other 80 per cent. of the tire makers spent an equal amount you have a pretty fair average from tires alone.

This year there is evidence of an increased expenditure. There are new tire companies springing up everywhere. New England, New York, New Jersey, Pennsylvania, Indiana, Wisconsin are turning out tires from new plants, while down around Akron if a person went up in a balloon and dropped out circulars it would not matter if they floated north, south, east and west they would land in towns where new tire factories had been started. And in the papers

now are the announcements of this, that and the other one, not with 2 x 50 or 3 x 75 lines, but in quarter pages, and 800 and 1,000 line copy.

To the general reader this may not be noticeable until his attention is directed to looking to see what new tire companies have advertised in the last few months. If there were more than 60 new ones added up to the middle of 1919 about half as many more have come into existence since.

### Selling Transportation

As for the cars that is the same story. Go to the New York and Chicago shows and note what one sees, and there are cars never before seen at a show. And in the hotels are others. In the Palace and around at the hotels there were about 20 cars that were new to the industry. And at the truck show there were more than a dozen that the writer saw for the first time.

The truck makers realize now that they are selling transportation and that means they must advertise, too. So this field is growing larger every day. It has only just begun to get started along the lines of real advertising.

Added to the trucks, cars and tires come the accessories. This is another to be cultivated. Magazines carry big field for the papers that remain to much accessory display advertising, particularly the trade papers, that could legitimately be placed in the newspapers. And the accessory men are seeing now that they can get quicker returns along such lines and they are turning in that direction, some of them through the classified columns.

### Must Cut Publicity

Therefore it is not at all difficult to picture what 1920 has in store for the papers. But the white paper situation is going to be bothersome. The motor advertising will have to be packed in closer, and there will have to be a cutting down of the publicity that is the worry of many a motor editor's life.

Here are a few figures to give some idea of totals. Take Boston as an example, for one. The four papers with daily and Sunday editions—Globe, Post, Herald and American—carried 2,370,600 lines of motor and accessory display advertising last year. In 1918 they carried 1,987,884. So the increase for the year was more than 100 per cent.

As a matter of fact when you add the more than 1,500,000 in classified that these papers also carried, much of it at the display rate—and of which amount the Globe had alone had more than 1,100,000—it gives some idea of how the

money was lavished there. New York had a big year. So had Chicago, and more than a score of other large cities. And the multitude of small cities got their share.

Take the total in dollars and cents for Boston as a criterion. In display alone it ran up close to more than \$1,000,000 for all the papers. And the classified about 50 to 75 per cent. more. Take \$1,500,000 as the minimum and figure that as an average for only 10 large cities, and there is \$15,000,000 alone. With that as a basis it is not at all very much of a problem to realize how easily \$50,000,000 could be reached in the newspapers, and as much more in trade and other magazines.

### True to 1917 Form

This year started off well. In 1917 the peak was reached in show issues here with the American carrying 56,000 lines. This year the Times carried 69,000. And it must be remembered that in 1918 a large number of papers increased their rates so that the lineage costs the advertiser more now. Looking through the show numbers it is noted that the copy this year ran pretty much true to form as in 1917.

The increased cost did not seem to shave the ads down to any extent. And one prominent agency man said that there would have been larger show issues but for a break in the market recently that caused some advertisers to hold off a bit. Before the week is out new figures will be reached for motor advertising in show week. It will be the same at Chicago, Boston, Philadelphia, and all around the circuit.

Talking with agency and advertising men they say they are going to have larger campaigns this year. They are working on them now, but are not ready to announce what they have planned. But it is no secret about Briscoe, Buick, Cadillac, Chevrolet increasing. Chalmers-Maxwell, one of the largest, is working out an increased appropriation running into seven figures, plans for which have been under way here for some weeks. Chandler, with its new sister—or brother—the Cleveland—is going big with much regularity.

### Big Campaigns Ahead

Cole finished one campaign a short time ago, and another is ready, partly started, that will be larger. Dodge Brothers will spend more, and Dort with its increased production, too, has larger copy ready for its dealers. Franklin is in the big copy class; Holmes came along wonderfully well in 1919 and has a larger schedule for this year. Hudson, with its Essex, has been one of the lavish spenders, and the results have been gratifying so it will be continued.

Jordan made a much bigger showing last year, and is ready with its new campaign now which is bigger. Lexington, with a new model, will be prominent this year, more so than ever. Liberty has a campaign mapped out ready to start shortly, and Marmon has begun its series with page copy for show issues again. It will be larger than 1919. The Mercer-Loxomobile combination means Mercer copy in more cities than before. Nash, too, is going to increase, and its schedule has begun.

Overland is doing some big advertising with its new Four, and this will increase with the new Six. Interference with production held it off a bit, but now the copy on the Four is a regular visitor at many offices. Packard had a big campaign on trucks, and will do some car advertising this year. Pierce-Arrow spent more than ever, and this policy is to be continued. So is Paige, Peerless, Reo, Saxon, Studebaker, Velie, Winton, Stutz. These are not all the

advertisers, but comprise most of the regulars. On top of this list will be found a lot of the others, who from intermittent advertisers will become large ones.

And the tire people are not going to waste time. Goodrich started with its full pages for the New Year, and Goodyear, Firestone, U. S., Fisk, Pennsylvania, and a lot of others will begin to hit their stride when spring gets the roads opened up more for touring after the chill of winter gets blown away.

The truck makers will get into a more steady habit of advertising in all seasons, and the accessory men adapting devices for comfort in hot and cold weather will alternately send along their copy.

### HONOR B. T. BUTTERWORTH

#### Associates Tender Luncheon on His Fiftieth Birthday

Benjamin T. Butterworth, advertising manager of the New York Times, attained his fiftieth birthday on Monday, January 5, and his associates made it the occasion of showing him their regard by giving him a luncheon in the private dining room of the Times Annex.

Edwin S. Friendly, assistant business manager, presided, and Louis Wiley, business manager, referred to the advance of the Times in the volume of advertising since Mr. Butterworth had taken charge of the department. Mr. Wiley emphasized the fact that last Sunday, January 4, the Times made its highest advertising record in a single issue, publishing 751 columns, and that January 6 the Times would exceed all previous advertising records for daily New York morning newspapers.

Others present were J. O. Adler, Arnold Sanchez, J. H. Trueper, H. H. Walker, A. H. Damon, H. A. O'Donnell, H. H. Weinstock, C. O. Johnson, J. M. Kirshner, A. Eckhardt, R. A. Lawe, L. Franck, F. W. Harold, H. S. Phillips, H. H. Ardell, W. W. Miller, R. V. Oulahan, T. A. MacElwee and A. H. Olmstead.

### I. N. S. STAFF SHIFTS

Ellis H. Martin, for the past year manager of the Cleveland bureau of the International News Service, has been transferred to Chicago and placed in charge of the news department there. He succeeds Luther A. Huston, who has been transferred to the New York office.

Howard MacEwen has been transferred from the Chicago office to Fort Worth, Tex., where he will open a bureau. The International News Service has added a great number of clients in Texas recently and a state wire will be operated for their benefit. J. A. Norris of Dallas has been added to the Chicago staff.

J. Harold Keen, Harrisburg (Pa.) representative of the International News Service, goes to Cleveland to take charge of the Ohio service and William R. Douglas succeeds him. Mr. Douglas will also have charge of the Harrisburg work of the Tri-State News Service, which has headquarters at Pittsburgh.

M. R. Cummings, formerly news editor of the Salt Lake City Herald, has joined the New York staff.

The appeal of Victor Berger, editor of the Milwaukee leader, convicted in a Federal Court of violating the espionage act, will be heard by the Court of Appeals in Chicago on February 19.

## PULITZER PRIZE LIST CLOSES FEB. 1

**Awards Will be Made in June for  
News, Editorial and Literary  
Successes and to Promising  
Students**

Nominations of candidates for the annual prizes and scholarships awarded by Columbia University under the will of the late Joseph Pulitzer must be made in writing before February 1, according to announcement this week by the university authorities.

The following awards will be made as prizes in journalism, after nomination, by a jury or juries chosen from the members of the administrative board of the Pulitzer School of Journalism and from the teaching staff of the schools:

For the best and most suggestive paper on the future development and improvement of the School of Journalism, or any idea promising great improvement, \$1,000.

For the most disinterested and meritorious public service rendered by any American newspaper during the year, a gold medal costing \$500.

### Dramatic and Literary Awards

For the best history of services to the public by the American press during the year, \$1,000.

For the best editorial article during the year, \$500.

For the best example of reporter's work during the year, \$1,000. The test is accuracy, terseness and the accomplishment of public good commanding public attention and respect.

The following awards will be made after nomination by a jury or juries chosen by the American Academy of Arts and Letters from its own membership and from that of the National Institute of Arts and Letters:

For the American novel best presenting the wholesome atmosphere of American life and the highest standard of American manners and manhood, \$1,000.

For the original American play best representing the educational value and moral power of the stage, \$1,000.

For the best book on the history of the United States, \$2,000.

For the best American biography teaching patriotic and unselfish services to the people, \$1,000.

Five traveling scholarships having a value of \$1,500 each will be awarded, as follows:

### Music and Art

On the nomination of the teaching staff of the school of journalism, three traveling scholarships to graduates of the school who shall have passed their examinations with the highest honor and are otherwise most deserving, to enable each of them to spend a year in Europe to study the social, political and moral conditions of the people and the character and principles of the European press. Competition for these scholarships is not necessarily restricted to those who are graduated from the School of Journalism in the year when the award is made.

An annual scholarship to the student of music in America who may be deemed the most talented and deserving in order that he may con-

tinue his studies with the advantage of European instruction. This nomination is made by a jury composed of members of the teaching staff of the department of music in Columbia University and of the teaching staff of the Institute of Musical Art.

An annual scholarship to an art student in America who shall be certified as the most promising and deserving by the National Academy of Design, with which the Society of American Artists has been merged.

The award of the prizes and scholarships will be made at commencement in June.

## Altoona Merger Pleases City and Publishers

**Milo W. Whittaker General Manager  
and W. H. Schwartz Editor  
of the Times-Tribune**

ALTOONA, PA., Jan. 5.—General satisfaction is felt here on the merger of the Times and Tribune as the Times-Tribune, the first issue of which appeared on New Year's Day, as noted in **EDITOR & PUBLISHER** of last week. The merchants of the city have welcomed the change because it elim-



MILO W. WHITTAKER

inates duplication of advertising effort, and the publishing executives look at the saving in paper and overhead expense and smile.

Practically the entire staffs of both papers have been retained by the new corporation, which prints its paper from the Times Building, and the executives of both papers have been assigned as follows in the reorganized company:

President, Henry W. Shoemaker; editor, Wesley Howe Schwartz; general manager, Milo W. Whittaker; first vice-president, William Hahman; second vice-president and general manager of the job department, Alonzo D. Houck; secretary-treasurer, Bertram Leopold; directors, Henry W. Shoemaker, W. H. Schwartz, A. D. Houck, John D. Meyer, William Hahman, Bertram Leopold, Edward J. Bigley, Gus Neuwahl and William F. Gable.

The Tribune Building is being used as the job department and every effort is being made to facilitate a general printing business.

The first issue of the Times-Tribune included 14 pages, with an ex-

cellent quantity and variety of advertising.

David R. Black is circulation manager of the Times Tribune and Edward Donahue is mechanical superintendent and advertising director.

Subscription rates have been set at 40 cents a month, or \$5.50 a year, with single copies remaining at 2 cents for the present.

## WANT NO ZONE LAW CHANGE

**Illinois Publishers Elect Officers and  
Visit Chicago Tribune Plant**

CHICAGO, Jan. 3.—Forty members of the Suburban Publishers' Association of Northern Illinois, following their annual meeting and election of officers December 29, inspected the plant of the Tribune. The following officers were elected: R. J. Peacock, Jeffersonian, Chicago, president; C. R. Renich Woodstock Sentinel, vice-president; U. S. G. Blakeley, Plainfield Enterprise, recording secretary, and H. F. Crunden, Chicago, financial secretary.

Resolutions favoring the retention of the present zone system postal law were adopted and all present agreed to write to their Congressmen urging them to defeat every effort to have the law repealed. The association, after listening to a speech by Benjamin S. Herbert, editor of the Ravenswood Citizen, voted to pay dues for 50 memberships in the National Editorial Association.

## FOREIGN WRITERS AS HOSTS

**M. Maeterlinck and Daughter of  
French "Tiger" Guests of Honor**

The Association of Foreign Press Correspondents gave a dinner on January 3 at the Vanderbilt Hotel in honor of the newly elected president, Dr. Marcel Knecht, who is leaving for a three months' visit to France. Mme. Madeline Clemenceau Jacquemaire, daughter of Georges Clemenceau, Prime Minister of France, and Maurice Maeterlinck, author of "The Blue Bird," were the guests of honor.

Among the speakers were Maurice Casenave, French High Commissioner; Dr. Nicholas Murray Butler, president of Columbia University; Pierre Cartier, president of the Franco-American Board of Commerce and Industry of New York; Dr. Masaryk, son of the president of the Czecho-Slovak Republic; Eugene Meyer, Jr., director of the War Finance Corporation; George Le Chartier, Dr. Iyenaga, P. W. Wilson and V. V. Norwanch.

## Bee Improves Its Home

SACRAMENTO, CAL., Jan. 5.—Partitions are being torn out and many alterations and improvements made in the Bee building. The publishers had planned to erect a new home and the site near the present plant was purchased, but the prevailing high cost of construction caused a postponement. The remodeling will serve to give more light and space, particularly in the editorial rooms.

## City Editors "Chip" \$500

At a recent meeting of the executive board of the New York City News Association, composed of city editors of the morning and evening newspapers of this city, \$500 was donated to the sick and accident

fund of the Nycna Society, composed of employes of the New York City News Association. The city editors also announced that they would pay one-third of the insurance policies of the society, the amount not to exceed \$350. The board of directors of the Nycna Society at its meeting adopted a resolution thanking the city editors for their generosity and at the first annual meeting of the society last Sunday a rising vote of thanks to the editors was taken by the members. The donation of the city editors gives the new society, organized last month, a working basis for the year. A dinner will be held next month.

## SCRANTON TIMES IS 50

**Celebrates Birthday and Lynett's  
Ownership at Banquet**

SCRANTON, PA., Jan. 7.—The 50th anniversary of the Scranton Times' foundation and the 25th year of its ownership by Edward J. Lynett was celebrated here last Saturday night when the owner and editor entertained 400 guests at a banquet at the Hotel Casey. His guests were the present employes and families, former employes, representatives of newspapers in this section and others prominent in the newspaper world. Among the speakers were Roy Howard, president of the United Press, Herbert D. Lacoste of the Lacoste-Maxwell Special Advertising Agency, New York, and T. A. Daly of Philadelphia.

E. J. Lynett was toastmaster, while the heads of each department at the Times gave talks, as did Col. L. A. Watres, owner of the Scranton Republican.

## STEWART HEADS N. A. N. A. M.

**Move to Make H. A. Ahern an Honorary Director**

Rowe Stewart of the Philadelphia Record, vice-president of the National Association of Newspaper Advertising Managers, will fill the unexpired term of the president, Harry Austin Ahern, who has recently resigned.

The resignation of Mr. Ahern has been received with deep regret by newspaper advertising men throughout the country, for he was the founder of the association and it is due largely to his enthusiasm and energy that it has been such a pronounced success. It has been proposed by various members that Mr. Ahern be made honorary director as a tribute for his excellent work. This matter will come up at the general meeting of the association in Chicago next October.

## New Coast Paper Mill

VANCOUVER, B. C., Jan. 5.—The Washington Pulp & Paper Corporation, capitalized at \$4,000,000, will begin the construction of a plant at Port Angeles, Wash., in January, with an annual capacity of 10,000 tons of paper. It will buy all its wood pulp from British Columbia mills.

## Ad Women Hear La Guardia

Major F. H. La Guardia, the new president of the Board of Aldermen of New York, spoke on "Women in Advertising" at the regular meeting of the New York League of Advertising Women on January 7.



Cross-Atlantic House.  
Fleet Street, London

Have Your Own Correspondent in Europe  
and your own office

In the Heart of London

## Cross-Atlantic Newspaper Service

is a new news gathering combination which, for a small charge, will act for

American Daily Newspapers

## Cross-Atlantic Newspaper Service

provides daily newspapers of

The United States and Canada

which do not employ their own

London and Continental Correspondents

with all the service such correspondents could give them.

Your London staff can, at a small cost, include

**W. ORTON TEWSON**

For years European manager for Hearst newspapers and formerly of the New York and London staffs of *The New York Times*.

**HANNEN SWAFFER**

For 17 years on Lord Northcliffe's newspapers and throughout the war Editor of *The Weekly Dispatch*, Lord Northcliffe's Sunday newspaper.

**GEORGE H. MAIR**

Formerly political correspondent of the *Manchester Guardian*. He wrote for the Allied Governments the precis of the peace terms which were printed in practically every newspaper in the world.

**A. N. S. STRODE JACKSON**

The distinguished athlete who broke the 1500 meters record at the Stockholm Olympic Games. In 1913 he brought an Oxford athletic team to the United States. He is in charge of the Sporting Department.

**E. PERCY NOEL**

He did brilliant work as a war correspondent for *The Chicago Daily News* throughout the great war. He is now General Manager of the New York office.

The entire staff of the Cross-Atlantic Newspaper Service, is at your disposal for cable instructions just as though you had engaged each member exclusively.

Cross-Atlantic Newspaper Service, supplies a 24 hour special cable news service of 1000 words through the New York office.

Cross-Atlantic House, in the heart of Fleet Street, is at your service for your London office, where your readers can see a file of your paper and be advised or assisted with introductions and information.

For terms apply immediately to

## Cross-Atlantic Newspaper Service

Telephone Greeley 832

134 West 36th St., New York, N. Y.

Near Herald Square

Canadian Office: The Dominion News Bureau, 171 St. James Street, Montreal

From January 9 to 20, W. Orton Tewson, managing director, will make his headquarters the Blackstone Hotel, Chicago

**SHARE PROFITS IN BRADFORD****J. W. Milligan Celebrates Seventh Year as Publisher by Dividend**

BRADFORD, PA., Jan. 6.—Celebrating the completion of seven successful years as president and manager of the Era



JOHN W. MILLIGAN

Publishing Company, John W. Milligan announced a dividend of 5 per cent, based upon individual earnings for the year, to employees of the Morning Era at a recent dinner given by him to the staff. Between twenty and thirty were present,

including the wives of some of the guests. Rt. Rev. Walter H. Overs, Ph.D., recently consecrated Episcopal Bishop of Liberia, was the honor guest on this occasion and gave a thoughtful address on "Fellowship in Industry" together with some felicitous remarks of a more intimate nature.

This is believed to be the first instance of newspaper profit-sharing in this section.

**Bank Honors Horace Greeley**

New York newspaper men who inhabit Park Row were guests at an informal "house-warming" given by Clarke Brothers' banking firm, in its remodelled quarters in the Tribune Building on January 3. The chief decoration of the offices is a well-known painting of Horace Greeley, founder of the Tribune and builder of the site which Clarke Brothers, on the termination of their present lease, will have occupied for 100 years. Aside from the picture of the Tribune's famous editor, the only decorations are small portraits of the founder of Clarke Brothers.

**Heads Navy Publicity**

Captain O. P. Jackson, chief of staff to Admiral H. T. Mayo during the war, has been detailed to take charge of navy publicity and morale, with headquarters at 24 East 42d street, New York. He succeeds Lieutenant Commander O. F. Cooper, retired, under whose administration the Navy recently conducted its newspaper advertising campaign. Ensign T. H. McClure has been appointed assistant to Captain Jackson, with Lieutenant J. O. Reilly in charge of motion pictures.

**Raises Commission to Agents**

FAIRMONT, W. V., Jan. 6. — The West Virginian, following the suggestion in EDITOR & PUBLISHER by Jason Rogers of the New York Globe, has increased its commission to advertising agencies from 15 to 17 per cent. S. W. Wright, advertising manager of the West Virginian, believes that his paper is one of the first small city newspapers to have made this change and comments thus: "Until the question as to whether the advertiser or the newspaper should pay the agency is settled for all time, we believe it is more than fair to give the agency more commission."

**Employers' Paper Moves**

TULSA, OKLA., Jan. 1.—The Spectator Publishing Company has been sold to the Employer Publishing Company, Oklahoma City, and the Employer, official organ of the State Employers' Association, will hereafter be published

here. Harry V. Hahle is business manager of the Employer; Walter Ferguson, former editor of the Cherokee Republican, is editor-in-chief, and Jerry Rand is eastern Oklahoma representative.

**Consolidations Expected**

WICHITA, KAN., Jan. 1.—Fifty editors and printers of this section of Kansas met here recently to discuss the print paper situation. It was the consensus of opinion that many small papers would have to consolidate if the scarcity continued.

**New Photo Service.**

The Press Illustrating Service this week announced the formation of the Keystone View Company, Inc., New York, which will absorb the former organization and have access to the entire photographic collection of the Keystone View Company of Pennsylvania.

**Fake "Extra" Costs Him \$50**

ST. LOUIS, Jan. 1.—A fine of \$50 on a charge of profiteering was assessed in Police Judge Mix's court against Alvin

Overby of Peoria, Ill., arrested for misrepresenting a regular afternoon edition of the Star, and selling it as an extra for 5 cents a copy. The complaints grew out of his shouting about "a steamship wreck."

**Plans Daily for Brownsville**

BROWNSVILLE, TEX., Jan. 1.—Major H. B. Galbraith, late of the A. E. F., has been appointed editor of the Weekly Sentinel, and arrangements are under way to change the paper to a daily.

**"AMERICA'S FOREMOST INDUSTRIAL ADVERTISING AGENCY"**

**D**URING the past year we created and developed special advertising campaigns for thirty leading daily newspapers throughout this country and Canada, securing close to a million dollars in business for them. Seventy-five per cent of this business was carried on in our "*Weekly Industrial Review*" page—which is a permanent feature on twenty-two daily newspapers.

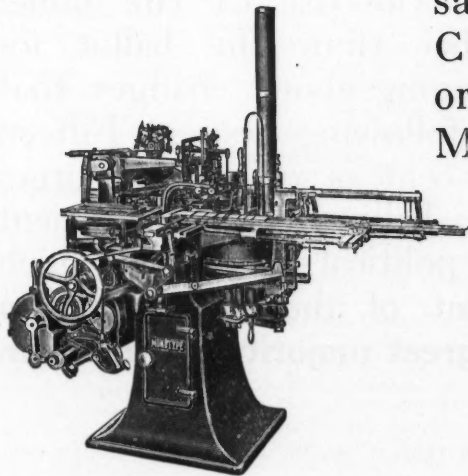
The "WEEKLY INDUSTRIAL REVIEW" page may be secured for the year 1920 by publishers wishing to build up any particular issue of their newspaper. It will carry approximately ten thousand lines of new advertising every month in the year, secured from among non-regular advertisers.

Miniature copies of this feature, together with full data concerning same, will be sent to publishers on request.

**JOHN B. GALLAGHER COMPANY**  
HOME OFFICE, 9th Floor Dexter Building BOSTON, MASS.

# SATISFIED, *That's All*

After thirteen years of continuous satisfaction Phillips & Van Orden Co., San Francisco, California, ordered new equipment to bring their Monotype plant up-to-date.



## It creates business

May, 1908, after two years' use, they write:

"It is a peculiar circumstance, but it is a fact, that the Monotype is a creator of work; for we have been just as busy on two machines as we were on one."

## Simply indispensable

March, 1912, after six years' constant use, they write:

"We have been using Monotypes for the past six years. The equipment has proved so helpful that it has simply become indispensable. If we were not able to duplicate it, you couldn't get it away from us with a Gatling gun."

PHILLIPS & VAN ORDEN CO.  
PRINTERS  
PUBLISHERS  
SAN FRANCISCO

September 16, 1919

Monotype Company of California,  
San Francisco, Cal.

Gentlemen:

When, in 1906, we installed our first Monotype it was somewhat of an experiment for us, but we were soon convinced that we had made no mistake. The following year, to meet increasing business, we added another keyboard and casting machine.

Our work consists of catalogs, booklets, general job work and commercial printing, direct advertising matter, and quite a volume of railroad tariffs. In all this miscellany we have found the versatility and adaptability of the Monotype of great advantage.

We are satisfied: why say more? Our satisfaction is most forcibly expressed in the order that we have just given you for replacing our Monotype equipment of two keyboards and two casting machines with new machines embodying all the latest improvements.

Cordially yours,

PHILLIPS & VAN ORDEN CO.,

per *W. Van Orden*  
Secretary.

*It is unnecessary to say more*

Lanston Monotype Machine Co., Philadelphia  
NEW YORK BOSTON CHICAGO TORONTO

Monotype Company of California  
SAN FRANCISCO



Perhaps the aims of the I. W. W. and the Communists have not been set forth more clearly by anybody than by John Reed, the Bolshevik writer and organizer, who right here in New York on April 7, 1919, held forth upon his "wheel of education" programme.

"Never mind the old men nor the middle age men," he said. "And don't pay attention to the American citizen. Get the immigrant. Get them at the impressionable ages of 16 to 25. Get them all. Organize them and teach them as you organize."

New York Evening Post, Dec. 14th, 1919.

**F**IVE per cent. of the Foreign Language Press advocate the use of the bullet rather than the ballot for bringing about changes that its following desire. Fifteen per cent. is socialist and urges the ballot as the sufficient

method for changing economic and political conditions which its readers oppose. **Eighty per cent. of the newspapers in this field are as conservative as the great majority of American publications.**

The Translation Bureau of this organization keeps in closest touch with the developments among these papers. The Production Department is informed as to changes in policy. It gathers from many sources information regarding rates, circulation changes and general efficiency. It is prepared to furnish data on which advertising and marketing campaigns can be based.

Through the Service Department it is possible to prepare advertisements in the vernacular of 45 tongues, and to have them illustrated to the maximum of racial value. Advice and assistance in the preparation of follow up material, catalogues, etc., is available without extra charge.

The sale of standard American goods to the foreign born is the most practical method of Americanization that exists. This specific market of over 8,000,000 readers has ample money to spend, and should be so accustomed to the use of trade marked American merchandise that immediate influence in the right direction may be exerted upon the millions of foreign born yet to come.

Comparatively few advertisers are as yet tapping the golden stream of high wages that can only be reached through the Foreign Language Press.

## THE AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS INC.

RICHARD H. WALDO, Gen. Mgr.

Peoples Gas Bldg.  
Chicago, Ill.

Hickox Bldg.,  
Cleveland, O.

Little Bldg.,  
Boston, Mass.

Woolworth Bldg.,  
New York City

**A. J. A. IN PITTSBURG**

**Local Association Asks for Charter from National Organization**

ST. LOUIS, Jan. 6.—An application for a charter in the proposed national organization of newspaper men which is being fostered by the St. Louis Association of Journalists has been received from the Pittsburgh Newswriters' Association.

A list of 78 members is submitted, representing six newspapers and a news bureau. The Pittsburgh men have organized in the form of a local association. George B. Carrell, city editor of the Dispatch, is president, J. J. Long of the Sun is vice-president, and Arthur J. Friedman of the Sun is secretary-treasurer. The chairmen of chapters are as follows: Robert L. Cusick, Gazette-Times; John J. Ward, Dispatch; Russell A. Gaines, Chronicle Telegraph; George A. Lancaster, Sun; H. Vincent Drayne, Post; L. H. Wollen, Press, and J. M. McAfee and A. J. Cronin, Tri-State News Bureau.

**Chapter in Northwest**

PULLMAN, WASH., Jan. 6.—The first charter of the American Journalists' Association to be granted in the Pacific Northwest was an associate charter to Washington State College here. Frank Thayer, associate professor and director of the courses in journalism, has been named a national director for the State of Washington. He is chairman of the local chapter; Mildred Perry, college correspondent for the Spokane Chronicle, vice-chairman, and J. L. Ashlock, instructor in industrial journalism, secretary. Plans are being made to organize chapters in the cities of Idaho, Washington and Oregon.

**Kansas Students Elect Officers**

LAWRENCE, KAN., Jan. 1.—George Montgomery has been elected president of the associated journalism students at the University of Kansas here. Jesse L. Wyatt was elected vice-president, Miss Geneva Hunter secretary, Charles Wallace, treasurer, and E. Lawson May, sergeant-at-arms.

**I. P. Raises News Output**

The International Paper Company has diverted fifteen machines from writing papers to the manufacture of newsprint, which is expected to in-

crease its daily production 200 tons, or about 60,000 for the new year. This year's production amounted to about 314,000 tons, against 390,000 during 1918. The discrepancy is said to have been caused by the continuance of war-time restrictions and generally unfavorable labor conditions. The Niagara Falls mill, which has been idle all year, will be reopened shortly for the manufacture of fine papers.

**Auto Fuel from Pulp Liquid**

OTTAWA, ONT., Jan. 2.—Canada's paper mills may find a new market for their sulphite liquor, according to Professor A. B. Macallum, administrative chairman of the Honorary Advisory Council for Scientific and Industrial Research of Canada, who says that 5,000,000 gallons of denatured alcohol for automobile fuel can be secured from that source.

**Press Club Active Again**

SOUTH BEND, IND., Jan. 2.—The Press Club, which partially suspended activities during the world war, resumed active existence last week when it gave a "high-jinks" entertainment under the direction of W. W. Dunkle, one of the Tribune's dramatic staff writers.

**Scandinavian Editors in League**

STOCKHOLM, Dec. 27.—Scandinavian newspaper men at a recent meeting here, formed the League of Northern Editors, for the announced purpose of promoting mutual understanding and co-operation among the journalists of all the Scandinavian countries.

**Two Fires in a Year**

SAYRE, OKLA., Jan. 6.—The plant of the Sayre Headlight, which was recently destroyed by fire, is the second newspaper plant here to meet a like fate within a year. The Standard was destroyed by fire less than a year ago. The loss to the Headlight is about \$6,000, partly covered by insurance.

**Now An Oil Magnate**

SHREVEPORT, LA., Jan. 2.—Thomas O. Harris has resigned as managing editor of the Journal. He has been elected secretary of the Independent Oil & Gas Producers' Association of North Louisiana.

**DEWEY HEADS PARIS WRITERS**

**Anglo-American Press Association Holds Annual Election**

PARIS, Jan. 2.—The Anglo-American Press Association of Paris held its annual meeting this week. The Secretary's report showed that the active membership is now over eighty. The following officers were elected for 1920:

President, Stoddard Dewey, New York Evening Post; vice-president, A. Kerr Bruce, Reuter's Agency; treasurer, F. B. Grundy, Associated Press; secretary, Elliott F. Shepard, New York Evening Mail. Committee—Henry Wood, United Press; Henry G. Wales, Chicago Tribune; M. H. Donohoe, Daily Chronicle; J. Larose Harris, New York Herald; John Bell, Chicago News; James Graham, Hulton's papers; Gordon Knox, Morning Post, and Elmer Roberts, Associated Press, ex-officio, presidents 1918, 1919.

**Manager Assaults Critic**

PARIS, Jan. 2.—A real old-fashioned French duel was prevented on Christmas Day when mutual friends intervened between Ernest Charles, a Paris dramatic critic, and Alphonse Franck, manager of the Gymnase Theater, Paris. They have been enemies for some time and when they met at a show, the theatrical mana-

ger rushed at the critic and knocked off his hat, using fitting language in the process. Charles was willing, but friends prevented bloodshed.

**Peace Pipe Starts Smoking**

SEATTLE, Jan. 6.—Replete with interesting stories contributed by Seattle newspaper men and women, the Peace Pipe, the 1920 annual publication of the Seattle Press Club, appeared this week. Among the contributors are Jack Becholt, Frank P. Goss, Richard Seelye Jones, Carter Brooke Jones, Charles Eugene Banks, Ed Batwell, Rudolph Block, Ted Cook, Roy Alden, Eddie Carpenter and "Deacon" Stearns. E. H. Thomas, formerly night editor of the Seattle Post-Intelligencer and now in the advertising business, is editor of this year's annual.

**Gets High Tax Post**

AUGUSTA, ME., Dec. 29.—Judge Justin H. Shaw, formerly city editor of the Portsmouth (N. H.) Chronicle-Herald, has been selected as chief of the division of Federal estate taxes.

**On I. N. S. Leased Wire**

DENISON, TEX., Jan. 4.—The Daily Herald tomorrow starts the full leased wire service of the International News Service, in addition to its present service from the Associated Press.

There's always a "leader".

In Brooklyn, the Standard Union takes the initiative—always.

Our first eight page Art-Gravure supplement appears Sunday, Jan. 4.

This newspaper will continue to render the best possible service first.

**\$210,000.00**

was deposited in two savings banks in one day (January 2) in

**Fitchburg, Mass.**

Just an indication of the prosperity of the community

No manufacturer seeking new markets for his products or desiring to increase the sales of established goods can afford to pass Fitchburg with its population of 45,000, invested capital \$30,000,000.00, yearly salaries and wages \$6,000,000.00, bank deposits nearly \$30,000,000.00, manufacturing establishments 130 and 17,000 wage earners.

To cover Fitchburg and its prosperous surroundings, we recommend Fitchburg's leading evening newspaper, the

**FITCHBURG DAILY NEWS**

James J. Devine, Publisher

National Advertising Representatives

PAYNE, BURNS & SMITH, NEW YORK AND BOSTON  
G. LOGAN PAYNE COMPANY, CHICAGO AND DETROIT

## CHURCHMEN TO START DAILY IN CHICAGO

American Christian Daily Will Be Non-Denominational, Covering Big International News After Sept. 1

(BY TELEGRAPH)

CHICAGO, Jan. 6.—The American Christian Daily, a new evening newspaper, will be published here by a non-denominational organization, the first issue being scheduled to appear about September 1, 1920. Promotion work is now in full swing. The paper will be Protestant in a general sense and will not be controlled by any church or denomination. It will stand for the old Bible religion and, according to its publishers, "cut out all slush, sensational stuff and immoral features."

It will have a national press service and a private wire service, with strong correspondence features. Its main European office will be in Rotterdam, Holland. It will specialize in big international news and will strive for a country-wide circulation. A local edition will be published for Chicago.

Rev. J. Clover Monsma, who will be managing editor, is a former newspaper man, author and preacher. His headquarters are in 708 Garrick Building, from which the American Christian Daily will be published. The paper is said to have the backing of many church bodies and states that it will follow a strictly independent political policy.

### VOTE ON JOINING PRINTERS

Paris Journalists So Far Oppose Labor Affiliation

PARIS, Dec. 25.—The Journalists' Union has just taken a written vote on the question whether it should be affiliated with the Federation of the Book (the federation which is composed of all unions connected with printing), such affiliation of course having the effect of making the Journalists' union part of the General Labor Federation, as the Book Federation belongs to the general body.

The vote was not very satisfactory, as less than half the members recorded their opinions. Of 549 qualified to vote, 242 did so, 105 being in favor of affiliation and 134 against, 3 ballots being blank.

### Hearst Invited to St. Louis

ST. LOUIS, Dec. 29.—Resolutions inviting William Randolph Hearst to establish a morning newspaper in St. Louis to take the place of the Republic, have been adopted by the Tenth Ward Improvement Association. It is stated in the resolutions that while the association is non-partisan, having for its aims, purposes and objects the general welfare, betterment and uplift of St. Louis, it feels that the city should have a newspaper to proclaim Democratic principles. A copy of the resolutions was sent to Mr. Hearst.

### Must Serve Prison Term

SAN ANTONIO, TEX., Jan. 6.—G. W. Bouldin, editor of the San Antonio (Tex.) Inquirer, must serve two years in the United States penitentiary at Fort Leavenworth for publishing in his paper an article which was alleged to have been "an unlawful attempt to cause insubordination among negro soldiers." The article in question was published on Nov. 24, 1917, following a riot of

negro soldiers in Houston. Bouldin was convicted in the Federal District Court, but took an appeal. The decision in the lower court has just been upheld by the Circuit Court of Appeals at New Orleans.

### Good Jobs Open in South

Charlie Miller, president of the Newspaper department of the Associated Advertising Clubs of the World and business manager of the Atlanta Georgian, has requests from several Southern members of the department asking for the names and addresses of men who can write good advertising copy and who desire to join good Southern newspapers at salaries from \$40 to \$65 a week. He informs EDITOR & PUBLISHER that he will be glad to hear from men with such qualifications.

### Advice on Ad Legislation

WACO, TEX., Jan. 1.—Advice how to introduce a bill placing strict penalties on fraudulent advertising was given by State Senator Edgar Witt in an address before the Waco Ad League. The Ad League has been requested by the state association to draft such a bill. Senator Witt advised the ad men to have a personal representative at the legislative session, to secure cooperation from other ad clubs in the state in assisting in a campaign for personal presentation to each individual legislator.

### Baptists Buy Magazine

ATLANTA, GA., DEC. 31.—The Christian Index, official organ of the Georgia Baptist convention and one of the largest religious magazines in the South, has been purchased by the Baptist Church and is to become the official organ of that denomination in the South. The purchase price was \$40,000.

### Dougherty Helping "Profs."

CLEVELAND, Jan. 2.—Donald C. Dougherty, formerly of the Plain Dealer local staff and for two years Lake Division publicity man and office manager of the American Red Cross, has become manager of the New Hiran College campaign to raise \$600,000 for equipment buildings and increased salaries of professors.

### In Chamber of Commerce Work

DALLAS, TEX., Jan. 2.—Milton McConnell, formerly connected with the Vernon (Tex.) Call and later with the Dallas Morning News and the Dallas Times-Herald, has become secretary and director of publicity of the Graham (Tex.) Chamber of Commerce.

## MORE ABOUT FICTION

A quintette of the writers, stories by whom we are placing, second serial:

DANA BURNETT  
RUPERT HUGHES  
BEATRICE GRIMSHAW  
BOOTH TARKINGTON  
HENRY KITCHELL WEBSTER

A quintette of the artists, illustrations by whom we are furnishing with our fiction service:

W. T. BENDA  
FREDERIC R. GRUGER  
ARTHUR WILLIAM BROWN  
EVERETT SHINN  
F. C. YOHN

Apply for samples

METROPOLITAN  
NEWSPAPER SERVICE  
432 4th Ave. New York

## PAPE WINS \$50,000 SUIT

Portland Jury Unanimously Holds Telegram Proved Case

PORTLAND, ORE., Jan. 6.—The Telegram has won a complete victory in the \$50,000 libel suit brought against it by "Dr." Alzamon Ira Lucas, healer and psycho-analyst, who has been a conspicuous figure in Portland for the past two years. Lucas, whose patrons have included some well known white citizens, was held by the Telegram to be a negro, ignorant and not entitled to the degrees that he claimed, and the newspaper made a vigorous expose of him through its columns.

The court held that inasmuch as Lucas had become a semi-public character, criticism of him, if true, was privileged. Believing the newspaper had substantiated its charges, the jury returned an unanimous verdict for the Telegram, although a two-thirds vote fixes damages in such cases in Oregon. To emphasize their decision every member of the jury insisted on signing the verdict, the custom being for only the foreman to sign when the verdict is unanimous.

### Costello Gets City Berth

PHILADELPHIA, Jan. 3.—Joseph K. Costello, who was publicity director for

Mayor-elect J. Hampton Moore during the mayoralty campaign, today was appointed chief of the new bureau of claims in the city law department. His salary will be \$3,500 a year. After Costello was graduated from the Central High School in 1908 he became a reporter on the Evening Telegraph, eventually becoming sporting editor. In July, 1917, when the Telegraph was bought by Cyrus H. K. Curtis, Costello went to the Evening Bulletin. He was on the staff of that paper when he was chosen to manage the campaign for Mayor Moore.

### Heads Quaker School Paper

WICHITA, KAN., Jan. 1.—Harry Charles of Tangier, Okla., who during the war was with the Quaker reconstruction units in Europe, has been made managing editor of Friends University Life. C. Choate is assistant managing editor and Ray Hays business manager.

### London Correspondents Elect

LONDON, Jan. 1.—New officers of the Foreign Press Association have been elected as follows: President, Christian Sauerwein, Le Matin, Paris; vice-president, S. N. Kittelsen, Nationaltidende, and A. Julien, Le Petit Parisien, Paris; secretary, J. de Marsillac, Le Journal, Paris; treasurer, J. Ven der Veer, De Telegraaf, Amsterdam.



## Every Fourteenth Person in the Indianapolis Radius Owns an Automobile

Making the Indianapolis radius the sixth in number of cars per population in the United States.

People in the Indianapolis radius know cars and buy cars; they have both the money and the inclination.

The Indianapolis Star is the best medium for reaching the buying power in the Indianapolis radius.

It reaches the able-to-buy people of Indiana's ninety-two counties every morning in the year.

During the first eleven months of 1919 The Indianapolis Star carried 951,326 agate lines of Automobile advertising.

Concentrate your advertising power in the newspaper that reaches the buying power of Indiana—

## The Indianapolis Star

Largest morning and Sunday circulation in Indiana.

Eastern Representative—Kelly-Smith Co.,  
Marbridge Building, New York.

Western Representative—John Glass,  
Peoples Gas Building, Chicago.

### THE SHAFFER GROUP

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

National Advertising  
Convention  
At Indianapolis  
June 6th to June 11th



# A Traveling Man in New York State

Not long ago a traveling man left New York City on Monday morning.

By Saturday night he had called upon his trade in Middletown (16,000), Newburgh (30,000), Poughkeepsie (31,000), Kingston (27,000), Albany (105,000), Troy (80,000), Saratoga Springs (14,000), Glens Falls (17,000), Schenectady (100,000), Amsterdam (38,000), Utica (86,000), Gloversville (23,000), Rome (24,000), Watertown (30,000) and Syracuse (160,000).

Starting from Syracuse Monday morning he made Auburn (38,000), Geneva (14,000), Rochester (260,000), Lockport (20,000), Buffalo (475,000), Niagara Falls (38,000), Batavia (14,000), Dunkirk (21,000), Jamestown (37,000), Hornell (15,000), Corning (16,000), Elmira (39,000), Ithaca (16,000) and Binghamton (54,000) and got back to New York City on the second Saturday evening.

Twenty-nine cities, representing a combined population of 1,838,000 people—the smallest city having 14,000 people—in twelve working days, is going some.

After calling on New York City and the Metropolitan district (which took another week) this man, in three weeks' time, covered a territory equal in population to the entire population of Montana, Idaho, Wyoming, Colorado, Arizona, New Mexico, Utah, Nevada, Washington, Oregon, California and Arkansas combined—and in one twenty-seventh the number of square miles.

This territory is covered, every day, by this list of up-to-date newspapers—giving you a six-day-a-week circulation of 3,751,358 and a Sunday circulation of 2,900,444.

It would be an exacting person indeed who would ask for better market conditions.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
*Albany Knickerbocker Press (M).....	32,929	.08	.08	†New York Herald (M).....	109,267	.40	.36
*Albany Knickerbocker Press (S).....	42,237	.08	.08	†New York Herald (S).....		.50	.45
Auburn Citizen (E).....	7,304	.025	.025	New York Evening Journal (E).....	685,428	1.00	1.00
Brooklyn Daily Eagle (E).....	45,884	.18	.18	New York Post (E).....	30,026	.25	.20
Brooklyn Daily Eagle (S).....	69,457	.18	.18	New York Sun (M).....	131,951	.39	.36
*Brooklyn Standard Union (E).....	54,559	.15	.15	New York Sun (S).....		196,491	.42
*Brooklyn Standard Union (S).....	59,347	.15	.15	†New York Telegram (E).....	181,519	.39	.36
Buffalo Courier & Enquirer (M&E)...	75,316	.14	.12	†New York Telegram (S).....		52,103	.20
Buffalo Courier (S).....	114,431	.17	.15	New York Morning Telegraph (M)....	56,289	.30	.255
Buffalo Evening News (E).....	96,312	.16	.16	New York Times (M).....	339,858	.55	.5335
Buffalo Evening Times (E).....	64,718	.10	.10	New York Times (S).....	501,650	.60	.582
Buffalo Sunday Times (S).....	72,550	.10	.10	New York Tribune (M).....	118,386	.32	.28
Corning Evening Leader (E).....	7,006	.025	.025	New York Tribune (S).....	108,999	.32	.28
Elmira Star-Gazette (E).....	23,469	.07	.05	New York World (E).....	339,199	.50	.48
†Glens Falls Post Star (M).....	8,000	.03	.03	New York World (M).....	370,289	.50	.48
Gloversville Leader-Republican (E)...	6,009	.02	.02	New York World (S).....	578,799	.50	.48
Gloversville Morning Herald (M).....	6,245	.03	.025	Niagara Falls Gazette (E).....	12,521	.035	.035
Ithaca Journal (E).....	6,252	.025	.025	Poughkeepsie Star (E).....	9,674	.0321429	.03
Jamestown Morning Post (M).....	9,240	.025	.025	Rochester Herald (M).....	31,218	.06	.06
Lockport Union Sun and Journal (E)...	7,682	.025	.025	Rochester Times-Union (E).....	62,733	.16	.14
*Middletown Times-Press (E).....	5,695	.03	.025	Schenectady Union-Star (E).....	16,047	.08	.04
Mount Vernon Daily Argus (E).....	6,421	.02	.02	Staten Island Daily Advance (E).....	4,500	.0275	.0225
*Newburgh Daily News (E).....	10,903	.05	.035	Syracuse Journal (E).....	45,025	.08	.08
New York American (M).....	301,792	.55	.43	*Troy Record (M&E).....	23,752	.05	.05
New York American (S).....	875,948	.90	.80	Utica Daily Press (M).....	21,095	.05	.045
New York Globe (E).....	188,780	.39	.36	Yonkers Daily News (E).....	3,760	.03	.03
Government Statement, October 1st, 1919.				†Seven Day Average.			
*A. B. C. Report, October 1st, 1919.				Total Circulation .....			
†Publishers' Statement.				6,651,802			

# Largest Cable News

## Served to South Am

*“By Un*



**JAMES I. MILLER**  
Argentine Manager  
United Press Associations

On January 1st the United Press began filing to South America an average minimum daily service of 5,500 words. This is the largest cable news service ever sent to any foreign country by an American press association. It amounts to more than **two million** words per year.

From this report the United Press serves fifteen of the leading South American newspapers.

The United Press, the first American press association to enter South America, still leads the press associations of the world in service to South American papers.

In Buenos Aires and in Rio Janeiro twenty-four-hour bureaus in charge of staff men are maintained for the collection and distribution of the United Press service.

More than 2,000 words a day of North American



**HOME OF LA PRENSA**  
Buenos Aires



Avenue de Mayo, Buenos Aires

# s Service in the World

## America's Greatest Papers

### United Press"

news is transmitted to Buenos Aires by the United Press and over 1,500 words of North American news is daily filed to United Press papers in Brazil and Uruguay.

As a part of this service La Prensa of Buenos Aires, South America's greatest daily newspaper, will receive a daily minimum world-wide cable news service from the United Press of 4,500 words.

No other newspaper in the world receives as large a cable news report each day.

In Brazil the United Press serves the influential O'Paiz of Rio de Janeiro and O'Estado Sao Paula of Sao Paulo, two of Brazil's most important newspapers.

The United Press, from its Rio Janeiro bureau, serves to its clients in Brazil a minimum daily service of 3,000 words. This is the largest daily news report ever taken into Brazil by any news agency.



H. B. ROBERTSON  
Brazil Manager  
United Press Associations



Avenida Rio Branco, Rio de Janeiro



HOME OF O'PAIZ  
Rio de Janeiro

**ADVERTISING RATES IN CONSTANTINOPLE PAPERS**

The newspaper advertising rates in Constantinople are made on the centimeter basis, and the column widths vary from 6 to 7 centimeters. A centimeter (depth) contains three lines of normal (body) type. The following table, compiled by Eliot G. Mears, Trade Commission, Athens, Greece, gives the approximate circulation of the principal daily newspapers in Constantinople, grouped according to the languages in which they are printed, and also the prices charged for space per centimeter per insertion in piasters, the United States currency equivalents being also given at par:

Name of paper and language used.	Price per centimeter.		Daily circulation.
	Piasters.	United States dollars.	
<b>FRENCH.</b>			
Stamboul .....	30	\$1.32	7,000-8,000
Journal d'Orient .....	30	1.32	5,000-6,000
Moniteur Oriental .....	25	1.10	2,000-3,000
Spectator d'Orient .....	} 20	.88	} 2,500-3,000
Eastern Spectator .....			
Renaissance .....	18	.79	2,500-3,000
<b>GREEK.</b>			
Patris .....	10	.44	3,000-4,000
Proia .....	25	1.10	6,000-7,000
Tachydromos .....	20	.88	2,000-2,500
Proodos .....	50	2.20	2,500-3,000
Neologos .....	20	.88	3,000-4,000
<b>ARMENIAN.</b>			
Jamanak .....	30	1.32	4,000
Azadamart .....	30	1.32	4,000
Joghovour .....	45	1.98	3,000
Nor Ghiank .....	21	1.14	3,000
<b>TURKISH.</b>			
Taskir Efkia .....	45	1.98	8,000-10,000
Vakit .....	45	1.98	8,000-10,000
Alemdar .....	45	1.98	8,000-10,000
Akcham .....	30	1.32	8,000-9,000
Sabah .....	45	1.98	8,000-10,000
Hadissat .....	30	1.32	4,000-5,000
Memleket .....	18	.79	6,000-7,000
Tkdam .....	45	1.98	8,000-10,000

American firms desiring to advertise in the Near East should also consider the Levant Trade Review as a medium. This is published by the American Chamber of Commerce for the Levant, it is added.

**WANT STATE PRINTERS' SCHOOL**

**Georgia Press Association to Ask for \$100,000 Appropriation**

ATLANTA, GA., Jan. 6.—Nine members of the Georgia Press Association have been appointed by President J. Kelly Simmons of McRae, to urge an appropriation by the state legislature of a training school for linotypists and others engaged in the mechanical side of newspaper work. The committee will ask the legislature to appropriate \$100,000 and set aside not less than \$10,000 per annum.

Members of the committee named by Mr. Simmons are H. M. Stanley, Dublin Courier-Herald; M. L. Fleetwood, Cartersville Tribune; W. T. Bacon, Madison Madisonian; John A. Jones, La Grange Reporter; P. T. McCutcheon, Franklin New and Banner; Dan G. Bickers, Savannah Morning News; Royal Daniel, Quitman Free Press; Miss Emily Woodard, Vienna News; Mrs. G. B. Lindsey, Golden Age, Atlanta.

**Hough on World City Desk**

George A. Hough, Jr., has been appointed assistant city editor of the New York World. He is a son of George A. Hough, managing editor of the New Bedford (Mass.) Standard, and graduated from the Pulitzer School of Journalism four years ago.

**A. P. Wire for Sunday Edition**

BROWNSVILLE, TEX., Dec. 30.—The Evening Herald, which about a year ago established a Sunday morning edition, has lately added the full leased wire service of the Associated Press for this edition. J. M. Stein,

who has been with the paper since 1912, was recently appointed managing editor.

**University Paper Appears**

CLEVELAND, Jan. 3.—The second issue of "The Ohio Newspaper Maker," issued by the department of journalism of the Ohio University, is out. The publication is a monthly edited by Joseph S. Muers and Osman C. Hooper.

**The Atlanta Journal  
Atlanta, Ga.**

**13,260,000**

Lines of legitimate advertising were carried in The Atlanta Journal during 1919.

Advertising in The Journal Sells the Goods

**CHANGES IN ROCHESTER**

**City and Telegraph Editors Shifted on the Herald**

ROCHESTER, N. Y., Jan. 6.—Many editorial room staff changes have taken place on the Rochester Herald lately. Fremont Chester, formerly of the Utica Press, is now city editor, succeeding Charles B. Stilson, who has retired to a farm in Pennsylvania to devote his entire time to writing for the Munsey publications.

The telegraph desk, filled for a short time by James O'Hare Love following the resignation of Ernest L. Priest to enter Y. M. C. A. war work, first as editor of the Trench and Camp at Camp Travis, Tex., and later as transport train secretary, is now held by Fred R. Hill, late of Stamford, Conn., and previously connected with New York City papers. Mr. Love is telegraph editor of the Rochester Post-Express. William DeWitt Manning, until recently a rewrite man, is now serving as night editor. Two new men are on the copy desks in the persons of Wheeler Chapin Case of Auburn, and Charles H. Huntley of Schenectady.

**MORE DRAIN ON PULPWOOD**

**Builders Pay More Than Paper Mills to Maine Lumber Men**

PORTLAND, ME., Dec. 30.—In these days of scarcity and high prices of newsprint some curious things are happening which is quite a little more than the pulp mills are paying for peeled wood.

Other operators are expected to do the same thing and as there is an almost unlimited market for laths with no stock in sight, it is impossible to say what effect this may have on the price of pulpwood in the immediate future. A lumber operator in Franklin

County has contracted to saw all of his pulpwood into laths, which are selling as high as \$11 per thousand today.

As a cord of pulpwood will saw out about 3,000 laths this would net, after taking out the cost of sawing and freight, more than \$25 per cord, f.o.b shipping point, for rough pulpwood.

**Laclede Wire Record Smashed**

KANSAS CITY, Dec. 31.—Special accommodations for the many newspaper correspondents who went to Laclede, Mo., to "cover" the arrival of General John J. Pershing at his birthplace enabled the correspondents of Kansas City and St. Louis newspapers and the press associations to send out something like 22,000 words by telegraph—more words than has been sent out of the town in any year of its existence. The Western Union installed four leased wires, two wires west and two east, with three operators from Kansas City to assist the local operator.

**Two Boston Papers Sued**

BOSTON, Jan. 2.—Richard H. Long of Framingham, candidate for Governor on the Democratic ticket at the recent election, is suing the Boston Transcript and the Boston Herald for \$100,000 each charging libel.

**Paper Saving**

The New Orleans Item, until February 1 will standardize, so far as possible, the size of its week-day issues to a 16-page basis and will likewise curtail its Sunday editions.

**Keeping Up With The Times**

**A FACT A WEEK**

It wouldn't be polite to say "We told you so," but there is a good bit of satisfaction in the information, just received, that one of the biggest manufacturing concerns in the country has instructed its advertising agency to abandon its policy of using "one paper in a city."

This manufacturer has kept a careful record of sales proportioned to population, and covering a long period. He finds that in a few cities one paper seems sufficient, but that in many others the use of only one paper is insufficient to develop sales to the standard average.

Washington is one of the cities where two papers will be used henceforth, and The Times is one of them.

**The Washington Times**  
WASHINGTON, D. C.

There are seven morning newspapers published in New York city on week days.

Their combined circulation daily is

**1,397,231**

Their average circulation daily is

**199,604**

The daily circulation of

**The New York American**

is

**301,942**

More than twenty per cent of the entire circulation of all the morning newspapers in New York City.

There are seven Sunday newspapers published in New York City.

Their combined circulation is

**2,423,653**

Their average circulation is

**346,236**

The Sunday circulation of

**The New York Sunday American**

is

**992,488**

(Net paid Nov. 14, 1919)

This is more than thirty-six per cent of the entire circulation of all the seven Sunday newspapers published in New York City.

## GATHERED AT RANDOM

We hereby remind Roy K. Moulton, of the New York Mail, and Judd Mortimer Lewis, of the Houston (Texas) Chronicle, that they, in writing, made us a Christmas promise.

### The Deadly Bulletin

Field S. Graves, police reporter for the Tulsa (Okla.) Democrat for the past three years, fired a bulletin into his brain, after bidding his wife goodbye.—Editor & Publisher, Nov. 20.

### Who Won the War?

LONDON, Jan. 2.—Typewriters have just been put into use for the first time in the House of Commons press gallery, but over the protests of a minority of older members.

L. T. Heatley is out again. Read on:

That "Advertising Pays" is a fact we've always known But we've realized it more and more As in experience we've grown. For example, take the codfish And the hen— These things compare, The codfish lays a million eggs While henfruit's very rare. But though this fish Lays many eggs And the hen lays only one The codfish does not cackle To inform us what she's done. Therefore we scorn the codfish coy While the helpful hen we prize; Which indicates to thoughtful minds IT PAYS TO ADVERTISE.

### With the Ping-Pong Leaguers

Every Thursday K. C. B., Ye Towne Gossiper, and William Slavens McNutt go down to Greenwich Village and spend the entire evening playing ping-pong on Jack Bechdolt's new library table. McNutt has an easy dreamy stroke that has made him a consistent winner. The score at the close of last Thursday's match was McNutt, 11; K. C. B., 7.

### Troublesome Dispute Over League of Nations Matter Holds Back Action

—Headline in Beaver (Pa.) Daily Times.

At least that, old dear.

### Well, It Has, Hasn't It?

Sir: An ex-editor, who is now an insurance agent, has the following sign outside his office at Albany, Wis.: "For sale, a two-hole shot gun."

—B. L. T. in New York News.

### Why Reds Leave Home.

Otis P. Swift, assistant magazine editor of the New York Evening World, is the villain of this piece. One chilly morning last week he was grinding out his daily stint when Elias McQuade hove alongside of his desk and asked:

"Otis, why do you wear those spats?"

"Because it's too cold to wear my best and only low shoes without them," was Swift's speedy rejoinder.

"All right, Otis, understanding that, I'll forgive you, but remember that every day you wear them brings us one day nearer to the Commune."

### Answers to Questions

J. T.—B is probably right but would suggest that you communicate with Hugh Baillie, Munsey Building, Washington, D. C. He's an expert on hair culture.

Deep Thinker—You are wrong.

Taking two-columns of space away from the news department and giving it to the advertising department will not reduce the total consumption of newsprint annually to a point that will permit the publication of sixty page dailies on Tuesdays and Fridays, according to figures furnished by the highest authorities.

### One Hundred Years Ago Today

The Washington (Pa.) Reporter was charging two gallons of whisky for an annual subscription.

### News Matter, Rush

J. Y. Wright, of the Bartlesville (Okla.) Morning Examiner, who says he reads our column regularly and knows that we will instantly recognize genius, took his typewriter in charge on the night of Dec. 29 and dashed off four verses, one of which we here reproduce at the very minute of going to press because it is marked "News Matter, Rush":

Ask any editor, great or small, What is the greatest peeve of all His daily grind. The answer you will find Will be the slush in never-ending line Of envelopes marked "News Matter. Rush!"

### Wakening Them Up

An interesting disclosure at the recent N. A.'s recent meeting was that made by Advertising Manager Ashby of the Western Clock Company on how the name "Big Ben" came to be applied to his company's product. For a long time the company had the clock, he stated, but couldn't find a satisfactory name for it. One night the officials held a meeting that lasted well into the early hours of the next morning. During its course, one of those present happened to pick up a copy of an English pictorial magazine that had been lying on the table. Looking through the pictures, he came across one showing the famous "Big Ben" tower clock on the Parliament Building. The thought immediately struck him: "Why not call our clock 'Big Ben'?" It was done then and there, and aggressive advertising has made "Big Ben" clocks the best known products of their kind in America, if not in the world.

### The Vehicle He Used

WINNIPEG, Jan. 7.—Ben Batsford, cartoonist of the Winnipeg Free Press, was one of the principal witnesses in the state trial of Robert Russell, charged with seditious conspiracy, at Winnipeg last month. Batsford, in the course of his newspaper duties, had attended many of the meetings held by the strikers during the general strike in this city last June and testified as to what he had heard said by the speakers. A clash between the cartoonist and the lawyer for the defence provided plenty of amusement for the court. In the record we read:

Lawyer—What prompted you to attend this meeting?

Batsford—The city editor prompted me.

Lawyer—As to the meeting in the Majestic Theatre, it was curiosity that took you there.

Batsford—Yes, curiosity.

Lawyer—Just plain curiosity?

Batsford—That's right.

Lawyer—Now, what took you out to the meeting at the railway shops?

Batsford—An automobile.

MORE THAN 38,000 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

## Revised Prices of LINOTYPES

Matrices, Magazines, Parts and Supplies

Effective January 1, 1920, the following prices of Linotype Machines, Matrices, Magazines, and Parts and Supplies supersede all previous quotations:

### LINOTYPE MACHINES

Model 8 .....	\$4,250	Model 19 .....	\$4,450
Model 14 .....	4,500	Model 16 .....	4,750
Model 9 .....	5,300	Model 17 .....	5,000
Model 20 .....	3,400	Model 15 .....	3,100
Model 5 .....	3,600	Model L .....	2,500
Model 18 .....	4,200	Model K .....	3,100

### LINOTYPE MATRICES

Two-Letter Fonts	One-Letter Fonts			
1,500 Matrices .....	\$110	1,400 Matrices .....	\$ 98	
1,200 Matrices .....	88	1,200 Matrices .....	84	
Sorts .....	7½ cents	Sorts .....	7 cents	
Head-Letter Fonts				
1,031 Matrices .....	\$200	525 Matrices .....	\$100	
778 Matrices .....	150	Sorts .....	20 cents	
Head-Letter Matrices that run only in Model 20 .....				24 cents each

### LINOTYPE MAGAZINES

Model 5 Magazines .....	\$175	Model 20 Magazines		
Model 15 Magazines .....	175	Upper Half .....	\$110	
Model 9 Magazines .....	200	Lower Half .....	115	
Model K Magazines .....	200	Model 5 Split Magazines		
Model 16 Magazines .....	215	Upper Half .....	115	
Model 17 Magazines .....	215	Lower Half .....	120	
Auxiliary Magazines .....				\$45

### LINOTYPE PARTS AND SUPPLIES

Liners and Ejectors .....	Each \$1.75	Spacebands .....	Each \$1.35
---------------------------	-------------	------------------	-------------

All other parts and supplies manufactured by us 20 per cent. increase

MERGENTHALER LINOTYPE CO.

New York, U. S. A.

SAN FRANCISCO CHICAGO NEW ORLEANS  
Canadian Linotype Limited, Toronto

**Washington Institute Plans Three-Day Program**

**Daily and Weekly Publishers of State Will Meet January 15-17 on University Campus**

SEATTLE, Jan. 6.—The eighth annual newspaper institute for newspaper men and women of the state of Washington to be held January 15, 16 and 17 on the University of Washington campus, will be opened by a business session on January 15. The tentative program for the institute was announced this week as follows:

January 15. Morning—Washington News, paper Association. Afternoon—"Front Page." Speakers: Dan Cloud, publisher of the Montezano Vidette; Eagle Freshwater, editor of the Washington Standard, Olympia; Frank S. Evans, Sedro-Woolley Courier. Evening—Smoker at Men's Faculty Club. Women will probably have theater party.

January 16. Morning—"Local Page." Speakers: Frances Robinson, formerly with Colville Examiner and now a student at the university; Ralph D. Casey, member school of journalism faculty; T. Proctor Cook, Seattle Star. Afternoon—"Editorial Page." Speakers: E. L. Wheeler, Waitsburg Times; Dr. M. L. Spencers, head of the school of journalism; Leslie J. Ayer, faculty member school of law. Evening—Executive session Washington State Press Association. The women will be entertained by members of the Theta Sigma Phi, women's honorary journalism fraternity.

January 17. Morning—"Ledger Page." Speakers: A. R. Gardner, Kennewick Courier-Reporter; Dan Cloud, Montezano Vidette; W. D. Moriarty, member faculty of college of business administration. Afternoon—"Women's Page." Speakers: Mrs. Maude Stewart Beagle, Mount Vernon Argus; Miss Ernestine Macdonald, Puyallup Valley Tribune; Mrs. J. C. Harrigan, Colville Examiner. Evening—Annual banquet, Prof. Edmond S. Meany, toastmaster.

It is probable that more speakers will be added, as several have not answered invitations to speak. There will be general discussion periods at each session of the institute, and the committee has announced that the discussion will not be allowed to stray from the subject.

Dr. Spencer is head of the program committee, which is composed of the entire journalism faculty and the following: Prof. Meany, Dr. Steven I. Miller, Dr. D. C. Hall, Dean David Thomson and Dr. F. M. Padelford.

**BONUSES START NEW YEAR**

**Kansas Newspapers and Advertising Firms Reward Employes**

KANSAS CITY, Jan. 6.—The Christmas and holiday season afforded an opportunity for the distribution of a bonus to employes by several newspapers and advertising agencies here. The Kansas City Post gave a substantial bonus to its employes New Year's Eve, following the distribution of a bonus to the Denver Post employes on Christmas Day by F. G. Bonfils and H. H. Tammen, owners of both papers.

The Nebraska City (Neb.) Press, following a custom of several years, gave a bonus to its employes.

The Potts-Turnbull Advertising Company here gave approximately \$1,000 to its 37 employes not members of the firm. The bonus amounted to about a 10 per cent bonus on their salaries.

C. Haywood Walker and Clayton H. Walker, publishers of the Hereford Journal, the Poland China Journal and Poultry Culture, presented their employes with a bonus of 5 per cent of their salaries, amounting to \$4,000.

**EDITOR HAS WILD AIR TRIP**

**Airplane Not Practical for Paper Delivery, He Says**

DALLAS, TEX., Jan. 6.—Lost in the air, a dead engine at a height of 1,000 feet, just missing a ditch and a near collision with a tree were some of the thrills which E. K. Williams, editor of the Temple Telegram, had on an airplane trip with his pilot, Lieut. Lindsey Russell, during a trip from Temple to Dallas recently. Following his arrival

here, Mr. Williams took a number of newspapermen for rides in the air.

The airplane will never be developed to a point where it will be useful to newspapers for the delivery of papers, according to Mr. Williams, but it affords an excellent advertising medium. He uses his plane to distribute the Telegram over his territory.

**AD MEN SHARE PROFITS**

**Evening Post's New Chiefs Instal Bonus System**

The heads of the New York Evening Post this week tendered a banquet to its advertising staff at the Hotel Pennsylvania. Edwin F. Gay, recently appointed to the presidency of the Evening Post Company, welcomed his guests and briefly outlined his plans and ambitions for the future. Z. L. Potter, general manager, acted as toastmaster and emphasized the progressive program outlined.

After brief talks to all department heads, a monthly quota bonus plan was announced for the advertising staff, to become effective January 1. At the first of each month the individual solicitors are to be given line quotas and for all lineage in excess of the announced quota each month the solicitors, individually, share in the increased advertising profits.

**Governor's Check Went Astray**

LINCOLN, NEB., Jan. 6.—When not acting as governor of Nebraska during the absence from the state of Governor McKelvie, Lieut. Governor Barrows is Lincoln correspondent for the Omaha Bee, a position he has held for years. Recently when the Bee check failed to materialize, as usual, Governor Barrows made inquiry, which developed the fact that it had been signed "P. A. Barrows" in a much better hand than the newspaper-state official musters, and was cashed by a Fort Dodge (Ia.) bank.

**Truthful Ads for Rabbits**

ST. LOUIS, Jan. 6.—A vigilance committee to work for "truth in advertising" has been formed by the St. Louis Commercial Rabbit and Cavy Breeders' Association. The committee is headed by Charles Key Cullom, editor of the poultry and pet stock page of the Republic. It will strive to educate advertisers and to settle disputes between buyers and sellers of such pet stock.

**Louisville Unions Seek Publicity**

LOUISVILLE, KY., Jan. 6.—Trades unionists here will shortly launch a publicity bureau. If the idea succeeds, and there is fair prospect that it will, some newspaper or advertising man will be enabled to annex an annual salary of \$5,000. It is planned to raise \$1,000 a month for the work of the bureau, pay the man in charge a good salary and spend the remainder for advertising as labor conditions warrant. "News" that the papers turn down will be run as paid matter, it is said.

**To Tell on the Students**

AUSTIN, TEX., Jan. 6.—The newly organized Press Club here was addressed at a recent meeting by the president of the University of Texas, Robert E. Vinson. He urged that the members do all in their power to bring favorable publicity to the work of the students by dividing the state into sections and furnishing home papers with news of what their students in the state are doing.

# I o w a

By last reports it has 892 savings banks and 750,000 depositors and deposits averaging over \$400 per depositor.

**Based on population isn't that the best showing on record?**

**Isn't Iowa actually the richest, most desirable market of all?**

Its assessed realty and personal property exceeds three and one-half billion dollars, — about \$1,500. p. p.

**Aren't the buying units of Iowa MORE potential by comparisons based on reported income and wealth, and more liberal in spending, to judge by the records than the units of almost any other area.**

**Iowa lives 42 people to the square mile. Advertisers cannot reach these people regularly and often except by the highways and the daily newspapers.**

**These city dailies can take your messages well over the state:**

	Circulation	Rate for 5,000 Lines
*Boone News-Republican.....(E)	3,287	.0143
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	.06
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
*Iowa City Daily Press.....(E)	3,266	.02
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)	12,261	.035
Waterloo Evening Courier.....(E)	14,791	.04

Government Statements, October 1st, 1919.

\*A. B. C. Report, October 1st, 1919.

**MAKING A REAL NUT HOUSE PAY**

BY ROY ALDEN

DOES the so-called distinctive advertising pay? Is advertising, in which the actual article or commodity sought to be paraded before the eyes of the readers is given secondary consideration and the main body of the advertisement is devoted to matters of popular interest, or of reading matter of a light vein, productive of as substantial results a straight-out advertising?

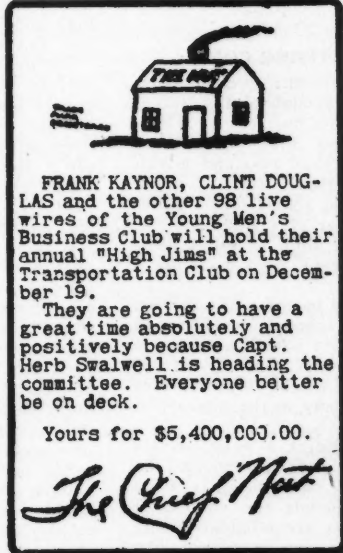
Anton Delkin, one of the most successful business men on the Pacific Coast, points to "distinctive" newspaper advertising as being one of the fundamental factors that has raised his establishment from a box-like "popcorn and candy" shop on a quiet street in Seattle's business district, where the cash register tingled sickly at aggravating intervals, to an annual turnover exceeding \$2,000,000.

Delkin is president of The Nut House, of Seattle, Wash., which in the space of eight years has had a remarkable expansion in the scope of its business.

When Delkin, after gathering a small stake, decided to break out of his box-like limits he decided upon an unusual newspaper advertising campaign as his first driving wedge. From the outset he remained aloof from direct advertising, believing that he could attract more attention to the name of his establishment by providing some snappy matter in his ads that would be interesting reading matter. Every good cause that came along received his hearty support in his small ads. He would give over his space day after day to charity balls, picnics, dances, meetings, lectures, etc., including only his trade-mark and his signature of "The Chief Nut" as direct advertising.

The result was that the readers of the daily papers began to look with a certain amount of eagerness for his ads, just as they used to anticipate reading "K. C. B.'s" column when the famous humorist was on the staff of

the Seattle Post-Intelligencer. He maintained his style of advertising every day in all of the daily newspapers and to-day there is no firm whose products are better known on the Pacific coast than the candy bars from "The Nut House," of Seattle. Mr. Delkin says the results that he



FRANK KAYNOR, CLINT DOUGLAS and the other 98 live wires of the Young Men's Business Club will hold their annual "High Jims" at the Transportation Club on December 19.

They are going to have a great time absolutely and positively because Capt. Herb Swallow is heading the committee. Everyone better be on deck.

Yours for \$5,400,000.00.

*The Chief Nut*

has accomplished from indirect newspaper advertising cannot be obtained unless an advertiser has a compelling trade-mark. He believes that a trade-mark is a company's greatest asset, but that it is worthless to have a trade-mark unless it is extensively advertised.

It must be remembered, too, that in building up the wonderful business of "The Nut House" unique newspaper advertising has been supported in its campaign for public favor by inviting and toothsome products.

**IMPERIAL PRESS CONFERENCE**

**Canadian Government Asks Co-operation of All for Success**

OTTAWA, ONT., Jan. 6.—An appeal to the press and public of Canada in connection with this year's Imperial Press Conference, issued by the Government, says:

"We unhesitatingly recommend that immediate steps be taken to arrange the holding of the conference in a manner worthy of the Dominion. In taking such steps you will be acting for the good of the whole country, which will not be slow to endorse your action, and will join you in giving our visitors a warm and truly Canadian welcome."

The manifesto is signed by Sir Robert Borden and members of the Cabinet, Mackenzie King, Mr. Fielding, and Sir George Perley.

**MICHIGAN DAILIES ORGANIZE**

**Meeting on Jan. 13 to Discuss Relief of Paper Shortage**

GRAND RAPIDS, MICH., Dec. 29.—To prevent what they term possible "annihilation of the country daily press of Michigan," publishers of 25 daily newspapers will meet here January 13 and form a permanent organization, which will probably be known as the Associa-

tion of Daily Newspaper Publishers of Michigan.

Because smaller publications of the State have been handicapped by the print paper shortage, the announced purpose of the meeting is to prevent undue "influences" of the larger papers in the paper market, and to make the burdens of the small paper publisher easier through co-operation.

**Newspaper Training Again**

PHILADELPHIA, Jan. 2.—Miss Betty Garde, the 14-year-old daughter of Charles P. Garde, night editor of the Inquirer, has written and produced a one-act play, "English Language Triumphant," in a campaign against slang conducted in the Philadelphia schools.

**Billboards Gone From K. C.**

KANSAS CITY, Jan. 2.—Efforts of billboard companies to secure permits to erect billboards in Kansas City have failed, following the orders issued by Mayor James Cowgill a month ago.

**Labor Paper Change**

CHARLOTTE, N. C., Jan. 2.—James F. Barrett, editor of the Asheville Labor Advocate, has purchased the Charlotte Labor Herald.

**ILLINOIS**

These  
Illinois  
Daily  
Newspapers  
Cover  
The  
Richest  
Farming  
State  
In  
The  
Union

Many manufacturers are using them advantageously in popularizing their products in one of the best markets out of doors.

They have circulation, prestige and power. They reach the homes of the people who buy. They cooperate with merchants in their cities—and produce for those merchants. They will prove themselves splendidly worth the attention you give them.

	Circulation	Rate for	
		2,500 Lines	10,000 Lines
Champaign Daily Gazette-News..(E)	5,289	.015	.015
Chicago American .....	(E) 339,721	.45	.45
Chicago Herald-Examiner .....	(M) 312,862	.38	.31
Chicago Herald-Examiner .....	(S) 594,287	.53	.46
Chicago Daily Journal.....(E)	115,932	.22	.18
†Chicago Daily News.....(E)	373,000	.48	.48
Chicago Evening Post.....(E)	51,327	.25	.12
††Danville Press .....	(M) 10,856	.025	.025
Moline Dispatch .....	(E) 10,133	.03	.03
Peoria Journal Transcript... (M&E)	32,964	.09	.055
Peoria Star .....	(E) 22,364	.05	.04
*Rock Island Argus.....(E)	7,881	.03	.03
Sterling Gazette .....	(E) 5,085	.02	.02
Total Circulation .....	1,881,701	\$2.55	\$2.27

Government Statements, October 1st, 1919.

†Publisher's Statement.

\*A. B. C. Report, October 1st, 1919.

††Publisher's Sworn Statement, January 1, 1920.

# EDITORIAL



## THE THREE-CENT PRICE

IT happens almost always that the publishers of daily newspapers are the last business men of a community to adjust their selling prices to advancing costs. It was so when the first tides of high prices swept over the land, making the penny newspaper an economic impossibility. There was a sentiment involved—and publishers clung to the losing price until faced with controlling facts.

The same reluctance to face the obvious is now in evidence in the matter of adopting the three-cent selling price. Production costs, so greatly increased during the past year, make the two-cent price of today as unsound as was the penny price of two years ago.

When the two-cent price became inevitable, the newspapers of the small cities were the first to fall in line. That is what they are doing now in respect to the three-cent price. The news columns of *EDITOR & PUBLISHER* show the trend. As soon as the newspapers of one or two of the big cities adopt the logical price the movement will become general.

A good newspaper at three cents a copy would still be the greatest bargain offered to the public in an era of high prices. The people know this. They know that rising costs have made the two-cent paper impracticable. And they would greatly prefer to have a good newspaper at three cents a copy than a poor newspaper free of charge.

The effect on circulations would be beneficial. The immediate result would be the elimination of a certain per cent. of "casual" distribution. Fewer papers would be bought to be glanced at and thrown away. An appreciable temporary saving of newsprint consumption would be effected without the loss of any potential advertising value. In the course of a few months losses in volume of sales would be recovered, and increases shown—all based on a sound selling price.

President Glass, of the A. N. P. A., says: "This year will prove the strength of publishers, their capacity to meet conditions and to overcome them." The prophecy applies with particular force to the price problem. The solution should not be delayed.

IS it "in the cards" that we shall have an editor in the role of Republican candidate for the presidency? William Allen White says Editor-Governor Henry J. Allen is the logical man. Mr. Allen declines the honor, announcing himself as a candidate for re-election as Governor of Kansas. In a memorable Republican convention James A. Garfield advocated the candidacy of John Sherman with such eloquence as to win for himself the nomination. If Editor White persists in urging the claims of his friend may not history repeat itself? It is no part of *EDITOR & PUBLISHER*'s business to launch presidential booms. But when editors are being discussed in this connection the Sage of Emporia cannot be overlooked.

JUST as differences of opinion lead to horse races, so they account now and then for the establishment of new daily newspapers in fields which appear to the innocent by-stander to be immune from invasion. F. W. Enwright, publisher of the Lynn Telegram-News, believes that Boston needs a straight-line democratic newspaper, morning and evening, and he proposes to meet that need. It is a daring venture and will be watched with interest.

TWO Texas advertising agencies have assured publishers that they may exercise their discretion as to days of the week which ads of their clients are published. Every newspaper in the land would appreciate similar consideration on the part of agencies and national advertisers.

## RENT AND ADVERTISING COSTS

THE responses to a recent questionnaire, sent to retail stores throughout the United States which do a gross business of \$1,500,000 upward annually, show that the average rentals are a little more than two and a half per cent. of sales, and advertising expenses about two per cent. The smallest advertising expenditure for the year was that of a Buffalo store, amounting to but 1.08 per cent. of gross turnover; the largest, 5 per cent., was made by a Toledo store.

A store with a volume of business of a million and a half a year, on this schedule, would spend \$30,000 for advertising. And while this item is in the nature of a fixed expense, properly chargeable to operation, it should not be forgotten that it is an expense incurred chiefly in the interest of the customers of a store.

Store advertising constitutes a news service of an indispensable kind for housewives. To the degree to which this store news is made of timely value to the people the volume of sales grows. And as sales are stimulated, and quick turnovers of stocks are made possible, lower retail prices are assured. Therefore advertising operates to reduce the cost of living, not to add to it.

High rentals are usually assumed by merchants with the same purpose in view—to stimulate volume of business through advantageous location. If sound judgment prevails in the choice of a store's home the premium paid in the way of rental cost is also an expenditure in the interest of the customer. Truly, the merchant who invented the slogan, "Quick sales and small profits," spoke with clear understanding of the laws controlling merchandising.

CALEB VAN HAMM, who passed away at Miami a few days ago, held for many years posts of high responsibility with New York newspapers. He was as little known to his public as the most obscure personality of the community. To his fellows of the craft he was a helpful friend, deeply respected for his fine qualities and for his editorial judgment. In the old days of "personal journalism" he would have been a public figure.

A good many newspapers are finding it necessary to omit a considerable volume of advertising. This condition should be but temporary. With the advent of justifiably higher rates there will come a reduction of space used by big advertisers, permitting representation for all to whom advertising is an essential. And the net of it all will be increased revenues for the newspapers and equal or greater results for the advertisers.

January 8, 1920.

Volume 52, No. 32.

**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. Craik.

San Francisco: H. C. Bernstein.

Washington: Robert T. Barry.

10 cents a copy; \$3 a year; foreign postage, \$1.00;

Canadian, 50c.

## AN OKLAHOMA IDEA

THERE is something that appeals to the imagination in the "stunt" recently staged by editor Bert Love of Ardmore, Oklahoma. He invited both the friends and the enemies of the Ardmoreite to a round table affair, held in Convention Hall, where brickbats and bouquets were hurled with equal candor and enthusiasm.

We doubt whether Editor Love has yet been able to appraise the net results of this unique event; but on the whole they are sure to be salutary. When a man with a grievance has been afforded such an opportunity as this to air it the grievance itself is very likely to be forgotten. In a sense it becomes a closed incident. It yields to the vent-treatment. It no longer has the strength of an obsession.

If those who feel that they have been injured by a newspaper, or that its policies are in part mischievous, could be given full opportunity to air their indignation in public, face to face with the editor whose offending they resent, much good should result. For the editor, the experience should have particular interest and value. He would be made to realize keenly that in many instances the "enemies" of his paper are its friends at heart, nursing hurts and disappointments which are well founded.

And upon the minds of these critics the effect should also be uplifting; for it is sure to be made clear to them that a good newspaper is, in aim and purpose, trying to serve them, and that its failure to march in step with them on occasion is not due to evil intent or to studied hostility to their views or interests.

If some metropolitan newspaper were to adopt this round-table idea, seats for neutral but interested spectators would be at a premium!

THOMAS DREIER, commenting on a recent editorial in these columns on the crusade of the laundry owners against the jokesmiths, tells us that the laundry people really are advertising on an adequate scale in many parts of the country. In Boston, for example, a cooperative, educational campaign is being conducted for them by Mr. Dreier, upon which about \$50,000 will be spent with the newspapers within a year. The copy is in Dreier's best vein, appealing to the prejudices against laundry service. Such campaigns should be profitable to laundry owners in all cities of considerable size.

IT is good to read of the good things the Christmas season brought to the workers in so many newspaper offices. Gifts of a week's salary to every employe were not uncommon. Such substantial remembrances, as the members of *EDITOR & PUBLISHER* staff are glad to testify, make for a spirit of solidarity in an organization lifting the day's routine out of the rut of humdrum.

THE appeal of the New York Times for funds for New York's "neediest cases" this year has drawn donations of \$105,540 from its readers. The total contributions to this fund for eight years is \$364,863, every dollar of which has been applied to actual relief, with no deductions for administrative expenses. This constitutes great public service, modestly performed.

PUBLISHERS of six-day evening newspapers who look upon the Saturday issue as naturally and inevitably "lean" so far as advertising is concerned, should study the week-end issues of the Philadelphia Evening Bulletin which carry a volume of advertising almost matching that of the "fat" days of the week.

THE Presbyterians are developing a nationwide advertising campaign. One of the slogans is: "Give God a Chance!"



**PERSONALS**

**WILLIAM ALLEN WHITE**, of the Emporia (Kan.) Gazette, and Mrs. White, have returned from a two weeks' trip to California where they witnessed and assisted in the filming of two of Mr. White's books.

C. L. Ficklin, editor of the De Kalb County Herald, and officer in the Northwest Missouri Press Association, is expected shortly to announce his candidacy for the Democratic nomination for Congress from the Third Missouri district, to succeed Joshua W. Alexander, recently made secretary of commerce. Mr. Ficklin is well known as a Chautauqua lecturer.

Vance C. McCormick, president of the Patriot Company, publisher of the Harrisburg (Pa.) Patriot and the Evening News, and late chairman of the War Trades Board, has been appointed by Governor William C. Sprout to succeed Attorney General A. Mitchell Palmer on the commission recently appointed to revise the constitution of Pennsylvania. Mr. McCormick, who was also former Democratic National Chairman, is the second Harrisburg newspaperman to be appointed to this commission, E. J. Stackpole of the Telegraph having been placed on the original list.

Governor Henry J. Allen, editor of the Wichita (Kan.) Beacon, for whom William Allen White, his contemporary among famous Kansas newspaper men, launched a Presidential boom on January 2, has declined to enter the lists for the Republican nomination. He has endorsed the candidacy of General Leonard Wood and further stated that he has plans for the improvement of the people of Kansas that cannot be completed in one term as Governor.

Captain John D. Ewing, recently discharged from the army, has returned to his post as associate publisher and general manager of the Shreveport (La.) Times.

**IN THE EDITORIAL ROOM**

Siegfried Dunbar Weyer, cable editor of the Universal Service, is celebrating. It's a boy.

Mark Rose, who has been managing editor of the New York Evening Sun for several months, on January 6 was transferred to the Morning Sun as assistant managing editor.

Elwin L. Chadbourne, former telegraph editor of the Augusta (Me.) Kennebec Journal, is now connected with the Strout Farm Agency, in New York.

W. Raymond Neudecker, a Washington (D. C.) newspaper man, and Miss Dorothea Robey have been married.

Percy Cox, son of Sanford Cox, managing editor of the Okmulgee (Okla.) Times, has joined the editorial staff of the Times.

Miss Sue McNamara has resigned as Sunday editor of the Des Moines Register to go with the publicity department of the Goldwyn Motion Picture Company, of Los Angeles, where she will be associated with James S. Woodhouse, former Des Moines newspaper and theatrical man.

Walter J. Jones, Sacramento correspondent in charge of the San Francisco Examiner branch office, has resigned to join the editorial staff of the Bee. Clem Whitaker, formerly of the Sacramento Union, has been named as his successor.

Captain Harry Gimble, formerly with the headquarters staff, A. E. F., has resigned from the Sacramento Bee's editorial staff to become secretary of the Home Products Bureau of the Chamber of Commerce.

Will S. LeNoir, Sacramento Bee staff artist, and Miss Edna Alice Kennedy of this city, were recently married in San Francisco.

Ben Ferriss has left the St. Paul Pioneer Press, of which he has been city editor and city hall reporter.

Earl Craven, editorial writer for the St. Paul Dispatch-Pioneer Press, held down the city desk of the Dispatch while the city editor, Major Harrison Fuller, chairman of the Minnesota branch of the American Legion, was busy at the Legion's national convention.

Warren F. Doane, formerly of the Philadelphia Record, is now editor of "The Manufacturer," published by the Manufacturers' Club of Philadelphia.

Miss Marie Yount has been added to the staff of the Philadelphia Evening Public Ledger. Miss Yount was formerly on the Harrisburg News.

Joseph Rogers has given up his work on the city desk of the Philadelphia Evening Public Ledger to conduct a circulation campaign for "The Irish World."

William Bell Clark is writing a history of the part Pennsylvania played in the war for the War History Committee appointed by the governor. Clark resigned his position on the Philadelphia Press for this work.

James T. Davidson, telegraph editor of the Providence Journal, has resigned to go to the Woonsocket (R. I.) Call.

James W. Collins, assistant telegraph editor on the Providence Journal, has become copy editor of the Cleveland Plain Dealer.

Norman L. Tutin, for several years a reporter for the Woonsocket (R. I.) Evening Call, joined the Woonsocket industrial department of the U. S. Rubber Company.

Frank T. Vreeland, a dramatic reviewer on the New York Sun staff, and Miss Alida Blanche Schaibly have become engaged.

**IN THE BUSINESS OFFICE**

Frank D. Webb, advertising manager of the Baltimore News, and Norman Clarke, dramatic critic of the same newspaper, visited New York this week.

Hugh M. Miller, advertising manager of the Hickory (N. C.) Record, and Mrs. Jennie Kirby of Harriman, Tenn., were married last Saturday. Mrs. Kirby has been connected with the business departments of several southern newspapers.

B. LeRoy Woodbury, formerly advertising manager of the Manchester (N. H.) Mirror, has been appointed to a similar position with the Manchester Union-Leader, succeeding Walter L. Thomas, who recently left to become assistant publisher of the Worcester (Mass.) Telegram. Mr. Woodbury's position on the Mirror is filled by Harold Taylor.

L. A. Mailhes, for eight years assistant business manager of the New Orleans States, has been appointed business manager of the Shreveport (La.) Times.

George R. Koestner, Jr., has gone from the Greenville (S. C.) Piedmont to assume charge of the classified section of the Charlotte (N. C.) News.

James J. Bennett of the display advertising staff of the St. Paul Dispatch-Pioneer Press has become the father of a new baby daughter which came within 24 hours of being a Christmas present.

**MAYOR MOORE TAKES OFFICE**

**PHILADELPHIA**, Jan. 5.—Joseph Hampton Moore was inaugurated as the 110th Mayor of Philadelphia today and the first executive to serve the city under the new Woodward



MAYOR J. HAMPTON MOORE

charter. He has pledged Philadelphia the best and most efficient administration it has ever had, and to guarantee the achievement of his high aims, he has formed his cabinet largely of local newspaper men. He was a reporter and desk man on the Public Ledger several years ago and was a contributor to that paper until a few weeks before his election.

Paul F. Stacy has resigned his position as advertising solicitor for the Manchester (N. H.) Union-Leader to enter the special advertising field. He is contemplating engaging in the publicity end of the motion picture industry. Before becoming advertising solicitor last April, Mr. Stacy occupied the city editor's desk of the Leader.

**WITH THE AD FOLKS**

Captain E. R. Hoftzyer, formerly of the Cleveland Press and other Scripps organizations, has resigned

his regular army commission to become a copy-writer in the advertising department of the Winchester Repeating Arms Company, New Haven, Conn.

Merrell A. Wood has been appointed service manager of the Frailey Advertising Company, Youngstown, Ohio.

Frank Baum, who conducted an advertising agency in Los Angeles before the war, has reopened his offices in the Chamber of Commerce Building in that city, handling advertising and sales promotion.

W. H. Blaha, formerly with the Coolidge Advertising Company, Des Moines, is now with the Gerlach-Barklow Company, Joliet, Ill.

Austin Parker has been appointed director of publicity of the Packard Motor Car Company, Detroit. He was formerly with the New York Tribune.

Vance C. Hall has been appointed advertising manager of the National Beverage Company, Chicago, manufacturing "Buck," a de-alcoholized cereal beverage.

W. E. Gunn has been appointed Toronto manager of the McConnell & Fergusson Advertising Agency, London, Ont., succeeding James Fisher.

A. H. Deute has been appointed advertising manager of the Borden's Condensed Milk Company, New York. He was formerly sales manager of the Vogan Candy Company, Portland, Ore.

John Hart, advertising manager of London Opinion, resigned January 1. He is succeeded by E. R. Roberts.

M. F. Harris has been appointed sales and advertising manager of the French Lick Springs Company, French Lick Springs, Ind.

A. G. Heller has been appointed copy chief of the Hanser Agency, Inc., Newark, N. J. He was formerly with the Philip Kobbe Company, Inc., New York.

E. A. Goodwin has been appointed advertising manager of Bollstrom Motors, Inc., St. Louis, Mich. He was formerly assistant managing editor of the Detroit Free Press.

J. W. Pollard has been appointed director of sales and advertising of the Hessig-Ellis Drug Company, Memphis, Tenn.

**Facts about the Haskin Service**

The Easton Free Press has signed a contract for the Haskin Service for one year

The rapid growth of the Haskin Service during this period of unrest is proof positive that it is a newspaper necessity

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



R.T.O.

## U. S. PRESS IN FAR EAST FURTHER TRADE

**National Foreign Council Meeting in San Francisco Next May Will Try to Solve Shortage of Cables**

SEATTLE, Jan. 6.—Value of the daily or weekly newspaper printed in English and financed and edited by Americans in the various foreign markets, particularly in the Far East, to the growth of trade between the United States and these particular countries, colonies or dependencies, is scheduled to come up for analysis at the coming convention of the National Foreign Council to be held in San Francisco next May.

Foreign traders are coming more and more to an appreciation of what the press means to the furtherance of their relations in foreign fields. Great Britain has long been impressed with the value. At a recent British trade conference held at Shanghai, China, resolutions were passed calling attention to the Government the need of the development of British publicity in China in respect to the diffusion of general and commercial news, with an organization formed and subsidized for this purpose.

### Subsidy Not Welcomed

American exporters and manufacturers who have given thought to the value of the American newspaper on the ground in the different markets do not take kindly to the question of a subsidy. They prefer individual initiative in the establishment of newspapers but show a willingness to give liberal patronage to the advertising columns of papers that are located in fields in which they are at present interested or where there is a market for their goods.

The Far East, it is declared, particularly offers a verdant field for the right kind of American newspapers, as the commercial language is almost entirely English, which also is extensively used socially. Newspapers printed in all languages in the Far East are at present experiencing considerable difficulty in obtaining cable news from the United States. Compared with the excellent cable facilities of the Atlantic, there is only one cable spanning the Pacific. On more or less urgent commercial messages alone, the cable is almost invariably days in the rear. Press dispatches filed by American correspondents in China and Japan to their respective papers in the United States rarely get through without considerable delays. On the other hand, dispatches filed in this country to papers in the Orient are subjected to even longer delays.

### More Cables Urgently Needed

Then the item of cable costs enters more pronouncedly into cable dispatches across the Pacific than the Atlantic. To China, Japan, Siam, Straits Settlements, Indo-China, Vladivostok and other points in the Far East the charge, considered on an average, is about \$1 a word. No organized attempt has been made to bring down the cable tolls on press messages; in fact, such an organized attempt would probably be fruitless because of the inadequate cable facilities available. Commercial firms engaged in trade with the Orient are generally found willing to pay almost any charges to get their messages through without delay.

Commercial and other organizations on the Pacific Coast, liberally supported by Pacific Coast newspapers, are waging a vigorous campaign to have the United States Government or private capital lay another cable across the Pa-

cific. Some progress is being made but there are no tangible results as yet.

The chief impediment to the laying of a new cable across the Pacific at this time is that the world's supply of gutta percha, which disinterested experts declare is absolutely essential to the construction of the best types of cable qualified to afford the speediest transmission of messages, is controlled by Great Britain. Her cable factories for which this supply is destined are understood to be "booked up" with orders for four or five years ahead. Under ordinary circumstances Great Britain would presumably be willing to sell cable to anybody as a commercial proposition but, it is hinted that, just at this juncture, there are quarters of the globe where Great Britain might prefer to place her limited output of cable rather than in the north Pacific.

The United States Bureau of Standards has undertaken an intensive investigation to find a reliable substitute for gutta percha. What progress along this line has been made is not known.

Commercial bodies of the Pacific, together with manufacturers and exporters throughout the United States, are planning to bring the fight for increased Pacific cable facilities to the attention of the newspaper publishers of the nation in a concerted manner. It is argued that the Far East is more and more becoming a verdant field for "live" news and that its importance from the viewpoint of the American newspaper will continue to increase as the trade campaigns gather momentum.

### LOYALTY CUTS FOR MASTHEAD

**National Editorial Association Issuing Electrotypes**

ST. PAUL, MINN., Jan. 6.—H. C. Hotaling, executive secretary of the National Editorial Association, is sending out to members of that or-



The New Badge

ganization "loyalty electrotypes" for use at the head of the editorial columns of country newspapers. They are being sent free to all publishers affiliated with the national association and may be secured by addressing Mr. Hotaling at 705 Commerce Building, St. Paul, Minn. A method for their effective use, in connection with membership in local or state organizations, is illustrated in the accompanying cuts.

### Democrats Want Daily

JEFFERSON CITY, Mo., Jan. 6.—W. R. Hollister, secretary of the executive committee of the Democratic National Committee, has purchased the Capital-News, the only morning paper here. It is believed the intention is to establish a big Democratic morning daily in Missouri, since the suspension of the St. Louis Republic removed the last Democratic organ from the field. Mr. Hollister, it is understood, will leave the national committee this month. C. H. Buchanan and B. R. Franklin will continue for the present in charge of the Capital-News. The purchase price, while not announced, is said to have been about \$50,000.

# Farm and Factory Values of Wisconsin's Industrial efforts mount yearly to above One and One-Half Billion Dollars from agriculture, livestock and manufacturing.

Too many think of Wisconsin as an agricultural State without seeing the market there for goods used by factories, offices and city dwellers. The eighteen cities having 10,000 or more population manufactured goods, etcetera, to the value of upwards of \$400,000,000, by the last authorized annual figures.

Wisconsin has eight cities of more than 30,000 population, where there is an active market by good city trade, supplemented by the larger and wider call from the great "outside"—that can be reached economically ONLY by the daily newspapers.

Write to any of these newspapers for information about the territory covered.

Papers	Circulation	Rate for 5,000 lines
Appleton Daily Post.....(E)	4,887	.0143
Beloit News.....(E)	7,029	.025
Eau Claire Leader-Telegram.....(ME&S)	8,776	.03
Fond du Lac Commonwealth.....(E)	6,463	.025
Green Bay Press Gazette.....(E)	11,011	.025
Kenosha News.....(E)	4,594	.0178572
La Crosse Tribune and Leader-Press.....(E&S)	12,452	.035
Madison (Wis.) State Journal (E)	13,729	.035
Madison (Wis.) State Journal (S)	10,650	.035
Milwaukee Wisconsin News.....(E)	70,248	.12
Milwaukee Journal.....(E)	101,320	.16
Milwaukee Journal.....(S)	93,847	.16
Milwaukee Sentinel.....(M&E)	75,905	.13
Milwaukee Sentinel.....(S)	60,840	.13
Racine Journal News.....(E)	7,631	.03
Sheboygan Press.....(E)	6,783	.025
Superior Telegram.....(E)	18,154	.04
Wausau Record-Herald.....(E)	5,286	.02

Government Statements, October 1st, 1919.

A. B. C. Statement, October 1st, 1919.

\*Publishers' Statement.

**TIPS FOR AD MANAGERS**

**FREEMAN ADVERTISING AGENCY, INC.**, Mutual Building, Richmond, Va. Sending out contracts to Southern and Eastern newspapers for "Brame's Vapometha Croup and Pneumonia Salve."

**SCOTT & SCOTT, INC.**, 220 West 42nd St., New York. Placing advertising for Bernice Coal Co., Bernice, Pa., in New York State and Canadian newspapers.

**BURNHAM & FERRIS**, 30 East 42nd St., New York. Handling accounts of John C. Sparks, New York, household dyes; New Era Motor Corporation, New York, small electric motors; F. W. Walter, Philadelphia, knitting yarn.

**HOYT'S SERVICE, INC.**, 116 W. 32d St., New York. Handling accounts of Joseph Burnett Company, Boston, Mass., "Burnett's Flavoring Extracts"; Art Metal Construction Company, Jamestown, N. Y., metal steel office furniture and equipment; Farnsworth-Hoyt Company, Boston, Mass., "Red-Line-in" Shoe Lining.

**WILLIAM H. RANKIN COMPANY**, 104 South Michigan avenue, Chicago. Handling advertising of American Auto Products Company, Denver and Chicago; Apollo Piano Company, Chicago and DeKalb, Ill.; Apex Appliance Company, "Apex Washing Machines and Ironing Machines."

**PAUL NEMEYER & Co.**, 523 Prospect avenue, Cleveland. Placing orders in Middle States newspapers and sending 7,000-line schedule for Blacko Medicine Company, Charleston, W. Va.

**BURNHAM & FERRIS**, 30 East 42d St., New York. Handling advertising of John C. Sparks, manufacturing dye chemist, "Eagle Dye-and-Tint," and will use newspapers.

**ERWIN, WASEY & Co.**, 58 East Washington St., Chicago. Handling account of W. R. Johnston Manufacturing Company, automobile windows.

**POWERS-HOUSE COMPANY**, Illuminating Building, Cleveland. Handling advertising and planning extensive campaign for National Pressed Steel Company, Massillon, Ohio.

**CECIL, BARRETO & CECIL**, Mutual Building, Richmond, Va. Handling account of Lynchburg Plow Works, Lynchburg, Va.

**GEORGE W. FORD COMPANY, INC.**, Rhodes Building, Atlanta, Ga. Handling account of Corbitt Motor Truck Company, Henderson, N. C.

**WYLYE B. JONES ADV. AGENCY**, Binghamton, N. Y. Handling campaign for Ward La France Motor Truck Corporation, Elmira, N. Y.

**EDWIN BIRD WILSON, INC.**, 68 William St., New York. Planning local and national campaigns for Philadelphia National Bank.

**RICHARD S. RAUH COMPANY**, First National Bank Building, Pittsburgh. Handling advertising of Ridgway Dynamo & Engine Company, Ridgway, Pa.

**HANSER AGENCY, INC.**, 601 Broad St., Newark, N. J. Handling account of Boyce, Wheeler & Boyce, New York, "Cumfy-Cut" underwear.

**"Stag" for Advertisers**

**KANSAS CITY, Jan. 3.**—The Journal yesterday staged a "stag" party for advertisers from a residence section of the city known as "the Thirst and Troost" section. The party attended a moving picture performance of "It Pays to Advertise" Bryant Washburn, at a theater for their place of business. Following the performance, refreshments

were served. The residence section interested has been heavily advertising in the Journal for months, and a page and sometimes a double page, devoted to the advertising of wares, etc., of the merchants, are carried in the Sunday Journal.

**New Job But Not New Work for McTaggart**

**GEORGE M. M'TAGGART**, whose appointment as circulation manager of the Toronto Mail & Empire was noted in **EDITOR & PUBLISHER** of December 25, joined the office force of that paper in 1903, following service with the Toronto branch of Bartlett & Frazier & Co. He was promoted to assistant circulation manager of the Mail & Empire in November, 1905, and held that position until his recent promotion. During his connection with the paper, he has seen its circulation grow from 38,000 to an average of 80,000 a day.



G. M. McTAGGART

**Captain Bonfils Home Again**

**KANSAS CITY, Jan. 3.**—After eighteen months' service with the American Red Cross on the battlefields of France, Rumania and in the Dobrudja, Captain Charles A. Bonfils, former managing editor of the Kansas City Post, and a brother of F. G. Bonfils, owner of the Denver Post and Kansas City Post, returned home this week. Captain Bonfils began his Red Cross service with the 42d division, and later, when the armistice was signed, was sent to the Rumanian frontier where he joined the campaigns against the Bolsheviki.

**Daily for Kansas Farmers Soon**

**JUNCTION CITY, KAN., Jan. 3.**—The Geary County Farmers' Union will enter the daily newspaper field. It has been negotiating for the Wooster & Townshend printing plant that, prior to July 1, published the Weekly Sentinel. It will be revived and turned into a daily. Ed Hall and Henry Hunt, prominent farmers, are slated for business managers of the new organization, and W. S. Clark, a veteran newspaper man, is named as editor.

**Hagerty Heads City Hall Men**

The Association of New York City Hall Reporters on January 5 elected the following officers for the coming year: President, James A. Hagerty, Herald; vice-president, Alfred W. Pierce, Evening Sun; secretary-treasurer, Fred H. Adams, New York City News Association; executive committee, Charles G. Hambidge, Times; Irving E. Pinover, Evening Journal, Vincent Tanzola, Brooklyn Citizen and Harry D. Kingsbury, Herald. An annual dinner is planned.

**New York Is Headquarters**

The Jerusalem News, which, as noted in **EDITOR & PUBLISHER** of December 25, has been started as a daily in the Holy Land, is a branch of the New Earth, Inc., New York City. Collin Armstrong, Inc., represents the Jerusalem News in the American advertising field.

For less than half a cent per inhabitant you can be a big all-year advertiser in West Virginia daily papers.

**Turn your eyes toward the Kanawha Valley!**

Investigate, or ask the papers to tell you what has been going on there now for some years.

You will find a grouping of manufacturing businesses, several non-competitive lines that by themselves are an earnest of the future that no National advertiser should overlook.

The industrial development in each of the districts surrounding the cities shown on the map, where the daily papers are published and goods distributed, has been great, beginning even before the war.

You can make a market for your goods by advertising them here in the dailies.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
<b>Bluefield</b>			<b>Martinsburg</b>		
†Telegraph.....(M)	4,768	.8214	*Journal.....(E)	2,163	.9129
<b>Charleston</b>			<b>Moundsville</b>		
†Gazette.....(M)	11,918	.83	†Echo.....(E)	1,733	.9115
†Gazette.....(S)	11,918	.83	<b>Parkersburg</b>		
*Mail.....(E)	6,543	.84	†News.....(M)	5,522	.82
<b>Clarksburg</b>			†News.....(S)	5,522	.82
†Telegram.....(E)	8,425	.82	†Sentinel.....(E)	5,646	.917
†Telegram.....(S)	7,730	.82	<b>Wheeling</b>		
After Feb. 1st, 1920, .025 line flat.			†Intelligencer.....(M)	10,364	.9325
<b>Fairmont</b>			†News.....(E)	15,315	.84
*W. Virginian.....(E)	4,916	.82	†News.....(S)	15,315	.86
<b>Grafton</b>			†Government Statement, Oct. 1, 1919.		
†Sentinel.....(E)	2,275	.814	*A. B. C. Statement, October 1, 1919.		
<b>Huntington</b>					
†Advertiser.....(E)	8,139	.83			
*Herald-Dispatch.....(M)	10,668	.835			
*Herald-Dispatch.....(S)	10,950	.835			

**File the Facts for Reference**

## URGES "FREE PLAY" OF PUBLIC OPINION

(Continued from Page 6)

tary function of government. But government protecting the American people against revolutionary propaganda is a new manifestation of paternal authority. I wonder what old Sam Adams would say to that? Or Patrick Henry? Or Benjamin Franklin, with his grim joke about hanging together or hanging separately? Or Thomas Jefferson? Or George Washington? Or all the rest of that noble congregation of rebels who to their defiance of George III. pledged their lives and their fortunes and their sacred honor?

### A Throw-back to Prussianism

This theory that it is the duty of government to protect the people from propaganda is Prussianism. It was the gospel of His Imperial Majesty, the German Kaiser. Protecting people from revolutionary propaganda was one of his most sacred functions. Now there is no Imperial Majesty and no German Kaiser, and no Majestaets-beleidigung and no Divine Right. Autocratic Russia saw the doctrine in its fullest flower, and it was eventually followed by the most horrible, by the most ghastly, by the most degrading revolution known to human history. Significantly enough, no sooner was this new tyranny established than Lenin and Trotzky proceeded in their turn to "protect the people from revolutionary propaganda" by suppressing all but the Bolshevik newspapers.

Either the people are fit to govern or they are not. If they are fit to govern, it is no function of government to protect them from any kind of propaganda. They will protect themselves. That capacity for self-protection is the very essence of self-government. Without it popular institutions are inconceivable, and the moment that a republican form of government sets itself up as the nursemaid of the people, to train their immature minds to suit its own purposes and to guard them from all influences that it considers contaminating, we already have a revolution and a revolution backward, a revolution by usurpation.

### When Government Makes Opinions

How is there to be any public opinion at all if government is to be the final arbiter of political theories and economic doctrines?

When government undertakes to regulate opinions the burden of proof must always rest upon it. If history teaches any lesson whatever, its lesson is that the most dangerous and futile of all methods of combating erroneous political and economic beliefs is for government to set itself up as a judge and executioner.

But, it will be said, the doctrines that government is called upon to

suppress are of foreign origin; they are advocated in large part by an alien population; they are antagonistic to the principles of the Republic, and we cannot afford to have the American people adopt them. Quite true, but what of it? This is not the first time that there has been nationwide unrest and discontent. It is not the first time that wild and lunatic remedies have been prescribed for public ills. It is not the first time that foreign revolutionary theories have invaded the United States. It is not the first time that property rights have been attacked in their very citadel.

American conservatives were once quite as terrified by the spread in this country of the extreme theories of the French Revolution as they are now terrified by the spread of Bolshevism. They were quite as eager for repression; yet the French Revolution never shattered a single American institution. It raised up no American breed of Marats and Robespierres. It set up no guillotines on American soil and beheaded no aristocrats. The American people threshed the issue out and went on their way.

### Have Met the Peril Before

Is it not possible that they still retain a scanty remnant of their ancient common sense? Is it not possible that they might even listen to a sympathetic exposition of the maniacal principles of Bolshevism without being seized with an irrepressible desire to destroy everything they have created and give themselves over to famine and disease and anarchy in order to establish a dictatorship of the proletariat?

I am not afraid of Bolshevism in the open, where the American people can examine it and weigh it and consider it. I am not afraid that the American people are going to rise up en masse and join the I. W. W. to destroy the institution of their own private property, unless government prevents them by force. It is just as well to remember that the preamble of the Constitution of the United States does not begin "We the Government of the United States," but "We the People of the United States." The history of this country for more than 140 years proves that the American people can be trusted, and in the long run they can be trusted a great deal further than the professional politicians that they generally select to represent them in their government.

The failures of popular government have always been failures of public opinion—mostly of public opinion that was ill-informed, of public opinion that was denied the facts, of public opinion that was misguided by

self-constituted masters. That will always remain a great menace, and public opinion is never to be safeguarded by trying to prevent it by law from coming into contact with political heresy. There is no surer way to give those doctrines a foothold than to proscribe them. It is not the revolutionary doctrine which is shouted from the market place that is to be feared, but the revolutionary doctrine that is whispered everywhere in the ear of discontent and that can claim in its favor the test of martyrdom.

There is no other such prolific breeder of revolution as reaction, and reaction is now engaged in capitalizing the militant patriotism that the war aroused. It is denying freedom of speech, denying freedom of assembly—denying the most sacred guarantees of the Constitution that it professes to guard and defend.

### Responsibility of Our Newspapers

When the French soldiers began to return home after four years in the trenches, thousands of them declared that they would never again do any work. It sometimes seems that after the armistice was signed, millions of Americans must have taken a vow that they would never again do any thinking for themselves. They were willing to die for their country, but not willing to think for it, and under the influence of propaganda they had lost the habit of independent thought.

It is here that we squarely confront the question of the responsibility of newspapers in respect to the formation of an enlightened and fully responsible public opinion.

Of the work of the American newspapers in the war the most chronic fault finder cannot justly complain. They printed all the news that government would permit them to print. They almost bankrupted themselves to obtain it. They were the first victims of the censorship and the daily prey of the propagandists. They never hesitated in rendering any service of which they were capable, and they never counted the cost. On the whole, they displayed a sense of responsibility that in itself is the highest decoration for distinguished service.

When we come to the newspaper

in relation to the events of the last year, it is a very different story and a less satisfactory story. Newspapers are very human institutions, and when the fighting ceased they reacted in much the way the general public reacted. The notion was general that, with hostilities ended, pre-war conditions would naturally be restored, and the newspapers followed the common notion.

That was a great mistake. They were not prepared for the waves of discontent and unrest that spread over the country. They were not prepared for the social ferment that followed the war. They were not prepared for the industrial upheaval that came. For the most part they had settled down to the comfortable assumption that with Germany beaten, with the Kaiser exiled, with the war won, everything was going to be for the best in the best possible of worlds, and that is not the way it turned out at all.

When strike followed strike, when industrial disturbances became na-

Houston is the great Railroad, cotton, oil, lumber and rice center of Texas. It is one of the greatest inland ports in this country and is growing faster than any town in Texas.

### The Houston Chronicle

is the great advertising medium of all that section, reaching 50,000 people daily and over 60,000 Sunday. Representatives in New York, Chicago, St. Louis, Kansas City and Atlanta, John M. Branham Company.

### 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 1/2% of all the people in the United States.

### Service

National advertisers find the Indianapolis Radius an easy market to cultivate because they can obtain exact information of conditions from the Merchandising Service Department of

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

### During 1919

The Cleveland Plain Dealer not only made the largest line-age gains over itself of any year in its history, but made larger gains than any other Cleveland paper. In Cleveland and Northern Ohio the one paper that towers above all others is

### The Plain Dealer

### FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.  
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

### The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



tion-wide, when labor and capital instantly began a hand-to-hand fight over a new division of the profits and the spoils, when the labor leaders discovered that there was a tight labor market and began to squeeze the employer just as the banks squeeze the borrower when there is a tight money market, a vast number of perfectly good and respectable people were much disturbed in their souls, and the newspapers reflected this disturbance. Instead of trying to get at the basic cause of it all, they adopted the primitive medicine-man procedure of hunting out the devil upon whom the responsibility could be laid.

Four hundred thousand steel workers had gone out because the leader of the strike had once been a Syndicalist. All the shipping in New York was tied up because I. W. W. agitators had taken possession of 80,000 longshoremen. Four hundred thousand miners quit in defiance of Federal law because two factions in the union were battling for control. And so it went. Nothing in this complicated world is ever quite so simple as that.

The first duty of a newspaper to public opinion is to furnish the raw materials for it and the tools for its formation. American newspapers are not doing this in respect to this new economic situation, as many newspaper men keenly realize, without quite knowing how to remedy it. The war has left a new set of problems and the newspapers have not yet met them. They are not driving to the heart of things. They are still skimming the surface, and it is only now and then that a reporter gets under the skin of these great events.

This, in a way, helps to account for the more or less chaotic state of public opinion in this country, and it is doubly unfortunate, because the American people have no passion for profound study of public questions until these questions reach the stage of a crisis. Day by day they like to get their news from headlines and to rely for their judgments on what somebody tells them.

The gravest duty that confronts the American press today is to bring these vast questions that have come out of the war into the forum of public discussion. The barrier of propaganda must be broken down. The competent, independent investigating reporter must come back to his own. This is vital. The American people cannot deal intelligently with any of these problems without knowing the facts, and they cannot know the facts until the newspapers brush aside the propagandists of contending factions and get back to first principles of news gathering. All this is fundamental.

It is impossible of fulfilment, nevertheless, unless the newspapers set themselves squarely against this ris-

ing Prussianism which is seeking to make a fetich out of government and endow it with the power of damnation over all dissenting political and economic beliefs. If the guarantees of the Bill of Rights are to be overridden in the name of super-patriotism, the newspapers themselves will be the ultimate victims of the new dispensation that is called to suppress freedom of speech and of the press, and we shall have no public opinion at all except that which cringes under the lash of office holders. If government is to be erected into a god, who of us can be sure of salvation?

**The Basis of Freedom**

Lord Acton made the security of the minority the basis of freedom and that will always be the basis, however offensive the minority's views may be and however mischievous the principles that it advocates may appear. De Tocqueville framed essentially the same definition in still more striking form when he voiced his warning against the tyranny of the majority. The inherent sovereignty of the citizen over Government was pictured by Pitt in words that for a century and a half have been part of the political heritage of the English-speaking peoples.

"The poorest man in his cottage may bid defiance to all the force of the Crown. It may be frail; its roof may shake; the wind may blow through it; the storms may enter, the rain may enter—but the King of England cannot enter; all his forces dare not cross the threshold of the ruined tenement."

Free government must forever be the resultant of all the forces that are brought to bear upon it, radical and reactionary, liberal and conservative, revolutionary and Bourbon, Socialistic and individualistic, and whenever any of those forces is compelled to resort to secrecy the equilibrium is destroyed and the way is open to disaster.

What I have said tonight is not a plea for the new radicalism, for to me most of this new radicalism is the very negation of political and economic sanity. What I am pleading for is the restoration of the traditions of the Republic, for the restoration of the proved safeguards of human liberty, for the restoration of the free play of public opinion, without which democracy is stifled and cannot exist; for the restoration of the old faith of the Fathers which has never yet failed the Nation in a crisis—the faith that they themselves sealed in their own blood.

God forbid that our supreme achievement in this war should be the Prussianizing of ourselves!

**BIG WAGE INCREASES IN TACOMA**

**Arbitration Board Awards Scale of \$8.62 Day, \$9.48 Night and \$10.48 Graveyard Shift—72 1/2 % Increase Since 1914**

(BY TELEGRAPH)

SEATTLE, Jan. 5.—Substantial wage increases have been granted by the National Arbitration Board, and accepted by both sides, to printers, pressmen, stereotypers and mailers of Tacoma newspapers who went out on strike six weeks ago and tied up the plants of the News-Tribune and Ledger for a week and then voluntarily resumed their posts.

The new award to printers means a scale of \$8.62 per day for day work, \$9.48 for night work and \$10.48 for the graveyard shift. Overtime remains at time and a half. Seven hours will constitute a day's work.

Copy holders are raised from \$3 to \$5.17 a day, with the deadline lowered from 1,350 lines to 1,300.

The new scale represents a 72 1/2 per cent wage increase over the 1914 scale.

The same increase applies to other workers above enumerated. The award is retroactive to September 12 with the Tribune and Ledger and to September 6 on the Times. The union's original demands were for a 6 1/2-hour day and \$9.25 for day work and \$10 for night work. Their scale was \$7.50 for seven hours.

During the strike the Tacoma locals were threatened with expulsion by the International Typographical Union and were in a precarious condition when the men returned to work. Because of mounting labor costs the News Tribune decided to suspend publication on all legal holidays. The policy was inaugurated on Christmas and New Year's Day, when no papers were issued.

**Opens New England Branch**

Daniel E. Paris, formerly of Smith & Paris, Boston advertising agency, has been appointed New England manager of Barton, Durstine & Osborn, Inc., with offices in Boston. Recent additions to the staff of this agency include C. B. Dotson, formerly of the New York Globe, and A. D. Chiquoine, Jr., formerly with the Philadelphia Public Ledger. C. E. Richardson has been appointed in charge of production at the Buffalo office, with Norman M. Pierce in charge of trade surveys.

**London Mail to Build**

LONDON, Jan. 1.—Two thousand employees of the London Daily Mail, Evening News and Weekly Dispatch, have presented Lord and Lady Northcliffe with an illuminated address in appreciation of their war work and as an expression of good will between employes and employers. Plans have been announced for the erection of a new home for the Daily Mail.

**Buys Afternoon Paper**

ORANGE, TEX., Jan. 6.—H. C. Connally, formerly one of the owners of the McGregor (Tex.) Mirror, has leased the plant of the Daily Leader, an afternoon paper at Orange. Since he sold the McGregor Mirror, Mr. Connally has been engaged in newspaper work at Livingston, Texas.

**New Scale in El Paso**

EL PASO, TEX., Jan. 6.—Local stereotypers have signed a new scale agreement, calling for daily wages of \$6.35 for foremen or night workers, and \$5.75 for journeymen on day work.

**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

**Stars of Daily Magazine Page**

- Nell Brinkley  
David Corey  
William F. Kirk  
Eric Belden  
Loretto Lynch  
Eleanor Gilbert  
Beatrice Fairfax  
Garrett P. Serviss  
Dr. William McKeever  
Rita Stuyvesant

Send for Sample Pages  
**INTERNATIONAL FEATURE SERVICE, INC.**  
246 West 59th St., New York

**The True News FIRST**

*Always-Accurately*  
International News Service  
World Bldg. New York

**"Just Boy"**

is just the Kind of Sunday Kid Comic That "Gets" Everybody.  
**NEWSPAPER FEATURE SERVICE, INC**  
241 West 58th St. New York

**U. S. Feature Service, Inc.**

423 World Building,  
New York, N. Y.

The kind of service you've been looking for. Over three hundred and fifty newspapers, well distributed throughout the United States, use our service, due to all around efficiency and a liberal policy.

Rotogravure Supplement in preparation.  
Join Us and Enjoy Our Quality Service for Newspapers.

**PREMIUMS**  
That Are Real Subscription Producers  
**S. BLAKE WILLSDEN**  
Manufacturers and Publishers Representative,  
1066 Heyworth Building  
29 E. Madison St. CHICAGO

**BAILEY CHILDREN'S SERIES**  
DICKEY'S DOGS  
FAIRCHILD FASHION NEWS and IDEA SERVICE  
"YOUR HOME AND YOU"  
**METROPOLITAN NEWSPAPER SERVICE**  
432 4th AVE. NEW YORK  
"Quality Features for Quality Papers"

### ADVERTISING RATES UP IN PITTSBURGH

**Users of Display Space Satisfied With 15 to 40 Per Cent Increases in Charges by All Daily Newspapers**

PITTSBURGH, Jan. 6.—Local newspapers have put new advertising rates into effect. At the Gazette-Times and Chronicle-Telegraph, the Leader and the Dispatch, these new rates took effect on January 1. At the Post and Sun and the Press the rates will not become effective until February 1.

Jesse E. Trower, advertising manager of the Post and Sun, states that although an increase in advertising rates was made on October 1 last, another increase averaging about 33 1/2 per cent will go into effect on February 1. This first raise in rates was taken very nicely by the advertisers in the Post and Sun.

Charles E. Yost, advertising manager of the Gazette-Times, states that an increase averaging between 15 to 25 per cent went into effect January 1. On the Chronicle-Telegram the percentage of increase of price is slightly higher. The rates for financial advertising have been the most increased in cost. The advertisers with few exceptions, he states, made no objection to the increased prices.

At the Leader, of which W. E. Moffatt is advertising manager, the rates of advertising were increased 25 per cent on January 1.

Charles R. Sutphen, business manager of the Dispatch, stated that on January 1 an increase in advertising rates averaging about 25 per cent went into effect.

The Pittsburgh Press increased rates go into effect on February 1 and average 40 per cent.

#### CONSERVATION REPORTS

The New York Tribune, in issuing its latest rate card, sent the following letter to advertisers:

"Realizing that advertisers cannot plan campaigns on an indefinite basis, the Tribune will accept contracts between now and March 1, 1920, on a 'two-rate' basis—that is, at the rates shown on our present rate card dated November 1, 1919—up to March 1, 1920, and from March 1, 1920, to the expiration of contract, on the basis of the rate card enclosed herewith.

"The Tribune is in the same position as other newspapers as to the uncertainty of the price it must pay for white paper the last three-quarters of next year, it having been compelled to make its contract for next year's supply at a greatly increased price, guaranteed for the first quarter only.

"The Tribune feels there is no question but it will have to meet further increases in the cost of white paper during the next year which will undoubtedly make necessary further increases in rates; but any such increases will not affect existing contracts."

WORCESTER, Jan. 5.—W. L. Thomas, assistant publisher of the Telegram, states that since the new owners took over the Telegram a short while ago many changes have been made

in an effort to conserve newsprint. He said:

"Advertising rates have been increased approximately 50 per cent, all news heads have been reduced about half, we are now running five editions a day where two editions were run before, and at the same time are giving our country readers more news than they have had in the past. Advertising contracts are being made for a period of six months only."

"An increase in the price of the Daily Telegram has been made to all county dealers, and they have been given the privilege of increasing the price on home delivery from 12 to 15 cents per week. We also have reduced all department headings down to the absolute minimum and eliminated all cut-off rules and leads between advertisements that have borders. On the size of paper we ordinarily run we have taken out rules and leads that have made an approximate saving of a column and a half a day, and we are still looking for a chance to save more."

It is reported in Richmond that parties have completed all preliminary arrangements for the early establishment at Roanoke Rapids in North Carolina of a paper mill to manufacture newsprint exclusively.

TOPEKA, KAN., Jan. 3.—The Capital has set its price delivered by carrier at 15 cents per week, an increase of 2 1/2 cents.

TROY, N. Y., Jan. 3.—The Times yesterday increased its price to 3 cents. It has been a 2-cent paper since April, 1915.

JAMESTOWN, N. Y., Jan. 6.—The Evening Journal and Morning Post have increased their price from 2 to 3 cents a copy.

SYRACUSE, N. Y., Jan. 6.—The Post-Standard, Herald and Journal have increased their selling prices to 3 cents.

POUGHKEEPSIE, N. Y., Jan. 5.—The Eagle-News has raised its subscription price to \$7 a year. The Evening Star and the Sunday Courier raised their rates some time ago.

MANCHESTER, N.H., Jan. 5.—The Mirror has advanced its subscription rates from 50 to 60 cents on all subscriptions paid monthly, and from \$5 to \$6 on mail and from \$6 to \$7 on carrier subscriptions paid yearly in advance. All three Manchester dailies, the Union-Leader, the Mirror, and L'Avenir National, recently increased their advertising rates. L'Avenir National has not yet increased its subscription rates.

ALBANY, N. Y., Jan. 6.—The New York Sunday papers have been raised from 10 to 11 cents, the newsdealers adding the increase of \$1 per hundred to them in spite of the fact that the New York papers demanded that the price to the public remain the same.

DES MOINES, IA., Jan. 2.—Twenty-seven publishers of Iowa daily newspapers met last week in Des Moines to agree on means of conserving print paper. E. P. Adler, publisher of the Davenport Times, representing the newsprint section of the war industries board in Iowa, called the meeting. The following resolutions were adopted:

"Resolved, That it be the sense of this meeting that all daily newspapers in Iowa reread and study carefully the conservation program as ordered by the war industries board during the war, and readopted by the A. N. P. A. as necessary at the present time; so that newspapers may, as nearly as possible, comply with the request of congress that a 10 per cent saving in paper be procured.

"Resolved, That Iowa newspapers make every effort in their power to secure a 10 per cent reduction in their consumption of paper so that governmental action for the control of the paper supply may not be necessary.

"Resolved, That Iowa newspapers, as quickly as possible, arrange with their competition to put mail subscription prices at a minimum of \$5 per year for six issues, and a minimum for city subscription prices of \$6 per year.

"Resolved, That all the daily newspapers in Iowa adopt a definite schedule of news and advertising so that they may watch conservation daily. It is suggested that a schedule somewhere between thirty-five and forty-five columns of news matter would accomplish a tremendous saving.

"Resolved, That the Des Moines newspapers be requested to raise their city subscription price to 2 cents per copy on the streets, and a corresponding price by carrier.

"Resolved, That all Iowa congressmen and senators be requested to do everything in their power to reduce the wasteful practices in the use of paper by congress and all governmental departments.

"Resolved, That all Iowa newspapers be especially urged to observe the injunction of the war industries board to eliminate the use of premiums; and that it is suggested that these newspapers that are now using premiums cease this practice by not later than Feb. 1, 1920.

"Resolved, That the newspapers of Iowa are urged to hold meetings with the competitive newspapers of their respective cities in an effort to curtail aggressive seeking of circulation."

The Canonsburg (Pa.) Notes increased its subscription rates, effective January 1.

OKLAHOMA CITY, Jan. 6.—The Daily Oklahoman and the Times rate to city subscribers has been raised to \$9 a

year, and \$7 for the Oklahoman, daily and Sunday. The mail prices will be: Daily Oklahoman, \$7.50; without Sunday, \$5.25; Sunday only, \$2.25.

BOSTON, Jan. 5.—The Transcript has put into effect the following scale of advertising rates; Monday, Tuesday, Thursday and Friday, 20 cents per line; Wednesday, 25 cents a line; Saturday, 30 cents a line; Wednesday and Saturday in connection with other days charged at 20 cents a line.

HORNELL, N. Y., Jan. 3.—The Evening Tribune-Times has raised its price to 3 cents a copy.

ELYRIA, OHIO, Jan. 6.—The Chronicle-Telegram has advanced its weekly subscription price 3 cents to 15 cents a week and its street sale price for single copies from 2 to 3 cents.

MARTINS FERRY, OHIO, Jan. 2.—The Daily Times today announced an increase in the price of that newspaper from 2 to 3 cents a copy and from 10 to 15 cents a week in the four eastern Ohio counties in which it maintains carrier service. Advertising rates have been increased.

PROVIDENCE, R. I., Jan. 2.—The Woodsocket Call yesterday put into effect new display advertising rate card. The minimum rate on contracts of 5,000 lines or over has been raised to 3 1-2 cents

La Nacion, founded in Buenos Aires by the late General Bartolome Mitre, former President of Argentina, celebrated its 50th anniversary on January 4 with a souvenir edition of 134 pages. The issue carried many advertisements from North American firms.

### 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

### Their Own Newspaper

Our readers continue because they get all the news daily and know just when to find it.

### The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices: Wallace G. Brooke, Brunswick Building, New York; The Ford-Parsons Co., Marquette Building, Chicago, Ill.

### Sworn Statement Sunday Circulation New Orleans States

Oct. 5, 1919.	
City .....	22,319
Country .....	14,916
37,235	
Nov. 9, 1919.	
City .....	25,731
Country .....	17,434
43,165	
GAIN.....5,930	

### The Test Town of the Country for the National Advertiser

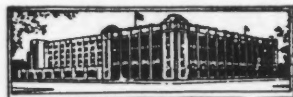
### Beloit, Wisconsin

Beloit employs 7500 highly-skilled, highly-paid mechanics in thirty factories whose deposits in local banks total \$7,000,000.

Are you getting your share of this industrial wealth?

Beloit has one paper—the Daily News. Circulation, 7,700. Rate, 3 1/2 cents per agate line.

(300 ft. x 280 ft.)



"There is only one paper covering Detroit —THE NEWS"

### AN AUTO CENTRE

Thousands of auto owners are to be found among the residents and visitors of the North Jersey Shore towns.

The annual auto show for this part of the state will be held in Asbury Park this year from March 13 to March 20.

Manufacturers of automobiles and automobile accessories will do well to bear in mind that this territory is thoroughly covered by the

ASBURY PARK PRESS Evening and Sunday Editions Member A. B. C. Standard Rate Card Frank R. Northrup Special Representative 303 Fifth Avenue, New York City Association Building, Chicago, Ill. J. L. Kimmonth, Publisher, Asbury Park, New Jersey.

### Dominates Its Field LOS ANGELES Evening Herald

Circulation 123,305 DAILY Member A. B. C.

# H. M. POWELL DIES AT PEORIA HOME

Only a Few Days—Was One of the Makers of the Evening Star—Prominent in Illinois Politics

PEORIA, ILL., Jan. 6.—Harry M. Powell, aged 42, manager of the Star and prominent in state political circles, died at his home here yesterday after a five day illness. Complications following an attack of erysipelas was given as the cause of death.

He was a native Peorian and took a prominent part in the life of the community. He was associated with the late Eugene F. Baldwin almost from the launching of the Peoria Evening Star in 1897, and since 1905 was its business manager. His efficiency and sagacity have played a major part in making the Star what it is today. Filled with dynamic energy, he was essentially a business man, capable of a remarkable amount of concentrated work, sound in judgment, reaching his objective by straight lines regardless of obstacles.

He is survived by his widow, son and five brothers.



HARRY M. POWELL

## Obituary

GEORGE F. LITTELL, for 20 years connected with the Brooklyn Eagle advertising staff, died January 6, aged 69 years.

GEORGE P. CURTIS, owner and editor of the Hackettstown (N. J.) Warren Republican, died January 6, aged 68 years.

DR. WALLER M. FISHER, formerly an American newspaper man, died in Glyncofwrwg, Wales, last week. He helped to establish the San Francisco Call and had done considerable writing in the United States.

WILLIS TERENCE DODGE, dean of Nashua (N. H.) newspaper men, and Nashua representative of the Boston Globe since 1911, died on January 2. A self-inflicted gunshot wound while he was temporarily insane after a long illness and a serious operation, caused death. Mr. Dodge began his newspaper work as bookkeeper and collector for the old Nashua Telegraph. He soon became the Manchester Union's representative and was later sent by that paper to Portsmouth. For several years he was city editor of the Haverhill Bulletin and worked on the Associated Press in Boston and New York.

HARRY A. GATCHEL, president of the photo-engraving firm of Gatchel & Manning, Inc., Philadelphia, died in that city last week, aged 56 years. He was widely known in advertising circles and was one of the organizers of the Poor Richard Club of Philadelphia.

COLONEL BERTRAM ELLIS, editor of the Keene (N. H.) Sentinel from 1893 until his retirement two years ago, died in Keene on January 2.

BENITO PEREZ GALDOS, Spanish writer and journalist, died at Madrid on January 2. He was a former member of the Chamber of Deputies.

FRANCIS M. MYERS, a paper manufacturer, died in Jersey City on January 2. He was 93 years old.

JAMES J. HOOVER, aged 70, editor and part owner of the Canal, Fulton (O.) Signal, died at Massillon December 30 after an illness of three days.

HERBERT M. BUSHNELL of Lincoln, founder and publisher of the Trade Review, a Lincoln trade journal, died on New Year's Day.

MRS. W. T. McELROY, widow of the late W. T. McElroy, former editor of the Humbolt (Kan.) Union, died last week at Excelsior Springs, Mo.

JOHN S. SMITH, aged 71, postmaster of Eldorado Springs, Mo., and for many years editor of the Eldorado Springs Sun, died at Eldorado December 28.

MRS. ALICE FRENCH BURBANK, for seven years society editor of the Manchester (N. H.) Mirror, died last week in Manchester. She first entered the newspaper field as editorial assistant to Mrs. Flora Kendall Edmond, for a time in charge of the women's department of the Mirror. When Mrs. Edmond became society editor of the Union-Leader, in 1913, Miss French assumed charge of the Mirror's society page, a position which she held until her marriage in 1916.

R. MORRISON ROGERS, vice-president of the New York Export News Corporation, died in New York on January 2 from pneumonia.

A. A. RICHARDS, of Washington, D. C., who died at Tampa, Fla., on New Year's day, was formerly engaged in the newspaper business in Wellington, Kan. He was a brother-in-law of the late William A. Stryker, former editor and owner of the Tulsa Democrat.

JAMES HAYS QUARLES, aged 51, a well-known Texas newspaper man, was found dead in his bed at Austin last week. Mr. Quarles had been connected with practically every large newspaper in the state in various capacities, and had been city editor and managing editor of the Houston Post. He was also at one time connected with a newspaper at Richmond, Va.

LUTHER W. CLARK, for more than thirty years with the Dallas (Tex.) Morning News, and for more than 18 years editor-in-chief of the Dallas and Galveston News, died in Long Beach, Cal., on Dec. 30. Mr. Clark was 65

years old and retired from active duties about two years ago.

Mr. Clark went to Texas when 23 years old, and practiced law for several years. He then entered newspaper work, establishing the Brazos Pilot, which he published until 1887. After disposing of this paper, Mr. Clark and his brother moved to Dallas, where he became associated with the Dallas Herald. He left this paper in 1889 to become connected with the Dallas Morning News.

FREDERIC E. C. ROBBINS, aged 68, a former editor of the Portland (Me.) Express-Advertiser, died January 2 at Newton, Mass. He had been a teacher and superintendent of schools, and had been a regular contributor to the Boston Advertiser and Boston Record and wrote short stories for the Youth's Companion.

ISAAC FRETZ, owner and publisher of the Canton (Kan.) Pilot, died at Canton last week following a short illness.

JOHN DENNIS, dean of Rochester (N. Y.) news gatherers and for the last 40 years with the Democrat and Chronicle, died in Rochester December 31, aged 76 years.

JEAN DUPUY, director of the Paris Petit Parisien, former president of the French Council of Ministers and a member of the War Council, died in Paris December 31, following a brief illness. He had been active for many years in the journalism and government of France and was one of the sturdiest defenders of the rights of the press during war time. He took a leading part in the organization of the Paris press, serving as president of the Syndicat de la Presse de Paris. He was in his 76th year.

ANDREW MILLER, secretary-treasurer of Life Publishing Company, publisher of Life, died suddenly on January 1 in New York, aged 63 years. He was a steward of the Jockey Club and owned several famous race horses, including Roamer, which broke a leg a few hours after Mr. Miller's death and had to be destroyed.

FRANK PIXLEY, former Chicago newspaper man and author of several well-known plays, died in San Diego, Cal., on January 1 following a fall on a steamship two weeks previously. He was 52 years old. He was managing editor of the Chicago Mail from 1892 to 1899, when he started a three-year term as

editor-in-chief of the Chicago Times-Herald.

C. H. CAFFEE, news editor of the San Antonio (Tex.) News, died in that city on January 1.

WALTER J. BLACKBURN, publisher of the London (Ont.) Free Press, which was founded by his father in 1855, died in London on January 1.

### Moving Ahead of Time

BRIDGEPORT, CONN., Jan. 7.—The management of the Evening Herald expects to move its plant to Wall and Water streets, from its birthplace in Middle street, next month, which is six weeks sooner than first planned. Frank Stevens, late of the Bridgeport Post, is preparing the company's press room moving.

### The Boss says :

We hope to make 1920 a "Happy New Year" for ad-folk. Here's our first step—we are changing our agency discount from 15% to

17%

effective on new contracts as of January, 1920.

### The West Virginian

The Evening Newspaper Published at Fairmont, W. Va.

Population 25,000—November A. B. C. Circulation 5,560.

Represented by Robert E. Ward New York and Chicago

### Des Moines Register and Tribune

104,888 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.

**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

**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

**The Congregationalist Changes Page Size**  
Beginning with the issue of January 1st, 1920, our column length changes from 160 lines to 150 agate lines. Width from 14 to 15 ems.  
Three columns to page  
**BEACON ST., BOSTON**

**The Pittsburg Press**  
Daily and Sunday  
Has the Largest **CIRCULATION IN PITTSBURG**  
Member A. B. C.  
Foreign Advertising Representatives  
Metropolitan Tower, Peoples' Gas Bldg.  
I. A. KLEIN, JOHN GLASS,  
New York, Chicago

**Perth Amboy, N. J.**  
Most Rapidly Growing City in East  
Thoroughly Covered by the **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

daily will be at Sun-  
ript has scale of Tuesday er line Saturday Evening ice to  
ronicle-ly sub-cents or sing  
2.—The an in wspace from eastern rains have  
e Wood effect of 1000 line 2 cent  
os Airt e Mitre celebrat yuary 4 page isement  
Y. JS tising or in  
nt of rtiser s of Mount  
CO. ROK  
aper they w just  
atch Medium.  
ork  
Ill.  
nt on tes  
22,319  
14,916  
37,235  
25,731  
17,434  
43,165

**FIGHT TRADE-MARK PIRATES****State Department to Protect American Manufacturers**

American automobile manufacturers have called on the State Department for aid in preventing the pirating of their trade-marks and by this means the control of their sales by Manuel de Silva Carmo of Oporto, Portugal, who, according to the New York Times, has registered the trade-marks in his own name in the principal markets of Europe and South America.

Forty-two American makes of automobiles and tractors are affected by Carmo's action, which was discovered when Albert E. Parker, New York lawyer, tried to secure European registration for several American automobiles. Carmo has already obtained possession in thirteen countries of five American cars and unless effective opposition is made, he will become possessor on January 15 of the trade-marks of 37 other American automobiles, for which he filed application on July 14. Other American product trade-marks have been pirated in recent months for European and South American trade and the American Manufacturers Export Association has requested Federal action for redress.

**NEW DAILY IN NEW YORK****Herman Bernstein Launches "Haint" in Behalf of Jews**

"Haint," the new Jewish daily, appeared in New York on January 1, under the editorship of Herman Bernstein, author and newspaper correspondent. The new paper, whose name means "The Present," will champion the cause of liberal immigration and will support the labor unions in their demands for better economic conditions.

**Eastern A. A. C. W. Meets**

District meetings of the Associated Advertising Clubs of the World were inaugurated when members of the first district, representing Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania and Delaware, met on January 6 and 7 at the New York Advertising Club. Rowe Stewart, vice-president for the district, presided. Each of the seven districts of the A. A. C. W. is expected to follow suit.

**New A. N. P. A. Committeemen**

New members of the American Newspaper Publishers Association committee on conservation and co-operation are J. C. Seacrest, Lincoln (Neb.) State Journal, Nebraska; and P. E. Burton, Joplin (Mo.) News-Herald, Missouri (except Kansas City and St. Joseph); and James M. Thomson, New Orleans Item, Louisiana and Arkansas. Mr. Burton takes the place of E. Lansing Ray, St. Louis Globe-Democrat, and Mr. Thomson has been appointed vice Elmer E. Clarke, Little Rock (Ark.) Democrat.

**Glass to Senate January 15**

WASHINGTON, D. C., Jan. 6.—Carter Glass will hold office as Secretary of the Treasury until January 15, when he will take his seat in the Senate. The delay is at the request of President Wilson.

**New Daily in Plainfield**

PLAINFIELD, N. J., Jan. 5.—The Record has been changed from a weekly to a daily publication, selling for 2 cents.

**New Agency in Rochester**

ROCHESTER, N. Y., Jan. 5.—James J. Dadd, formerly manager of the country weekly department of the H. C. Goodwin Inc. Advertising Agency of this city, has purchased that portion of the Goodwin Agency's business and will organize a new agency in this city to be known as the James J. Dadd Advertising Company. The Goodwin Agency, which now employs 17 men, expects to add two more to its staff within the next few weeks; one of these is said to be an art director from New York. Associations have been made with advertising artists in Cleveland and New York and the agency will shortly establish a branch office in New York.

**Dallas Ad Men Promoted**

DALLAS, TEX., Jan. 6.—Several changes in the advertising staff of the Times-Herald, due to the resignation of Herman Phillipson, former director of advertising, who leaves the paper to become advertising manager for the Neiman-Marcus Dry Goods Company. James C. Reynolds, who has been the advertising manager for the last year, becomes director of advertising, succeeding Mr. Phillipson. Albert Swinsky, Jr., who has been connected with the advertising staff for several years, becomes advertising manager, and John W. Runyon becomes assistant advertising manager. Mr. Reynolds will be in general charge of all advertising, both local and foreign, while Mr. Swinsky will devote his time to the local field exclusively.

**Knecht Heads Correspondents**

Dr. Marcel Knecht, director of the French Official Bureau of Information, has been elected president of the Association of Foreign Press Correspondents in the United States. Other new officers are as follows: Secretary-treasurer, Percy S. Bullen, London Daily Telegraph; assistant secretary, Sydney J. Clarke; executive committee, Percy S. Bullen, W. F. Bullock, London Times, W. W. Davies, Buenos Aires La Nacion; Felice Ferrero, Italian Official Bureau of Information, New York; Dr. Marcel Knecht and A. Plottier, Paris Matin.

**Jackson's Body Lost in Wreck**

PORTLAND, ORE., Jan. 6.—No trace has been found of the body of Francis C. Jackson, director of the Oregon Journal and son of its publisher, C. S. Jackson. Mr. Jackson lost his life in the recent wreck of the steamer Chanslor on the Oregon coast. The bodies of many of the wreck victims have not been found. An estate of \$30,000 was left by Mr. Jackson, his will having been filed here. Phillip L. Jackson, a brother, is made administrator for the property, which is left to the widow.

**Watson With Detroit News**

DETROIT, Jan. 7.—Forbes Watson, formerly art critic of the New York Evening Post, is writing on the fine arts for the News.

**Colton New Editorial Chief**

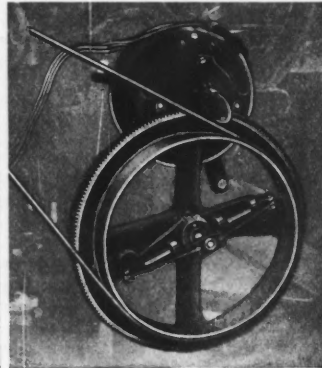
HARTFORD, CONN., Jan. 6.—John W. Colton, executive assistant to President L. S. Storrs of the Connecticut (street railway) Company in New Haven, has been selected to succeed Captain Roland F. Andrews as chief editorial writer on the Times. Mr. Colton is 45 years old and was for 17

**SUPPLIES & EQUIPMENT**

For Newspaper Making

**EQUIPMENT FOR SALE**

Advertisements under this classification thirty cents per line. Count six words to the line.

**THE CUSHMAN****OFFSET LINOTYPE MOTOR**

Has No Equal

EFFICIENCY and SERVICE

and

**STURDY CONSTRUCTION**

We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.

Write for prices. Address:

**CUSHMAN ELECTRIC CO.**

Concord, N. H.

**EQUIPMENT WANTED**

Advertisements under this classification thirty cents per line. Count six words to the line.

**Wanted to Buy Stereotype Machinery**

Steam table, matrix roller, form tables, gas generator or other stereotype equipment at once. State price and all information in first letter. The Durham Sun, Durham, N. C.

**Rolling Machine and Steam Table**

Wanted to buy, rolling machine and steam table. Must be in good condition. Write the Florida Metropolis, Jacksonville, Florida.

years a member of the Springfield (Mass.) Union editorial staff. He had previously been connected with the Boston American and the Providence Journal.

**Blanket Insurance in Portland**

PORTLAND, ORE., Jan. 6.—A blanket insurance policy, covering all of its employees, is the gift of the Oregon Journal to its editorial and mechanical staffs. There are 173 men and women in the group thus protected and the individual policies vary in principal with the length of service of the employees. In addition, each child of the paper's employees was presented with a \$5 check in memory of Francis C. Jackson, son of the publisher, who lost his life in the steamer Chanslor wreck.

**Changes from P. M. to A. M.**

RED BLUFF, CAL., Jan. 6.—The Evening Sentinel changed to a morning daily January 1. D. D. Dodson, Jr., and V. H. Werlof are in charge, having leased the plant from the elder Dodson, who retires from the newspaper business to devote his time to real estate. New equipment has been ordered. This leaves Red Bluff with one afternoon and one morning newspaper. A year ago there were two afternoon dailies, one morning daily and three weekly newspapers published here.

**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

**For Sale**

Two Hoe Sextuple Presses with two folders. Each press prints an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rolling Machines can be shipped at once.

Walter Scott & Company  
Plainfield, N. J.

**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

Printing Plants and Business  
BOUGHT AND SOLD  
Printers' Outfitters  
American Typefounders' Products  
Printers and Bookbinders Machinery  
of Every Description  
CONNOR, FENDLER & CO  
26 Beckman St. New York City

**Late Train Stops Presses**

OKLAHOMA CITY, Jan. 6.—The printer situation for the Oklahoman has been so acute the past 30 days that when a freight engine "went dead" at small town near here, the paper was unable to print all of its Sunday edition Saturday night and Sunday morning and had to send it to the subscribers with the Monday morning issue. Two last week it was necessary to get special trains to haul cars of paper to Oklahoma City.

Thomas E. Williams, of the Philadelphia Evening Ledger and recent editor of the Philadelphia Record, will succeed Hiram G. Andrews as state capital representative of the Philadelphia North American.



# 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, need to exceed 50 words, two insertions FREE.

### Advertising Man

released through consolidation. Can prepare copy, lay out ads and sell. Can come at once. Reference: B. O. Whittitt, Adv. Mgr., Decatur (Ill.) Review. Address G. Q. Burkett, 110 N. Edward St., Decatur, Ill.

### Advertising Manager

on live paper who has had wonderful success and can give best recommendations. Age 30. Want to connect with good paper that would appreciate capable man. Address B-516, care of Editor & Publisher.

### Classified Manager

#### Wants to Change

I am 28 years old, married, have had ten years' experience in the newspaper work, five successful years as classified manager, know how to get the business without spending all the income on promotion. Now employed on an evening paper with 50,000 in a city of 70,000. Have personal reasons for wanting to change. Will be glad to give further details as to character and ability. Address B-511, care of Editor & Publisher.

### Classified Man

Experienced classified promotion expert and classified display salesman. Consolidation reason for leaving present position. References furnished. Can come immediately. F. W. Spooner, 1724 N. College St., Decatur, Ill.

### Manager

of newspaper in community of 50,000 wants to connect with live paper. Am 29 years old and have had 13 years' experience in both news and business ends. Fully capable of handling any or all departments of live paper. Address B-515, care of Editor & Publisher.

### Manager

Resourceful, capable manager, thorough knowledge of news and business departments and an extended experience is open to a proposition in towns of from 50,000 to 125,000. Best references. Address B-537, care of Editor and Publisher.

### Executive Position

Wanted—By man now making \$10,000 per year, executive position in larger field. This desire only reason for change. Position wanted as general manager, business manager or advertising manager. Experienced in all departments of newspaper publishing; middle age; able to do the work of several ordinary men. Will accept salary smaller than amount named. Will consider buying daily in city of 25,000 or more. Southeastern states preferred, but other locations will be considered. For further information address B-533, care of Editor and Publisher.

### Editorial or Special Writer

Winner of Certificate of Distinguished Merit in Fourth Liberty Loan editorial writing contest conducted by Editor and Publisher desires correspondence with any publication requiring the service of an experienced newspaper man as editorial or special writer. Keeps in touch with the political trend of the times, is familiar with national and industrial issues, has some knowledge of what is going on in world affairs. He is holding a very responsible position now but it is a full stop so far as advancement is concerned unless he gains a foothold in a larger field. This is the only reason for desiring change. Address B-527, care of Editor and Publisher.

### Editor or Associate

American, well educated 37, experienced as reporter, copy reader, telegraph editor, etc. on Brooklyn paper, seeks opening as editor or associate with suburban weekly or on desk job with small town daily. Good head-liner. Can make up. Good future desired. Address B-536, care of Editor and Publisher.

### Unusually Successful Editor

and manager having sold out his property at a handsome profit will make new connection with or without investment. Efficiency expert, time and money saver. If you have a proposition that needs a man who knows and has a record, address B-526, care of Editor and Publisher.

### Newspaper Man

Situation wanted by thoroughly capable and experienced newspaper man, telegraph or state desk or other "inside" work in or near New York. W. M. Beasley, 416 Vanderbilt avenue, Brooklyn, N. Y.

### New Deal Wanted

Blocked by office politics near top of staff of great metropolitan daily, experienced copy writer desires change. No weakling only no scrapper. Training on large and small sheets qualifies for editing and writing in smaller cities. Will go any reasonable distance. Address B-534, care of Editor and Publisher.

### Cartoonist

wishes position on daily paper. Have had experience as staff cartoonist on daily paper. Can do comics or serious cartoons—political cartoons a specialty. Samples furnished on request. Address B-534, care of Editor and Publisher.

## SITUATIONS WANTED

### Young Woman

just finished work as publicity writer for temporary drive wants position in publicity, rewrite work or feature stuff. College graduate with experience in news, features and publicity. Samples of work submitted. Best references. Address B-531, care of Editor and Publisher.

### Experienced Circulation Manager

open for engagement. Understand all phases of circulation work on both morning and evening papers. Past record shows accomplishment of results. Capable executive and organizer. Could make change on reasonably short notice. Satisfactory references. Address B-525, care of Editor and Publisher.

### Circulation Manager

with nine years' experience desires to make connection with a daily in any part of U. S. Thoroughly experienced in all kinds of circulation work. Have worked for several large newspapers in the east. Can furnish best of references. Address B-539, care of Editor and Publisher.

### Circulation Manager

Fifteen years' successful experience. Thoroughly familiar with every detail of the circulation department. Economical and a good organizer. Address B-535, care of Editor and Publisher.

## HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

### Newspaper Accountants and Auditors

A large New York organization has several rare and desirable openings on general auditor's staff for accountants who thoroughly understand every phase of newspaper accounting and office management. Only men 30 to 40, of unusual ability, experience and attainment with complete understanding of modern theory and practice will be considered. Write a letter of application with photo, covering in detail positions held, salary received, specifically stating special accomplishments. Only men of proven ability capable of earning \$60 to \$100 per week need apply. Exceptional opportunity for advancement. Complete expense allowance to New York address. Confidential. P. O. Box 1248, City Hall Station, New York City.

### Advertising Manager

Can you use a \$75 a week advertising manager? Full details as to newspaper knowledge, experience and ability gladly furnished by writing "Steady Producer," in care of Editor and Publisher.

### Editor

Wanted—Editor for morning newspaper in city of 30,000 people. Must be able to give personality and punch to newspaper. Can give unusual opportunity to well equipped progressive man, who can make himself a real factor in an exceedingly good city. State age, politics, religion, experience and compensation expected. Address B-538, care of Editor and Publisher.

### Managing Editor

Wanted: Managing editor of live newspaper in one of the best cities of 40,000 population in the South. Man who could make a small investment would be desirable, but investment not necessary. Address B-528, care of Editor and Publisher.

## WANTED

### Experienced, Young Newspaper Men

who can really write and who are informed regarding one of the following special fields—finance; business and commerce; science and engineering; agriculture; law; medicine. Want the best men in America, and will pay all men are worth and then some. Chance for men to make permanent places for themselves. Address B-532, care of Editor and Publisher.

## DIVIDENDS

INTERNATIONAL PAPER COMPANY  
New York, December 31, 1919.  
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company, payable January 15th, 1920, to preferred stockholders of record at the close of business January 1st, 1920.  
OWEN SHEPHERD, Treasurer.

## Standard Union's Gravure Section

The Brooklyn Standard Union's art gravure section made its first appearance with the issue of January 4. It is stated that the Standard Union is the 45th newspaper of the United States to publish a gravure supplement. The subjects of the illustrations used are local and are happily chosen. The section carried a good volume of advertising.

## Cleland Starts Agency

Harry E. Cleland, for many years advertising counsel of the McGraw-Hill Company, New York, has resigned to start an advertising agency under the name of Cleland, Inc., New York. John H. Van Deventer, formerly editor-in-chief of the American Machinist, is president and treasurer of the agency, and Mr. Cleland is vice-president and general manager.

## Sherrill Quits After 32 Years

CONCORD, N. C., Jan. 5.—J. D. Sherrill of Concord has tendered his resignation as secretary-treasurer of the North Carolina Press Association to President J. A. Sharp, to take effect at the mid-winter session of the association at the O. Henry Hotel in Greensboro on January 8. Mr. Sherrill was elected secretary-treasurer of the association in July, 1888, and has held office ever since.

## New Maine Publication

PORTLAND, Jan. 5.—The first issue of The Organized Farmer of Maine appeared on January 1. It will be issued every Thursday in the interests of the farmers of Maine and it is the desire of the publishers that it shall be truly a farmer's periodical. It is issued at the office of the Loring Print and A. W. Hall of Portland is editor and manager.

## New Texas Ad Agency

DALLAS, TEX., Jan. 6.—The Mid-Continent Advertising Agency has been established with offices at Dallas. Charter members and officials are as follows: President, W. T. Pickering; vice-president, O. S. Bruck; secretary, L. W. Chandler; treasurer, F. K. Beebee.

## Fish Buys Salt Lake Herald

SALT LAKE CITY, UTAH, Jan. 2.—The Herald changed hands yesterday, when A. L. Fish, formerly of the Portland (Ore.) Journal, and more recently of the Los Angeles Express, acquired a controlling interest. In the change, leading members of the Mormon church are relieved of ownership.

## Methvin Georgia State Printer

ATLANTA, GA., Jan. 3.—C. M. Methvin, editor of the Eastman (Ga.) Times-Journal and former president of the Georgia Press Association, yesterday assumed his new duties as superintendent of state printing. This position was created at the last session of the general assembly, and Mr. Methvin was appointed to the position immediately thereafter by Gov. Hugh Dorsey.

## Portland Wage Rise

PORTLAND, ME., Jan. 3.—Wages of linotype operators of the three daily and two Sunday newspapers in this city were advanced \$14, the day force receiving \$34 and the night force \$36. The scale committee asked for \$36 and \$38, but accepted \$2 less. The agreement is for one year.

# \$20,000

or less, for first payment on a newspaper property which will be delivered for that payment and deferred obligations which buyer can reasonably expect to meet from the income from the property. Independent evening papers in northern locations preferred. Proposition T. W.

**CHARLES M. PALMER,**  
Newspaper Properties  
225 Fifth Avenue, New York.

# \$40,000

In cash, as initial payment on Evening Newspaper in desirable field in Southern states.

Customer ready to give satisfactory property immediate consideration.

**HARWELL & CANNON**  
Newspaper and Magazine Properties  
Times Building -:- New York

## Labor Wants Another Daily

FORT SMITH, ARK., Jan. 6.—Labor leaders here are planning to raise a fund of \$100,000 to finance the Interstate Printing Company, for the purpose of publishing a daily newspaper. The plans call for none but bonafide members of legitimate trade unions to have a share in directing the paper.

## Opens San Francisco Branch

SAN FRANCISCO, Jan. 6.—The Crank-Paris Company, which heretofore has confined its principal operations to Los Angeles, where it was organized a year ago, has opened San Francisco offices in charge of D. S. B. Stannard in the Wells Fargo Building.

## Daily Chain for A. F. of L.

The American Federation of Labor refuses to confirm or deny a report that the organization is about to establish a chain of daily labor papers throughout the country. It is understood a meeting was held at the Hotel Continental last week to consider this matter.

## Paper Lost in Fort Worth Fire

FORT WORTH, TEX., Jan. 3.—Fire of unknown origin, which for a time threatened the entire Star-Telegram Building, destroyed a large amount of newsprint stock in the basement of the building. The loss is estimated at \$12,000.

## Weekly for Cotton Men

ATLANTA, GA., Dec. 31.—The American Cotton News will begin publication in Atlanta this week. The editorial staff has not been announced, but a stockholders' meeting will be held in January, at which time the staff will be selected.

## Sphinx Club Dinner January 20

The Sphinx Club will hold its 165th dinner at the Waldorf-Astoria, New York, on January 20, with Augustus Thomas, Herbert Kaufman and Dr. Charles A. Eaton as speakers. R. S. Scarborough, treasurer, at 26 Beaver

**BOSTON FRANKLINS MEET****Will Honor Birthday of Great Printer on January 19**

BOSTON, Jan. 5.—The Franklin Typographical Society, one of the oldest organizations in Boston, and which exists solely for the purpose of relieving sick and aged members of the printing craft, held its 96th annual meeting January 1. Leonard Raymond, treasurer, was re-elected for the 22d consecutive year, with Francis A. Corley as president and Weldon L. Crossman as vice-president.

The 214th anniversary of Franklin's birth will be observed by the society and the Boston Typothetae at the City Club on January 19, the list of after-dinner speakers including Lieut. Gov. Channing H. Cox, Charles H. Taylor, Jr., of the Boston Globe, Frank P. Sibley of the Globe, Joseph A. Campbell, J. Mitchell Galvin, George B. Gavin and J. C. Higgins.

**New Machinery in Casper**

CASPER, WYO., Dec. 25.—The Wyoming Review Publishing Company, which issues the Daily Tribune, has just placed an order for a 12-page Duplex tubular press, to be installed in the Tribune's building about June 1. The Tribune recently installed three linotypes.

**Price on Paper Thieves**

NEBRASKA CITY, NEB., Jan. 6.—Tired of having so many papers stolen from homes of its subscribers, the Daily Press has made a standing offer of \$5 to anyone who apprehends a newspaper thief. Criminal prosecution will follow, according to J. H. Sweet, editor.

**Okmulgee American Suspends**

OKMULGEE, OKLA., Dec. 27.—Because of the high cost of publication, the Daily American, established two months ago, has suspended publication, it was announced this week by Ernest McDaniel, editor. The Weekly American will continue publication.

**Labor Daily for Sedalia**

SEDALIA, Mo., Jan. 6.—Plans for the establishment of a daily paper by the Sedalia Federation of Labor are under way here. A committee of six members has been appointed to investigate the feasibility of changing the Sedalia Leader from a weekly to a daily labor paper.

**Paper Warehouse Burns**

SPRINGFIELD, Mo., Jan. 6.—Print paper to the value of \$70,000 was destroyed by fire which completely gutted the Springfield Paper Supply Company's plant in the heart of the wholesale business district here last week.

**Council Kills Ad Claims**

PHILADELPHIA, Jan. 3.—Claims of four local newspapers for payment by this city for advertising ordinances during the Blankenburg ad-

ministration were buried by the Common Council here. As the advertising was furnished without proper authorization, the councilmen ruled the claims had neither legal nor moral standing. The debts were incurred in 1914 and 1915 for advertising loans. The debts were: Inquirer, \$2,130; Jewish World, \$875; German Gazette, \$1,194, and Sunday Dispatch, \$240.

**Lithuanian Editors Surrender**

PHILADELPHIA, Jan. 6.—Joseph V. Stilson and Joseph Sukeys, officials of the Kova, a Lithuanian language newspaper, convicted of conspiracy to violate the Espionage act, surrendered here this week to begin their prison sentences. The two men were arrested in December, 1917, on the charge of publishing seditious matter in their newspaper, the official organ of the Lithuanian Socialist Federation, printed in this city. Stilson was secretary and Sukeys manager. Warrants were also issued for the two editors of the Kova, but they escaped arrest. Stilson was sentenced to three years in prison and Sukeys three months.

**More Agency Advertising**

ST. LOUIS, Mo., Jan. 7.—Nelson Chesman & Co., have joined the ranks of advertising agencies in St. Louis who are using the daily newspapers to advertise advertising. This concern used a double page spread in the Globe-Democrat of January 1, reproducing some of the advertisements of its clients and listing all of them.

**Another Scribe in "Cabinet"**

PHILADELPHIA, Dec. 27.—Still another former newspaper man in this city has been named to a post in the "cabinet" of the new mayor, J. Hampton Moore, who 25 years ago was a reporter and editor of the Public Ledger. George Roth, formerly a special editorial writer for the Ledger, was today appointed assistant director of public welfare.

**A Shumway Account**

The Lockwood & Brackett Company, maker of "Laco" castle soap, 225 State Street, Boston, has placed its advertising account in the hands of the Franklin P. Shumway Company, Boston. Through an inadvertent error in EDITOR & PUBLISHER of January 1, this account was credited to the H. B. Humphrey Company.

**Winter Carnival in Des Moines**

DES MOINES, IA., Jan. 6.—The Evening Tribune is planning a "winter carnival" patterned after the St. Paul carnival.

**Ad Club Loses Suit**

PORTLAND, ORE., Jan. 6.—The Portland Ad Club has lost the case it recently brought against the Advance Apparel Shop of this city on a charge of fraudulent advertising. Charles W.

English, secretary of the better business bureau of the Ad Club, announced that an appeal would be taken to the Circuit Court, the original hearing having been in the Municipal Court.

**Plans New Building**

HENRYETTA, OKLA., Jan. 5.—The Daily Free Lance, of which George Riley Hall is proprietor, will erect a two-story brick building and install new machinery.

**Start Ad Classes**

DALLAS, TEX., Jan. 4.—The advertising department of the Business Women's Club has begun weekly classes in advertising under the direction of F. K. Beebe.

**Purchased by Berrys**

LONDON, Jan. 1.—The Graphic, Daily Graphic, the Bystander and associate publications have been purchased by William E. Berry, J. Gomer Berry and others.

**Buys Timber Limits**

BANGOR, ME., Dec. 29.—The Wayagamack Pulp & Paper Company has acquired by purchase the Breakey timber limits in Gaspé, situated on the York river, which cover a total of 450 square miles in New Brunswick.

**Bridgeport Wages Increase**

BRIDGEPORT, CONN., Jan. 7.—An announcement has been made by Richard Howell, editor and publisher of the Sunday Herald, that editorial workers are to receive a 33 1-3 per cent. increase, effective at once.

**Salaries Rise in Sacramento**

SACRAMENTO, CAL., Jan. 5.—The Bee has substantially increased salaries of editorial employees. Other departments of the paper, including the mechanical, also had a substantial increase in pay.

**Fuson In "C. of C" Work**

MEMPHIS, TENN., Jan. 7.—Sam D. Fuson, newspaperman of Chicago, St. Louis and Columbus, O., has been appointed manager of the newly created publicity department of the Chamber of Commerce.

Few Papers—if any—surpass the  
**TRENTON NEW JERSEY TIMES**

**A Food Medium**

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages  
Tuesday Music Page  
Circulation 26,640. Member A. B. C.

**KELLY-SMITH CO.**  
Marbridge Bldg., Lytton Bldg.,  
New York. Chicago.

**BUFFALO NEWS**  
**EDWARD H. BUTLER****Editor and Publisher**

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.  
Foreign Advertising Representatives  
**KELLY-SMITH COMPANY**  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

**CURTAIL ADVERTISING**

Nearly every day many columns of advertisements are omitted from The New York Times as a result of the shortage of newsprint paper.

Advertisers and advertising agencies, especially those desiring full pages, are asked to co-operate with The Times, by reducing their space and thus obtaining greater assurance of the insertion of their announcements. Advertisements for which copy is received at an early day and hour before publication are shown preference.

**THE NEW YORK TIMES**

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.

**The National Jewish Daily****Fire Sweeps Danville, Va.**

DANVILLE, VA., Jan. 3.—Employees of the Morning Register were driven from the Register building late last night by a million-dollar fire which swept the city.

**N. E. A. C. M. Will Meet in Boston**

The New England Association of Circulation Managers will hold its next meeting at the City Club, Boston, on January 21. Officers and directors will be elected for the coming year.

**Tulsa Stereos Get Raise**

TULSA, OKLA., Jan. 6.—Stereotypes on Tulsa newspapers have just signed a new scale that calls for \$7 for day work and \$7.50 for night.

**New Christian Herald Editor**

Rev. Charles M. Sheldon has been appointed editor-in-chief of the Christian Herald, succeeding George H. Sandison, who retires after three years on the staff of that publication.

**New Toronto Agency**

TORONTO, Jan. 3.—Thornton Park for many years with J. J. Gibbons Ltd., here, has established an advertising agency of his own in this city.

**Starts Boston Branch**

DES MOINES, IA., Jan. 6.—The Merchants Trade Journal will establish branch office at Boston.

**E. S. Cohan Resigns**

BRIDGEPORT, CONN., Jan. 7.—E. S. Cohan, circulation manager for the Bridgeport (Conn.) Post, has resigned.

**The McClure Newspaper Syndicate**

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montagu Glass and Sewell Ford.

N373 Fourth Ave., New York

**New Jersey's Greatest Morning Newspaper**  
**THE NEWARK LEDGER**

For six days in the week we are alone in our field of more than a million readers, and the

**SUNDAY LEDGER**

Takes a place among the leading publications of the country.

Dorothy Dix Helen Rowland  
Associated Press

We can increase your business—you want it increased.

You have thought of press clipping 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

# PENNSYLVANIA

The Bolsheviki picked Pennsylvania to be the Keystone of the revolution which had been planned to overthrow our government.

This selection was made because it was recognized that Pennsylvanian industries are more vitally important to the general prosperity of the country than are the industries of any other one State in the Union. Could Pennsylvania be crippled industrially, the rest of the country would be easy.

They, however, did not seem to figure on the fact that 81 per cent. of the people of Pennsylvania are native born, and that Pennsylvania is and always has been the headquarters of Americanism.

They do not seem to figure, too, that over eighty per cent. of the foreign born people of Pennsylvania are progressive, industrious, peace loving, law-abiding people, a credit to the lands from which they came, and a valuable addition to the industrial population of Pennsylvania.

You can't pull rough stuff in Pennsylvania and get away with it, but, if you have a good proposition, one worthy of consideration, you can get action in Pennsylvania easy.

Just tell Pennsylvania people about your product in Pennsylvania daily newspapers (list herewith), and supply the goods to meet the demand.

Pennsylvania people read Pennsylvania daily newspapers, and buy of Pennsylvania merchants.

		2,500	10,000
	Circulation	lines	lines
Allentown Call .....	(M) 23,146	.04	.04
*Altoona Mirror .....	(E) 22,197	.05	.05
Altoona Times .....	(M) 9,026	.03	.03
Bethlehem Globe .....	(E) 6,665	.025	.025
*Chester Times and Republi- can .....	(M&E) 14,739	.05	.04
Connellsville Courier .....	(E) 6,774	.015	.015
*Easton Express .....	(E) 12,944	.03	.03
Easton Free Press .....	(E) 14,162	.0285	.0285
Erie Herald .....	(E) 8,009	.025	.025
Erie Herald .....	(S) 9,626	.025	.025
*Harrisburg Telegraph .....	(E) 30,998	.055	.055
Johnstown Democrat .....	(M) 10,132	.03	.025
Johnstown Leader .....	(E) 8,224	.015	.015
Lancaster Intelligencer and News- Journal .....	(M&E) 22,183	.06	.06
Lebanon Daily News .....	(E) 8,319	.025	.025
New Castle News .....	(E) 13,014	.025	.025
Oil City Derrick .....	(M) 6,213	.023	.018
Philadelphia Record .....	(M) 113,064	.25	.25
Philadelphia Record .....	(S) 127,370	.25	.25
Pittsburgh Dispatch .....	(M) 55,055	.13	.08
Pittsburgh Dispatch .....	(S) 55,208	.14	.14
Pottsville Republican .....	(E) 10,865	.04	.03
Scranton Republican .....	(M) 30,028	.08	.07
Scranton Times .....	(E) 33,969	.09	.08
West Chester Local News .....	(E) 11,590	.03	.03
Wilkes-Barre Times-Leader .....	(E) 18,237	.05	.04
**Williamsport Sun .....	(E) 15,898	.06	.04
York Gazette .....	(M) 14,310	.03	.03
Total .....	707,863	\$1.6694	\$1.5394

Government Statement, October 1st, 1919.  
 \*A. B. C. Report, October 1st, 1919.  
 \*\*A. B. C. 12 month report ending June 30, 1919.

# THE RICHEST AND MOST RESPONSIVE MARKET ON THE FACE OF THE EARTH

is

## NEW YORK CITY AND ITS SUBURBS

Here live 10,000,000 people

Here live 2,000,000 families

**These 10,000,000 people** wear clothes, eat food, want the very best and latest, and are the greatest spenders to be found anywhere.

**The man with goods** for which he wants to find a quick market, can find his richest prospect among the 2,000,000 people who each day buy a morning and evening newspaper.

**These 2,000,000 people** constitute a carefully selected audience of wide-awake, worth-while people with money to spend who always keep abreast of the times.

**In no other place** can so many of this class be found and so effectively reached, in any desired group, as through the daily newspapers of New York.

**Through dominant newspaper advertising** consumer demand, which will compel distribution, can be accomplished overnight for goods the people want.

**The routine powers** of buying wholesale and jobber service at great sacrifice is costly and ineffective in comparison with the new sure fire way.

## THE NEW YORK GLOBE

MEMBER  
A. B. C.

JASON ROGERS, Publisher

180,000  
A DAY



Y  
A  
C  
C  
T

A  
M

2  
C  
XI